

Communication plan CODE-EFABAR

February 2005

This document combines the objectives (1) for communication of CODE-EFABAR with documents (2) and their specific audiences, messages and means of delivery (3).

1) Objectives

"This Code of Good Practice for European Farm Animal Breeding is to become the leading instrument for creating transparency of the animal breeding sector in Europe by defining and maintaining good practices in farm animal breeding, and maintaining a dialogue with all stakeholders on the basis of the Code."

Corrollary objectives

- to inform all relevant parties about the existence of the Code and its remit
- to inform and train European breeding organisations about the steps to be undertaken to implement the Code of Good Practice, and to involve all breeding organisations in this process
- to maintain good relations with other stakeholders

2) Documents

- the Code of Good Practice (8 pages) D1
- the 'Implementation Guide' containing species-specific details and 'system demands' for verifiability purposes D2
- a brochure with a summary of the Code for non specialist audiences D3
- a flyer to inform farm animal breeders in Europe D4
- ethics report explaining the theoretical background of the process D5
- interview report summarising view of other stakeholders D6

3) Audiences

a) Breeding companies in Europe

- Messages:
- 1) Existence of the Code as a standard of Good Practice
 - 2) Establishment of this Code as a recognised standard for good practice in the sector
 - 3) Possibility of adoption / verification / certification

Documents: D1 / D2 / D4 / D5 / D6

- Vehicles:
- 1) send flyer + printed code by mail to breeding companies
 - 2) regular e-mail updates
 - 3) dedicated website section with information

b) Policy makers

- EC Directorate-Generals
- EC Authorities
- national and regional governments

Messages: 1) Existence of the Code as a standard of Good Practice
2) Establishment of this Code as a recognised standard for good practice in the sector
3) presentations during congresses

Documents: D1 / D3

Vehicles: 1) send brochure and printed code by mail
2) intention to update the Code in line with legislative changes
3) feature articles
4) dedicated website section with information

c) Interest groups

- Consumer organisations
- Animal Welfare organisations

Messages: 1) Existence of the Code as a standard of Good Practice
2) Ethical background
3) Establishment of this Code as a recognised standard for good practice in the sector

Documents: D1 / D3 / D5

Vehicles: 1) send brochure and printed code\
2) feature articles
3) presentations during congresses
4) dedicated website section with information

d) Retail, wholesale and trade associations

- Farmers associations
- Food processors
- Producers organisations

Messages: 1) Existence of the Code as a standard of Good Practice
2) Establishment of this Code as a recognised standard for good practice in the sector

Documents: D1 / D2

Vehicles: 1) send brochure + printed code
2) dedicated website section with information

e) Relevant trade journals, printed media and web

Messages: 1) Existence of the Code as a standard of Good Practice

2) Establishment of this Code as a recognised standard for good practice in the sector

Documents: D3

Vehicles: 1) timed press releases
2) feature articles
3) dedicated website section with information

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Time planning:

7 Feb	receive feedback from EFFAB and finalise questionnaires request for contacts to EFABAR partners
10 Feb	send out: interviews to contacts by e-mail
17 Feb	start interviews
03 Mar	report on interviews & suggestions for improvement
31 Mar	final CODE final communication plan final 'dissemination' list
02 Jun	training workshop
Apr-Sep	carry out communication