Communication on the EU Code of Conduct on responsible food business and marketing practices

Meeting of the Collaborative Platform

12 December 2023

Communication on the Code

Comprehensive and flexible

- Developed / developing four main tools to communicate Code in 2023 and early 2024:
  - Wheelchart
  - Infographic
  - Social media posts
  - Animation

- Although some are designed for specific platforms, all materials can be shared through websites, social media channels, as standalone files and repurposed for presentations, events and other initiatives.

- All materials use and respect the agreed branding. We have introduced a circular motif to act as a visual device.

- Designed in PowerPoint for more efficient production, updating and easier translation should this be required.

- Exported to formats best suited for each delivery platform, i.e., MP4 for animations and PDF for wheelchart.

Wheelchart

- Interactive, allowing reader to navigate to and from main heat map or within sections

- 4 cuts of data;

  1) Heatmap of all objectives

  2) Overview of each objective

  3) Companies per sub-category

  4) Target year per sub-category

- Animated introduction with top level data
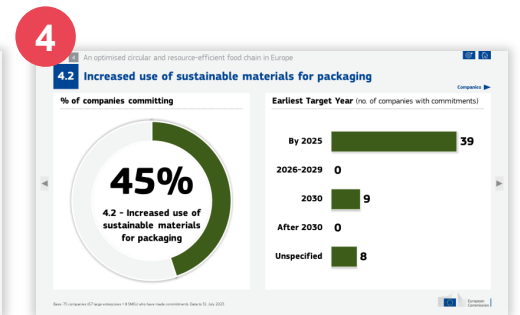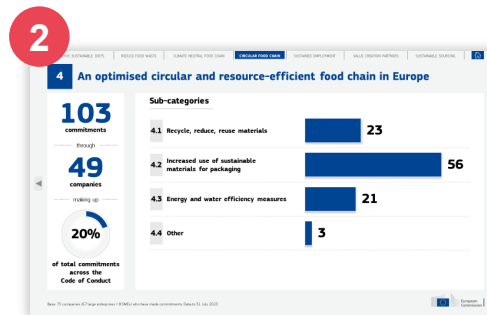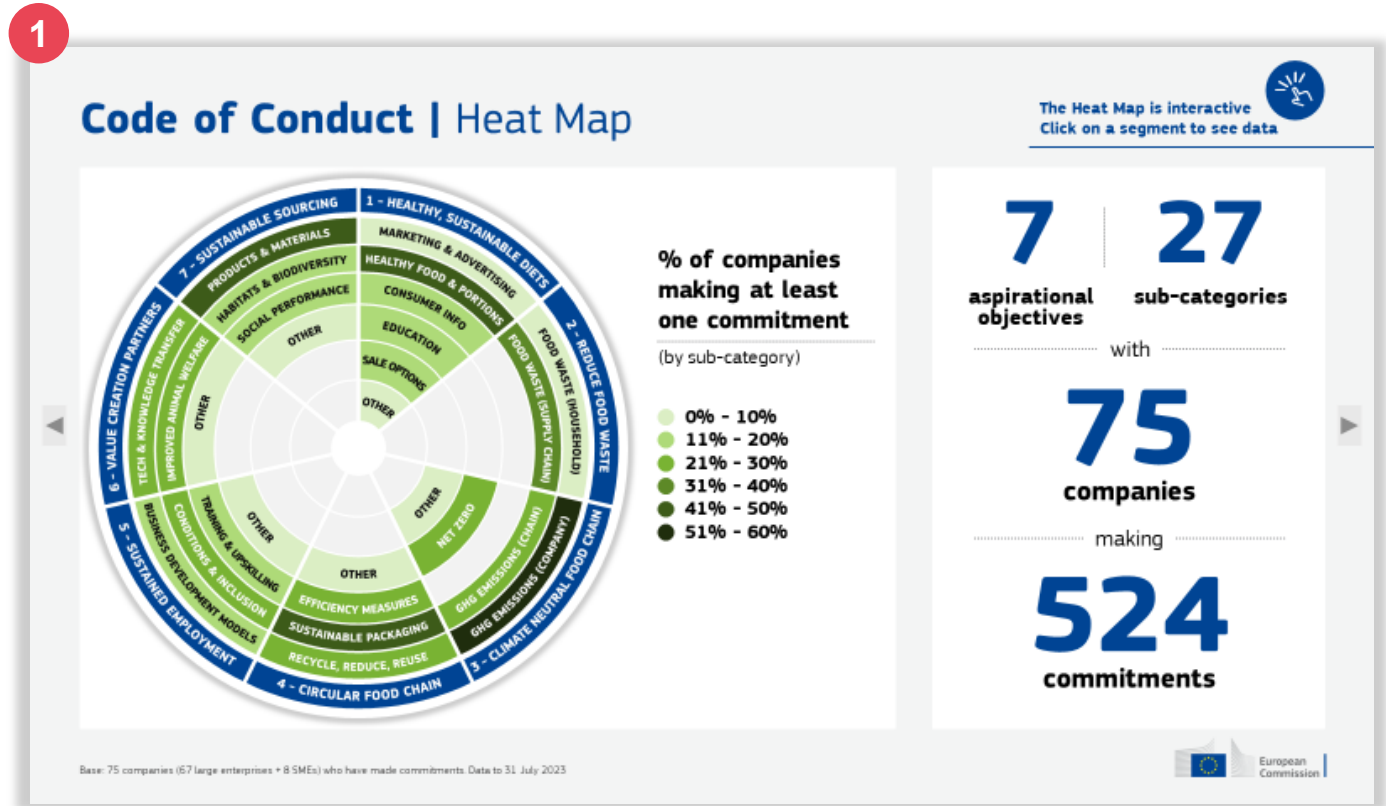
Infographic

- Single, long drop, scrollable infographic.

- Outlines:
  1) Main objectives
  2) Current levels of engagement
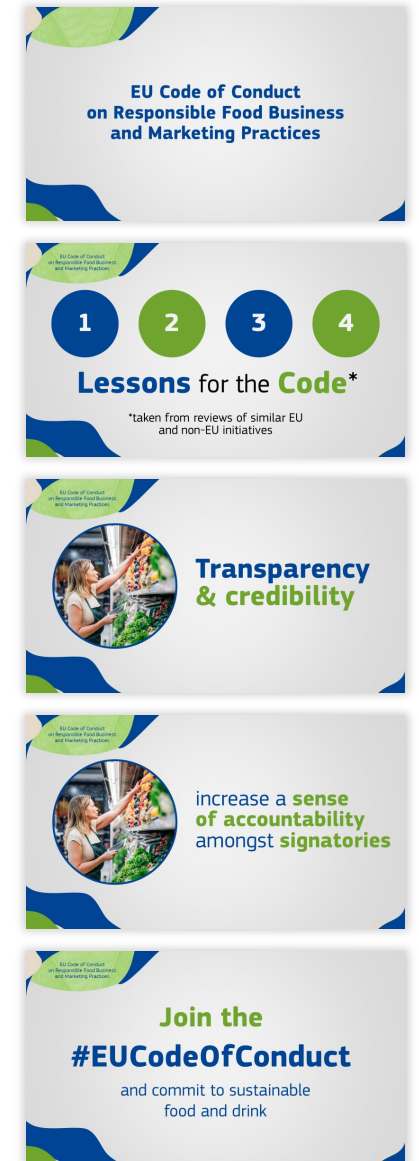 3) Top three sub-categories
  4) Call to action
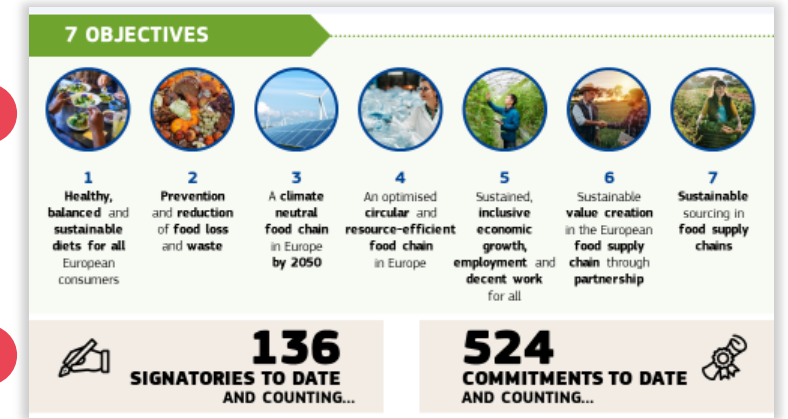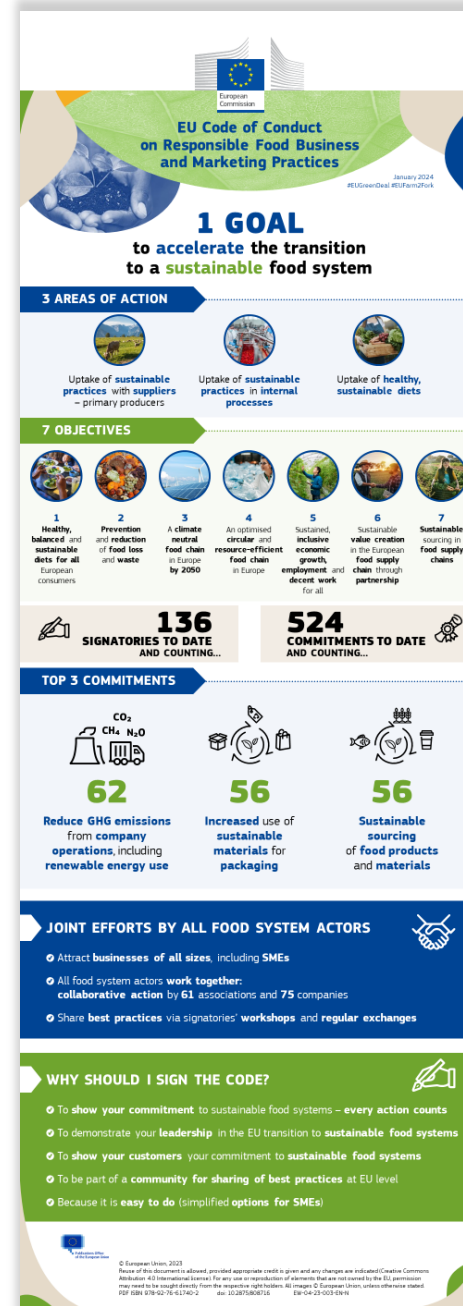
Social media

- Content was originally designed for sharing on X (formerly Twitter).

- Posts for the final report are being created for LinkedIn.

- This platform is more suited to the target audience.

- Currently at first stage of storyboard design.
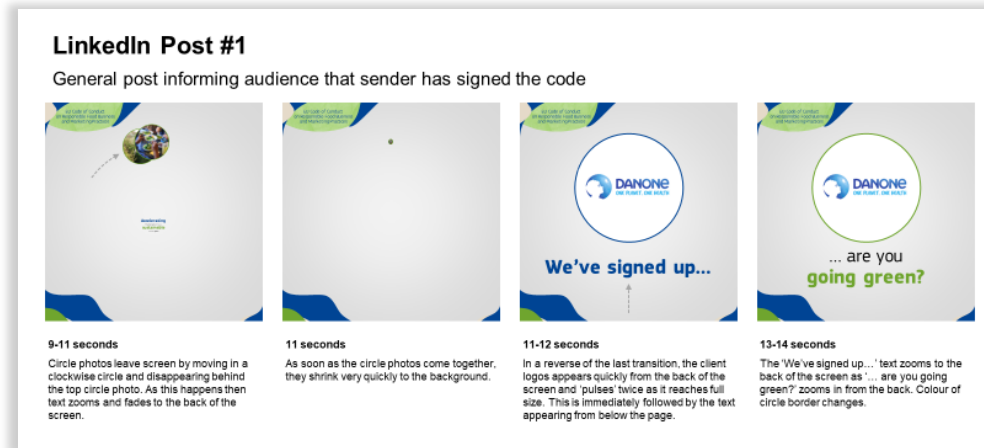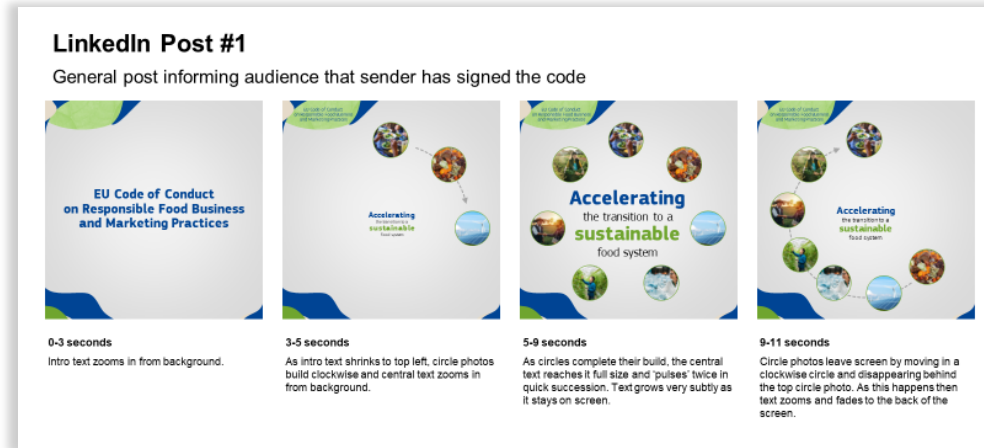
▲ LinkedIn storyboard example

Task #3 tweets ►

Animation

- Storyboard for final animation is underway.

- Duration will be 30 seconds.

- Signatories will be prominent as will call to action.

- Will be designed to complement and work alongside LinkedIn posts.

- Task #3 animation screens shown as example.