Bread Initiative Forum
EU Promotion Campaigns

Munich

25 June 2019

BreadInitiative Forum
EU Promotion Campaigns

PROGRAMME

11:00	**Welcome and introduction** Mr Marc Casier, President Bread Initiative
11:15	**New Promotion Policy for Agricultural Products** Ms Alexandra Mecilošek - CHAFEA
11:40	**Ongoing Campaign: NL/BE, "Bread from Europe – A Great Story!"** Ms Zsuzsan Proos, overall coordinator Bread from Europe campaign, Dutch Bakery Center, Netherlands
12:05	**Ongoing Campaign: ES, "Buenos Días con Pan"** Ms Beatriz Plana - Tactics Europe
12:30	**Lunch Break**
13:30	**Discussion and Q&A** Moderated by Mr José María Fernández del Vallado, CEBP Secretary General, and Ms Susanne Döring, AIBI Secretary General
14:45	**Concluding remarks** Mr Marc Casier, President Bread Initiative

bread-initiative.eu

bread-initiative.eu

AIBI

fedima

CEBP aisbl

COFALEC CONFEDERATION OF EUROPEAN YEAST PRODUCERS

European Flour Millers

bread-initiative.eu

BreadInitiative Forum
EU Promotion Campaigns

Scope:

The scope is on bakery products, with bread as a flagship.
Bread is the generic part of the communication.

Objectives:

Defending and promoting bread in the EU, based on:

- Bread is healthy and wholesome
- Bread is part of European cultural heritage
- Bread is a strong EU economic sector

bread-initiative.eu

Purpose of this Forum

Bring the stakeholders of the bread chain together	Inform on EU support for promotion campaigns	Promote setups of bread promotion activities

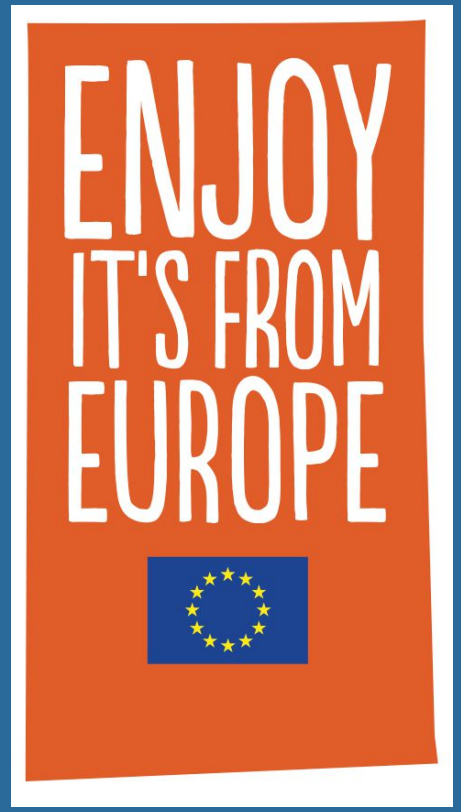
bread-initiative.eu

Goal

- **Stop the bread consumption decline**
- **Communicate on the benefits of bread**

Thank you for your attention!

European Commission



EU policy for promotion of agricultural products

Bread initiative forum on EU promotion campaigns, Munich, 25 June 2019

Aleksandra Mecilošek, Head of Unit, Promotion of Agricultural products

Consumers, Health, Agriculture and Food Executive Agency

Content of the presentation

- Introduction to the EU promotion policy
- How can my organisation benefit from a promotion programme?
- Ongoing promotion programmes
- Multi programmes: day to day work with Chafea
- Chafea website: useful information

Promotion policy - legal frame

- Regulation of the European Parliament and the Council (EU) n°1144/2014
- Commission Delegated Regulation (EU) n° 1829/2015
- Commission Implementing Regulation (EU) n° 1831/2015

Challenges: increased pressure on the EU agricultural sector

Fierce competition against European agricultural products	• **Increased liberalisation of trade (FTAs)** • **Increased globalisation of the world economy** • **Promotion policies of EU competitors** • **Abolition of export refunds**
Increased cost pressure on EU farming economy	• Gradual increase of agricultural prices/ steep increase of energy and fertiliser prices • Stricter production standards • Strengthened requirements related to environment and climate change
Lack of awareness of the qualities of EU agricultural products	• Only 14% of Europeans recognize the PDO/PGI logos

What's new in the policy to meet the objectives?

Targeted on EU added value → ← **Align with needs of the sector** → ← **Greater effectiveness**

- **Clear priorities** established **annually** - work programme
- Increase the promotion campaigns in **third-country market**
- Enhance the **cooperation between operators** from different MS through **multi programmes**
- **Incentive EU cofinancing** rates

- Enlarge to **new beneficiaries**
- **Wider** list of eligible **products** including processed products
- Recognition of the strategic importance of **brands** and **origin**
- Reactive in case of **crisis**
- **Technical support** services

- **New selection process** with gain in time and evaluation exclusively at Commission level through external experts
- **End-up** of **national cofinancing**
- **Simplification** of administrative procedure for **Multi-**programmes : **directly managed** by the Commission
- Delegation to an **executive agency**

↑ ↑ ↑

Increased expenditure : up to 200M€

European Commission

Different types of actions

Information and promotion programmes:

- ✓ 1 to 3 years
- ✓ Submitted by proposing organisations (PO)
- ✓ **SIMPLE programmes** : one or more PO from the same MS
- ✓ **MULTI programmes** : several POs from several MS + EU organisations

Commission initiatives:

- ✓ Information and promotion measures :
  - ❖ High-level missions
  - ❖ Participation in trade fairs
  - ❖ Own campaigns
- ✓ Technical support services

Eligible products and schemes

- ✓ All agricultural products covered excluding tobacco
- ✓ Open to certain processed products listed in Annex (beer, chocolate, pasta, sweet corn, cotton...)
- ✓ Spirits with a Protected Geographical Indication

- ✓ Wine:
  - ✓ Simple programmes = Basket approach
  - ✓ Multi programmes = Wine alone possible
  - ✓ On the internal market = Information on quality schemes or responsible consumption

- ✓ Fishery and aquaculture products : Basket approach

- ✓ Schemes : EU quality schemes, organic, RUP, national quality schemes

A wider list of eligible products including processed products.

Consistent with other CAP promotion measures and EU policy on alcohol consumption

Proposing organisations

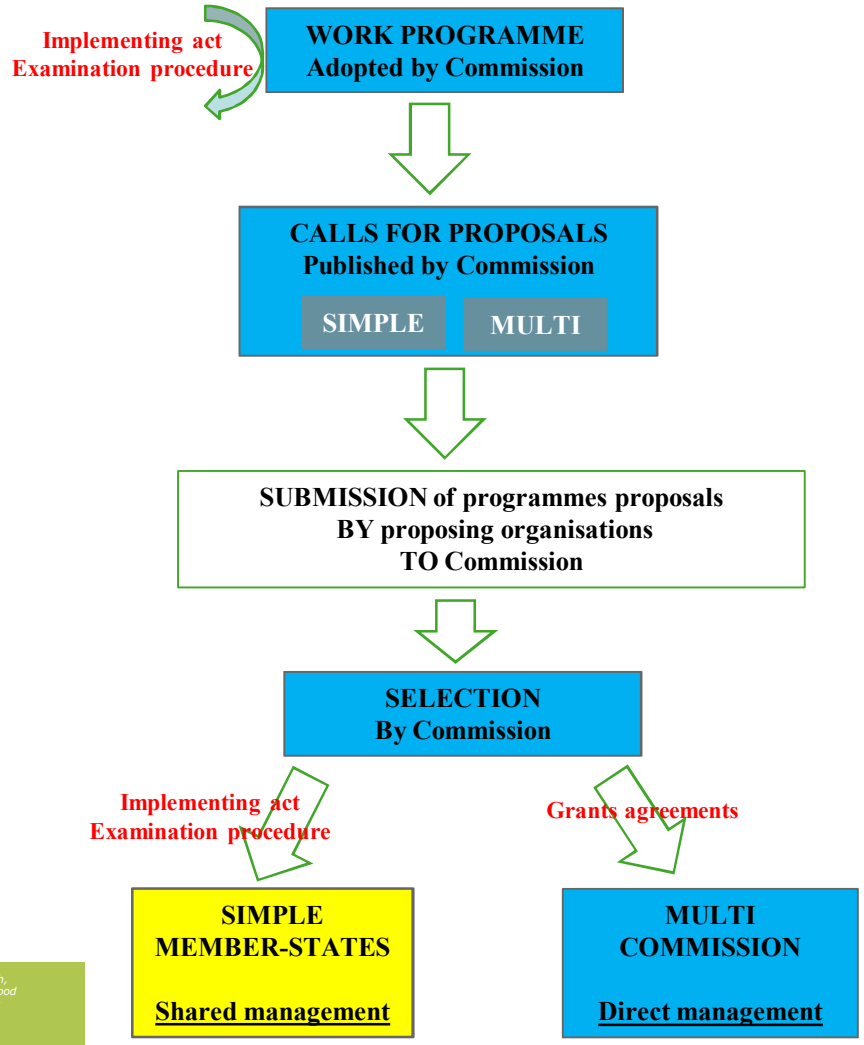
- ✓ Trade or inter-trade organisations representative of the sector(s) concerned at MS
- ✓ Trade or inter-trade organisations at EU level
- ✓ Producer organisations
- ✓ Bodies with public service mission in charge of promotion of agricultural products (example: Agence Bio, Chambers of agriculture)

Clarification of the status of beneficiaries

New beneficiaries coherent with Single CMO post 2013

Selection procedure

- ✓ Proposals submitted to European Commission/Agency
- ✓ 1 selection per year based on priorities established in annual work programme
- ✓ Implementation adapted to the specificities of simple-multi programmes



European Commission

How can my organisation benefit from a promotion programme?

Interviews with beneficiaries of simple and multi programmes:

https://ec.europa.eu/chafea/agri/content/how-has-eu-funding-helped-promote-agri-food-products-and-outside-eu

Ongoing programmes (1)

Statistics 2016-2018 calls for proposals:
https://ec.europa.eu/chafea/agri/content/previous-programmes

Database of promotional programmes:
https://ec.europa.eu/chafea/agri/campaigns/map-and-statistics-target-countries

Ongoing programmes (2)

Approved "simple" programmes 2016-2018

	2016	2017	2018
Internal market	24	20	16
Third countries	36	32	42
Total	**60**	**52**	**58**

Ongoing programmes (3)

Approved "simple" programmes by Member State 2016-2018

Member State of the beneficiary	N° of approved projects
Austria	2
Belgium	12
Bulgaria	1
Croatia	1
Czech Republic	1
Denmark	3
France	36
Germany	3
Greece	19
Hungary	1
Ireland	3
Italy	31
Latvia	2
Lithuania	10
Netherlands	4
Poland	6
Portugal	2
Romania	2
Slovenia	7
Spain	22
United Kingdom	2
Total	**170**

Ongoing programmes (4)

Approved "simple" programmes by product sector 2016-2018

Product sector	N° of proposals
Fresh or processed fruit and vegetables	43
Meat and meat preparations	40
Milk, dairy products and cheese	33
Basket of products*	16
Other products	14
Bread, pastry, cereals etc.	11
Beer	5
Spirits	4
Wine, cider and vinegar	4
TOTAL	**170**

* Baskets of products cover a combination of product sectors

Ongoing programmes (5)

Approved "multi" programmes 2016-2018

	2016	2017	2018
Internal market	4	9	15
Third countries	2	1	5
Total	**6**	**10**	**20**

Ongoing programmes (6)

Approved "multi" programmes by Member State 2016-2018

Member State of the beneficiary	Coordinators	Partners
Austria	0	1
Belgium	5	5
Bulgaria	0	3
Cyprus	1	1
Denmark	1	4
Estonia	0	1
France	10	11
Germany	2	2
Greece	4	7
Hungary	0	2
Ireland	0	4
Italy	5	4
Lithuania	1	0
Netherlands	1	6
Poland	0	1
Portugal	1	2
Romania	0	2
Spain	4	3
Sweden	0	1
United Kingdom	1	2
Total	**36**	**62**

Ongoing programmes (7)

Approved "multi" programmes by product sector 2016-2018

Product sector	N° of proposals
Fresh or processed fruit and vegetables	11
Wine, cider and vinegar	6
Basket of products	5
Cheese and dairy products	4
Olive oil	2
Sheep and goat meat	2
Cut flowers and plants, bulbs roots and live plants	2
Bovine meat	1
Pork meat	1
Rabbit meat	1
Bread, pastry, cakes, etc.	1

Multi programmes – day to day work with Chafea

- Multi programmes managed paperless
- Dedicated project officer on Chafea side
- Inception meetings in Luxembourg to explain management and reporting requirements
- Submission and approval of deliverables throughout the year (continuous reporting)
- 1x year interim report and payment request

Chafea website

https://ec.europa.eu/chafea/agri

- Legal framework
- Information relevant to preparation of programme proposals (including FAQ, webinars, recording of info day!)
- Information for exporters: market entry handbooks, other reports and information relevant to markets of third countries
- Information relative to IPR: protection of geographical indications, brands on third markets (webinars, factsheets, links to IPR helpdesks)
- Events and campaigns organized by the EC

- Register to the newsletter to receive the latest news!

European Commission

Thank you very much for your attention!

Follow us on social media: #EUAgriPromo

ENJOY IT'S FROM EUROPE

Consumers, Health, Agriculture and Food Executive Agency

ENJOY
IT'S FROM
EUROPE

ENJOY
IT'S FROM
EUROPE

Bread from Europe – a great story

Bread Initiative Forum on EU promotion campaigns

d.d. June 25th ‘19

Bread from Europe – A great story

CAMPAGNE GEFINANCIERD MET STEUN VAN DE EUROPESE UNIE

De samensteller van deze presentatie is als enige aansprakelijk voor de inhoud ervan. De Europese Commissie is niet aansprakelijk voor het eventuele gebruik van de vermelde informatie.

DE EUROPESE UNIE STEUNT CAMPAGNE
PROMOTIE VAN
HOOGWAARDIGE LANDBOUWPRODUCTE

Content

- Bread from Europe – A Great Story
- Results year 1 (2018)
- Calender and activities 2019
- Important announcement!

Zsuzsan Proos (Dutch Bakery Center, Netherlands)

Bread from Europe – A great story

Background

The **image** of bread has been under pressure since the past 10-12 years due to several reasons. Also, the consumption patterns of consumers have been changed drastically.

The result is a **decrease in bread volume** in both the Nederland and Belgium.

With powerful and 'right tone of voice' communication we can act against this negative trend and give a **positive 'boost'** to the image and volume of bread.

Bread from Europe – A great story

CAMPAGNE GEFINANCIERD MET STEUN VAN DE EUROPESE UNIE

De samensteller van deze presentatie is als enige aansprakelijk voor de inhoud ervan. De Europese Commissie is niet aansprakelijk voor het eventuele gebruik van de vermelde informatie.

DE EUROPESE UNIE STEUNT CAMPAGNES PROMOTIE VAN HOOGWAARDIGE LANDBOUWPRODUCTEN

New opportunity

In 2015 the European Commission has announced that the regulation ‘call for promotions of agricultural products’ **ENJOY, it’s from EUROPE** will also co-finance processed agricultural products as **BREAD**

Bread from Europe – A great story

Belgium and Netherland join forces

Bread from Europe – A great story

CAMPAGNE GEFINANCIERD MET STEUN VAN DE EUROPESE UNIE

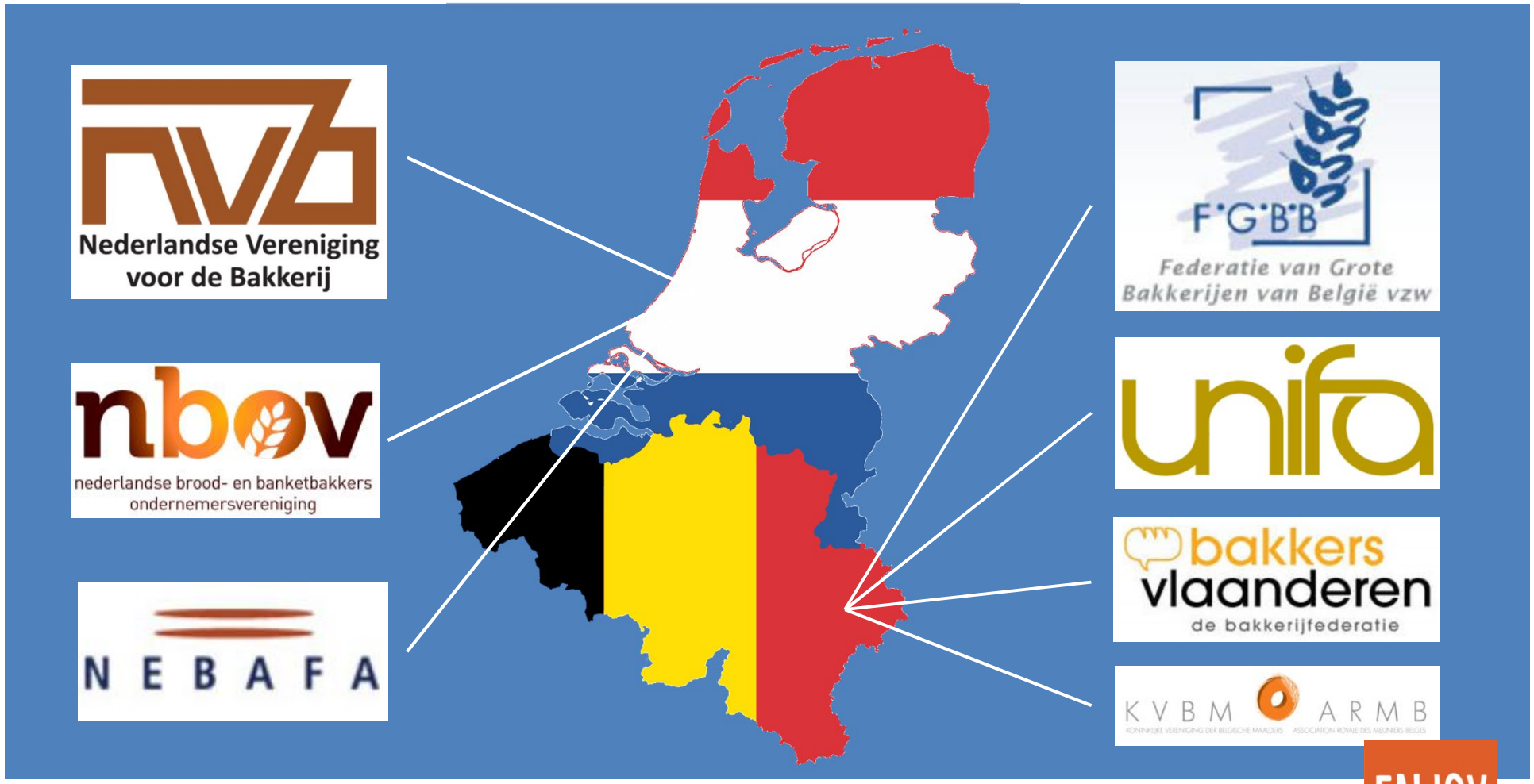
De samensteller van deze presentatie is als enige aansprakelijk voor de inhoud ervan. De Europese Commissie is niet aansprakelijk voor het eventuele gebruik van de vermelde informatie.

DE EUROPESE UNIE STEUNT CAMPAGNES PROMOTIE VAN HOOGWAARDIGE LANDBOUWPRODUCTEN

ENJOY IT'S FROM EUROPE

ENJOY IT'S FROM EUROPE

Unique and broad coalition



Bread from Europe – A great story

CAMPAGNE GEFINANCIERD MET STEUN VAN DE EUROPESE UNIE

De samensteller van deze presentatie is als enige aansprakelijk voor de inhoud ervan. De Europese Commissie is niet aansprakelijk voor het eventuele gebruik van de vermelde informatie.

DE EUROPESE UNIE STEUNT CAMPAGNES PROMOTIE VAN HOOGWAARDIGE LANDBOUWPRODUCTEN

ENJOY IT'S FROM EUROPE

ENJOY IT'S FROM EUROPE

Two countries, one campaign

- First proposal submitted (2017 – 2019)
- 8x over signed!
- Rejection

- Second proposal submitted (2018 – 2020)
- 5x over signed!
- Approved!

6,76 Million – 3 years

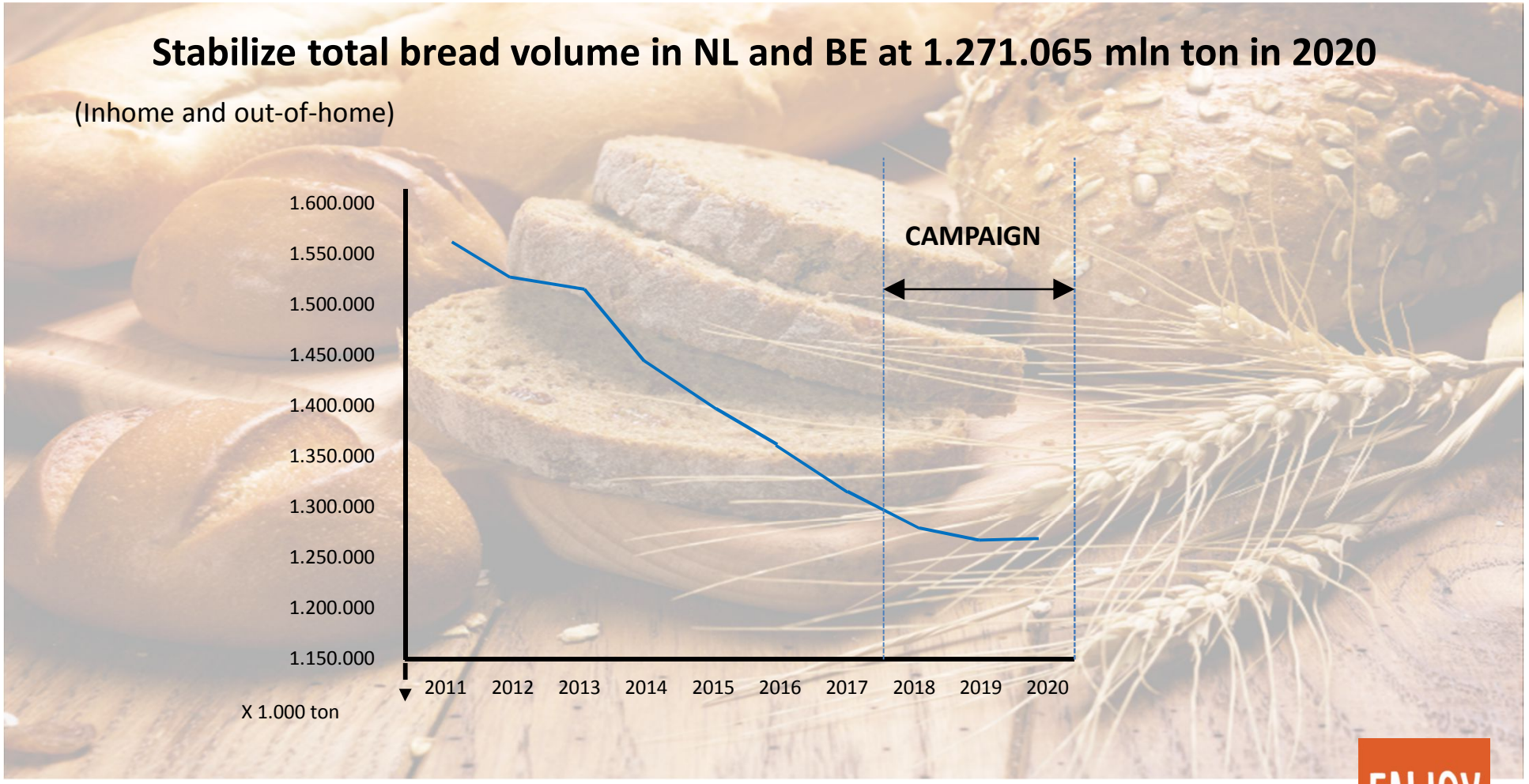
Bread from Europe – A great story

CAMPAGNE GEFINANCIERD MET STEUN VAN DE EUROPESE UNIE

De samensteller van deze presentatie is als enige aansprakelijk voor de inhoud ervan. De Europese Commissie is niet aansprakelijk voor het eventuele gebruik van de vermelde informatie.

DE EUROPESE UNIE STEUNT CAMPAGNES PROMOTIE VAN HOOGWAARDIGE LANDBOUWPRODUCTEN

Quantification of objective…..



Bread from Europe – A great story

CAMPAGNE GEFINANCIERD MET STEUN VAN DE EUROPESE UNIE

De samensteller van deze presentatie is als enige aansprakelijk voor de inhoud ervan. De Europese Commissie is niet aansprakelijk voor het eventuele gebruik van de vermelde informatie.

DE EUROPESE UNIE STEUNT CAMPAGNES PROMOTIE VAN HOOGWAARDIGE LANDBOUWPRODUCTEN

One budget, three markets

- One international campaign, flexible enough to apply in three markets
- Flanders, Wallonia, Netherlands

- **It means we need to look for similar bread values in the 3 markets**

CAMPAGNE GEFINANCIERD MET STEUN VAN DE EUROPESE UNIE

De samensteller van deze presentatie is als enige aansprakelijk voor de inhoud ervan. De Europese Commissie is niet aansprakelijk voor het eventuele gebruik van de vermelde informatie.

DE EUROPESE UNIE STEUNT CAMPAGNES PROMOTIE VAN HOOGWAARDIGE LANDBOUWPRODUCTEN

Project finance

- Total campaign budget: 6,75 million.
- 20% private, 80% EU subsidy
- 3 year program, so 2,25 million/year
- € 450.000 private investment / year
- At least 1,0 million per year media budget

Bread from Europe – A great story

CAMPAGNE GEFINANCIERD MET STEUN VAN DE EUROPESE UNIE

De samensteller van deze presentatie is als enige aansprakelijk voor de inhoud ervan. De Europese Commissie is niet aansprakelijk voor het eventuele gebruik van de vermelde informatie.

DE EUROPESE UNIE STEUNT CAMPAGNES
PROMOTIE VAN
HOOGWAARDIGE LANDBOUWPRODUCTEN

ENJOY IT'S FROM EUROPE

ENJOY IT'S FROM EUROPE

Broad target group

Based on GfK Lifecycles (consumer profiles)

GfK

LIFECYCLES

PENSIONERS (28,5%)	SINGLES (24,6%)	HOUSEHOLDS (31,1%)	2 P. HOUSEH. (15,8%)
fans	neutrals	neutrals	In doubt
low/high income	< 40 years / 40-65	low/high income	one / double income

COMMMUNICATION TARGET GROUP

FOOD PROFESSIONALS (AMBASSADEURS)

Bread from Europe – A great story

CAMPAGNE GEFINANCIERD MET STEUN VAN DE EUROPESE UNIE

De samensteller van deze presentatie is als enige aansprakelijk voor de inhoud ervan. De Europese Commissie is niet aansprakelijk voor het eventuele gebruik van de vermelde informatie.

DE EUROPESE UNIE STEUNT CAMPAGNES PROMOTIE VAN HOOGWAARDIGE LANDBOUWPRODUCTEN

ENJOY IT'S FROM EUROPE

ENJOY IT'S FROM EUROPE

Project structure

Work packages

- WP 1: coordination
- WP 2: press release/contact
- WP 3: website, social media
- WP 4: TV, radio, online video
- WP 5: advertorials, scientific report
- WP 6: samplings, professional program
- WP 7: Tastings in shop and near shop
- WP 8: PR activation
- WP 9: evaluation – campaign effect measurement

Bread from Europe – A great story

ACTIVITY PLAN 2018

PROFESS.

CONS.

Scientific Advertorial

Scientific Meeting

Scientific Advertorial

Scientific Advertorial

Press release

Stations (tastings)
9 t/m 20 april

Sports event
17 t/m 20 juli

Nat. School breakfast
5 t/m 9 november

Press release

2.800 basisscholen

2018

< In/near Shop (tastings) >	March t/m June							Sept. t/m Dec.			
< Articles magazines > (food en bakery)	April			June				Sept.			Nov.
< TV & radio Spots	March/April							Sept. / Oct.			
< Master Baker at Famous TV show>	April										

52 article posts / 55 Facebook posts / 39 Instagram posts >>>

Online video (5 verschillende videos) >>>

Bread from Europe – A great story

CAMPAGNE GEFINANCIERD MET STEUN VAN DE EUROPESE UNIE

De samensteller van deze presentatie is als enige aansprakelijk voor de inhoud ervan. De Europese Commissie is niet aansprakelijk voor het eventuele gebruik van de vermelde informatie.

DE EUROPESE UNIE STEUNT CAMPAGNES PROMOTIE VAN HOOGWAARDIGE LANDBOUWPRODUCTEN

WP 4: Television (NL)

CAMPAGNE GEFINANCIERD MET STEUN
VAN DE EUROPESE UNIE

De samensteller van deze presentatie is als enige aansprakelijk voor de inhoud ervan. De Europese Commissie is niet aansprakelijk voor het eventuele gebruik van de vermelde informatie.

DE EUROPESE UNIE STEUNT CAMPAGNES
PROMOTIE VAN
HOOGWAARDIGE LANDBOUWPRODUCTEN

Topics

- Results first year 2018
- Calendar 2019

Bread from Europe – A great story

CAMPAGNE GEFINANCIERD MET STEUN
VAN DE EUROPESE UNIE

De samensteller van deze presentatie is als enige aansprakelijk voor de inhoud ervan. De Europese Commissie is niet aansprakelijk voor het eventuele gebruik van de vermelde informatie.

DE EUROPESE UNIE STEUNT CAMPAGNE
PROMOTIE VAN
HOOGWAARDIGE LANDBOUWPRODUCTE

Results and effects
(total reach)

*All **work packages** met the deliverables ALSO result indicators have been achieved or exceeded*

- **6 million consumers reached via press event / releases**
- **25 million consumers via website en social media**
- **10 million consumers via TV spots**
- **3.3 million consumers via Radio spots**
- **135.000 health professionals via advertorials and articles**
- **440.000 consumers via samplings at stations and a famous sports activity**
- **884.000 consumers via a TV entertainment/info program (with master Baker)**

TOTAL 45 MILLION PEOPLE

ENJOY IT'S FROM EUROPE

ENJOY IT'S FROM EUROPE

Resultaten en effectmeting

- GFK en GIRA: stabilisation of the decline in breadvolume

November 2017 - 2018

Jaar	Volume in kg's	Verschil in %		
2009	1.580.326			
2010	1.593.035	0,0%		
2011	1.570.445	-1,4%		
2012	1.541.094	-1,9%		
2013	1.520.997	-1,3%		
2014	1.444.453	-5,0%		
2015	1.399.530	-3,1%		
2016	1.358.007	-3,0%	Daling rond de 3% per jaar!	
2017	1.313.468	-3,2%		
2018	**1.295.335**	-1,4%		
Uitsplitsing NL + B				
	NL		**B**	
2009	1.017.876		562.450	
2010	1.016.502	-0,1%	576.533	2,5%
2011	1.000.692	-1,5%	569.753	-1,2%
2012	975.745	-3,0%	565.349	-0,8%
2013	962.131	-1,4%	558.866	-1,1%
2014	917.085	-4,7%	527.368	-5,6%
2015	889.175	-3,0%	510.355	-3,2%
2016	864.985	-2,7%	493.022	-3,4%
2017	836.190	-3,3%	477.278	-3,2%
2018	**828.287**	-0,9%	**467.048**	-2,1%

CAMPAGNE GEFINANCIERD MET STEUN VAN DE EUROPESE UNIE

De samensteller van deze presentatie is als enige aansprakelijk voor de inhoud ervan. De Europese Commissie is niet aansprakelijk voor het eventuele gebruik van de vermelde informatie.

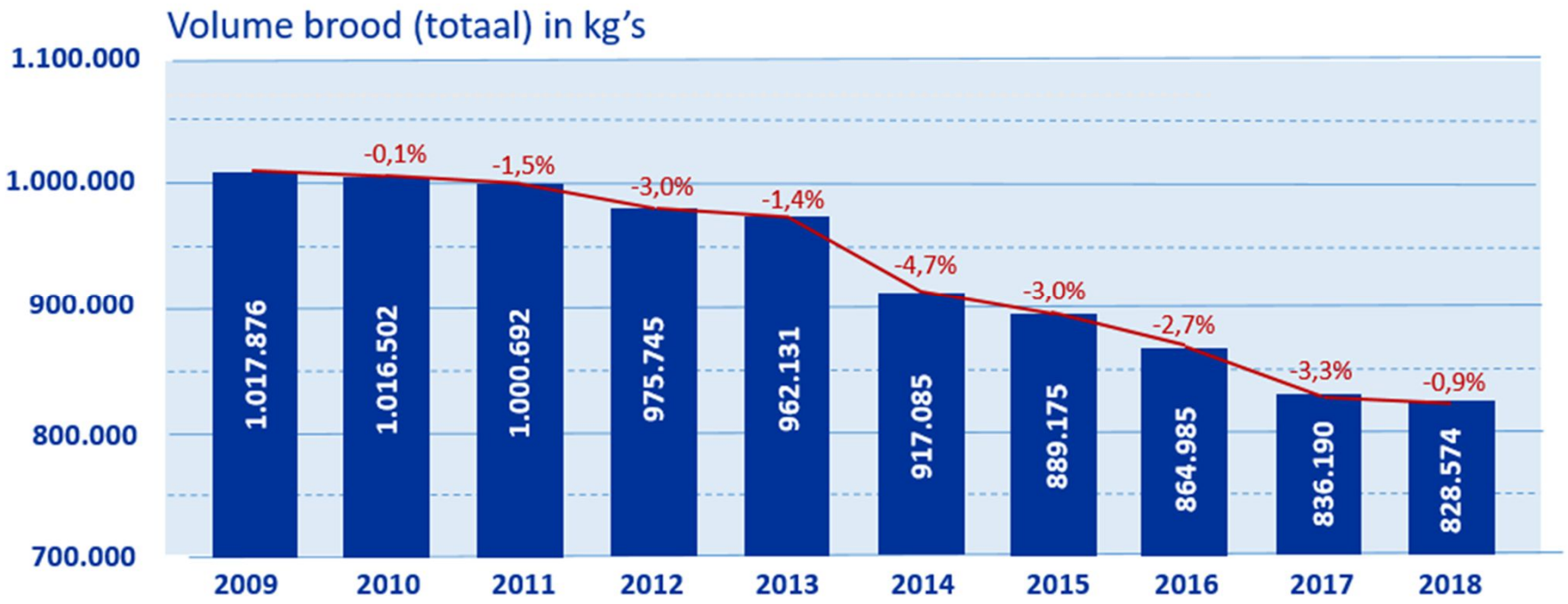
DE EUROPESE UNIE STEUNT CAMPAGNE PROMOTIE VAN HOOGWAARDIGE LANDBOUWPRODUCTE

ENJOY IT'S FROM EUROPE

ENJOY IT'S FROM EUROPE

Results bread volume

Dutch market



Bread from Europe – A great story

(in-home + out of home)

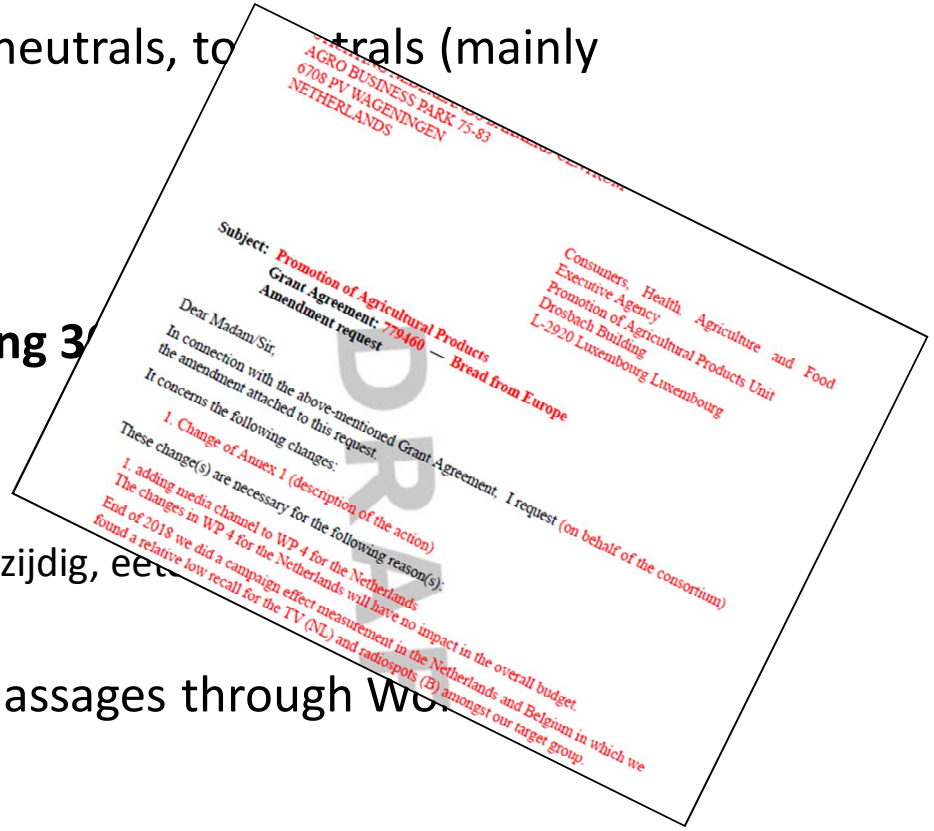
Wrap up (campagne first year)

Strategic choices for 2019

- **Target group FOCUS:** from fans en neutrals, to trals (mainly households with children)

- **Media advise (NL): TV *AND Radio***
- **Optimisation media (BE): alternating 3**

- **Continue;**
  - Pillars (gezond&duurzaam, gemak, veelzijdig, eet
  - Bread moments (focus breakfast)
- Increase synergy in activities and massages through Wo


AGRO BUSINESS PARK 75-83
6708 PV WAGENINGEN
NETHERLANDS

Consumers, Health, Agriculture and Food Executive Agency
Promotion of Agricultural Products Unit
Drosbach Building
L-2920 Luxembourg Luxembourg

Subject: Promotion of Agricultural Products
Grant Agreement: 779460 — Bread from Europe
Amendment request

Dear Madam/Sir,

In connection with the above-mentioned Grant Agreement, I request (on behalf of the consortium) the amendment attached to this request.

It concerns the following changes:

1. Change of Annex 1 (description of the action)

These change(s) are necessary for the following reason(s):

1. adding media channel to WP 4 for the Netherlands
The changes in WP 4 for the Netherlands will have no impact in the overall budget.
End of 2018 we did a campaign effect measurement in the Netherlands and Belgium in which we found a relative low recall for the TV (NL) and radiospots (B) amongst our target group.

DRAFT

Bread from Europe – A great story

CAMPAGNE GEFINANCIERD MET STEUN VAN DE EUROPESE UNIE

De samensteller van deze presentatie is als enige aansprakelijk voor de inhoud ervan. De Europese Commissie is niet aansprakelijk voor het eventuele gebruik van de vermelde informatie.

DE EUROPESE UNIE STEUNT CAMPAGNE
PROMOTIE VAN
HOOGWAARDIGE LANDBOUWPRODUCTE

ENJOY IT'S FROM EUROPE

ENJOY IT'S FROM EUROPE

Calendar 2019

CONCEPT KALENDER EU BREAD FROM EUROPE A GREAT STORY 2019

januari	februari	maart	april	mei	juni	juli	augustus	september	oktober	november	december

preparation	**Campagne breed**	**Breakfast - kids**	**Events**
strategy setting	**Campaign target group: neutrals and fans**	**Sub target group neutrals: families with young kinderen (up to age 12-15)**	**holidays / special events, sports events, season**
PILAARS healthy & sustainable, versatile, easy, Europea eating habits, tastey			

TVC Nederland (3 weeks maart/april, *1 week september/oktober*) *Amendment*
BE radio (11 weeks march t/m november) *Amendment*

Bread from Europe – A great story

CAMPAGNE GEFINANCIERD MET STEUN VAN DE EUROPESE UNIE

De samensteller van deze presentatie is als enige aansprakelijk voor de inhoud ervan. De Europese Commissie is niet aansprakelijk voor het eventuele gebruik van de vermelde informatie.

DE EUROPESE UNIE STEUNT CAMPAGNE
PROMOTIE VAN
HOOGWAARDIGE LANDBOUWPRODUCTE

Calendar 2019

	press release bread volume	press release whole grain			Press realeas "How did evolve our breakfast habits over time?"				
		Tastings bakery event							
		video-infographic "Power of whole grain (bread)"			Ode to Breakfast with bread			video-infographic "trend out of home"	
					Belgium breakfast give away activation			Nationaal School Breakfast Event	
Scholenprogramma Belgie									
videos on Youtube, online video Odes BN-ers, Croissant, Oude Sneetje									
Events, holidays, festivities feestdagen: Sinterklaas, Christmas, Easter , Valentine, Sports leagues, etc.									
		samplings stations whole grain buns			Nijmeegse vierdaag sampling [?] waste?				
		tastings whole grain panzanella/-bread			tastings breakfast (not yet defined)				
social calendar "hygiene": quiz, blogs,cooking video's and much... more social posts on Facebook and Insta.									
Adwords: display advertising en search, banner advertisements									
						27/9/2019 Congres professionals NL: Grains and chronic diseases		15/11/2019 Congres professionals BE: Fibres & Whole grains	
		advertorial professional whle grains, fibres, carbs, sustainability of bread							

Bread from Europe – A great story

CAMPAGNE GEFINANCIERD MET STEUN VAN DE EUROPESE UNIE

De samensteller van deze presentatie is als enige aansprakelijk voor de inhoud ervan. De Europese Commissie is niet aansprakelijk voor het eventuele gebruik van de vermelde informatie.

DE EUROPESE UNIE STEUNT CAMPAGNE PROMOTIE VAN HOOGWAARDIGE LANDBOUWPRODUCTE

Reporting 2019 – WP 2 press

CAMPAGNE GEFINANCIERD
MET STEUN VAN
DE EUROPESE UNIE

DE EUROPESE UNIE STEUNT CAMPAGNES
VOOR DE PROMOTIE VAN
HOOGWAARDIGE LANDBOUWPRODUCTEN.

ENJOY IT'S FROM EUROPE

Bread from Europe - A Great Story

Persbericht

STEEDS MEER BROOD WORDT BUITENSHUIS GEGETEN

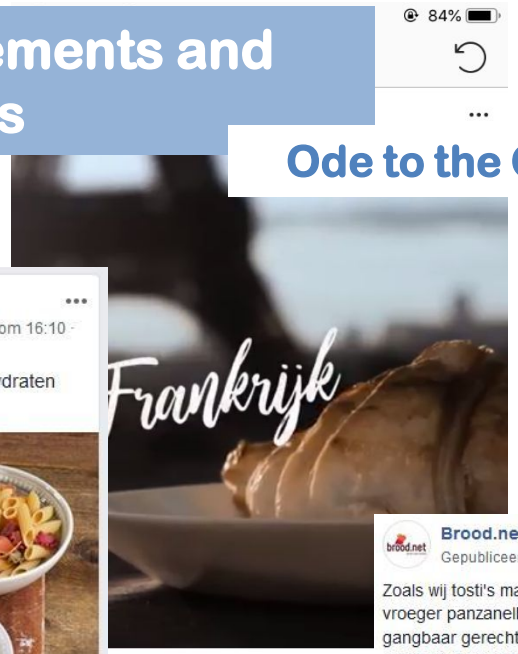
Totale volume brood echter nog stabiel

Wageningen, 22 januari 2019 – De totale broodconsumptie in Nederland is in 2018 met minder dan 1% gedaald. Dit is significant anders dan de afgelopen jaren waarin een jaarlijkse daling van circa 3% te zien was. Het Nederlands Bakkerij Centrum (NBC) is verheugd met deze positieve trend en komt met een verklaring.

Bread from Europe – A great story

WP 3 – content examples

Online advertisements and articles



Bread from Europe

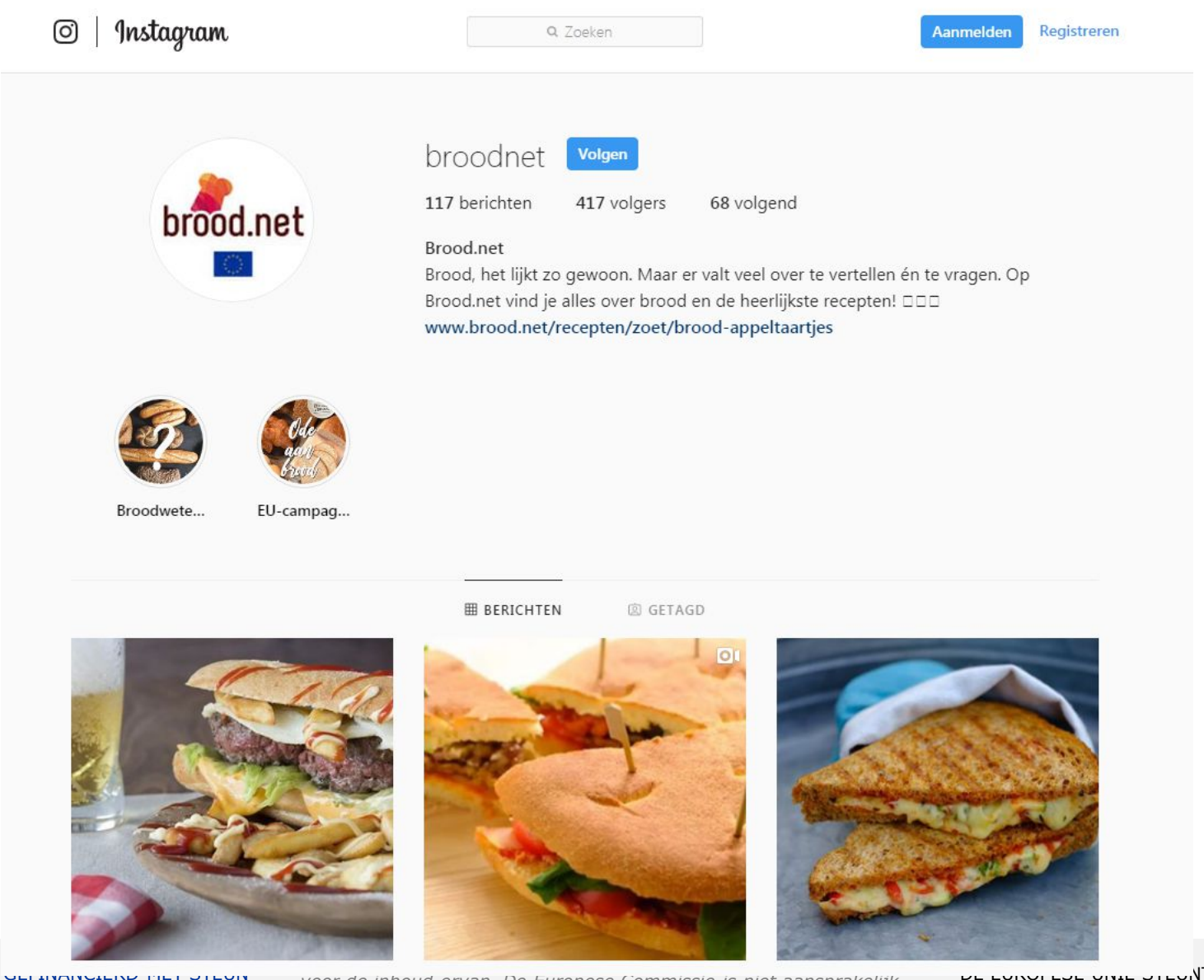
Reporting 2019 – WP 3 social

CAMPAGNE GEFINANCIERD MET STEUN
VAN DE EUROPESE UNIE

De samensteller van deze presentatie is als enige aansprakelijk voor de inhoud ervan. De Europese Commissie is niet aansprakelijk voor het eventuele gebruik van de vermelde informatie.

DE EUROPESE UNIE STEUNT CAMPAGNE
PROMOTIE VAN
HOOGWAARDIGE LANDBOUWPRODUCTE

Reporting 2019



CAMPAGNE GEFINANCIERD MET STEUN VAN DE EUROPESE UNIE

voor de inhoud ervan. De Europese Commissie is niet aansprakelijk voor het eventuele gebruik van de vermelde informatie.

DE EUROPESE UNIE STEUNT CAMPAGNES TER PROMOTIE VAN HOOGWAARDIGE LANDBOUWPRODUCTEN

WP 5 advertorials

- Adv

WP 5
DELIVERABLES & RE
Total exposure genera
Scientific advertorials
Scientific advertorials

ADVERTORIAL

BROOD UIT EUROPA GOED

Brood heeft alles om de nieuw dieethype te

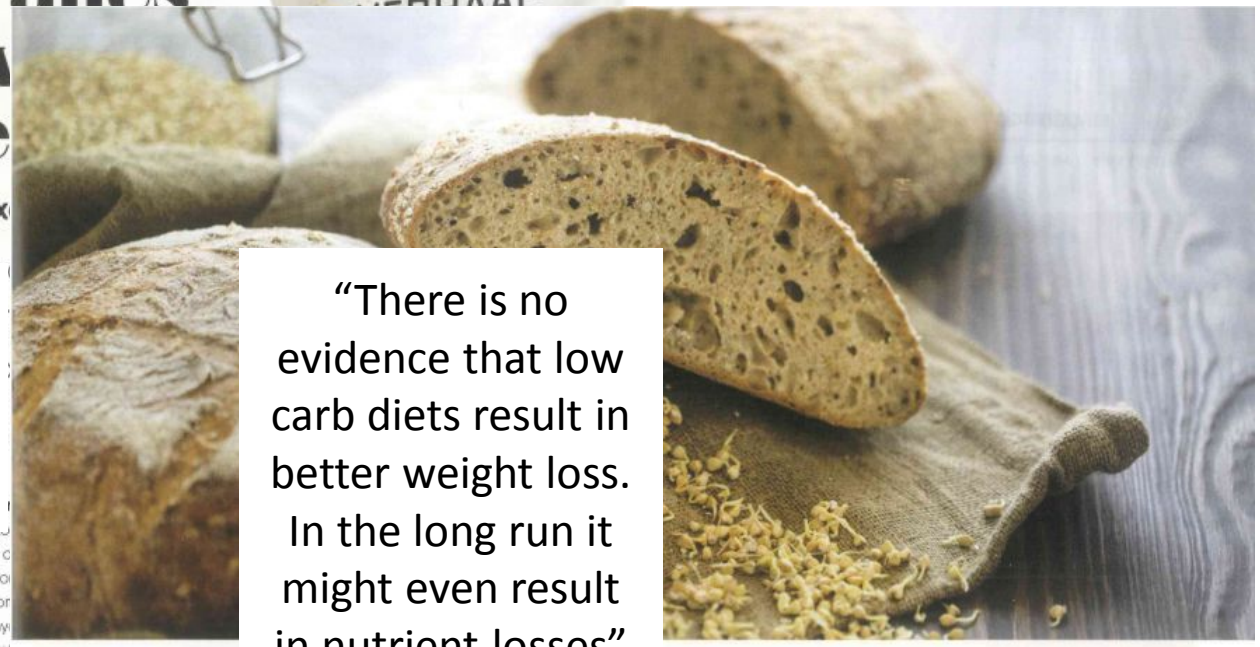
Brood, de kracht van de complex

Koo
mer
pse
aan
bev
duu

Populai
bannen
consumenten met beloften over een slankere lijn en een betere gezondheid, meestal gebaseerd op niet meer dan een creatieve interpretatie van discutabele onderzoeken. Koolhydraten en suikers zouden de grote boosdoeners zijn. Maar hebben we hiermee wel het juiste antwoord klaar voor wie vecht tegen de weegschaal of gewoon gezond wil eten? De praktijk laat zien dat mensen afvallen van een *low carb*-dieet, wat relatief lang vol te houden is. Laten we kijken naar de wetenschap achter brood en koolhydraten.

Maken koolhydraten dik?

Gewichtstoename is een gevolg van een verstoorde energiebalans, waarbij herhaaldelijk meer energie wordt ingenomen dan verbruikt. Of het teveel aan energie komt van koolhydraten, eiwitten of vetten maakt niet uit. In elk geval is er op dit moment geen wetenschappelijk bewijs dat koolhydraatbeperkende diëten meer gewichtsverlies geven dan koolhydraatrijke of iso-calorische diëten.



"Bread has everything in it, to become the new diet hype"

"There is no evidence that low carb diets result in better weight loss. In the long run it might even result in nutrient losses"

Belangrijkste boodschappen

- Er is geen bewijs voor beter gewichtsverlies door koolhydraat beperkende diëten. Sterker nog, op lange termijn is er kans op nutriënttekorten bij deze "eenzijdige" voedselkeuze.
- Koolhydraatrijke, lage GI-diëten zijn even goed voor gewichtsverlies en insulinegevoeligheid als koolhydraatarme.
- Belangrijk bij de productkeuze is vooral te kijken naar de voedingsmatrix waarin de koolhydraten zich bevinden: de eiwitten, vezels, vitamines, mineralen en bioactieve stoffen (en dat bij beperkte energie-inhoud).
- Volkorenbrood en andere -producten leveren deze rijke matrix en dagelijkse consumptie van ten minste 90 gram draagt bij aan de preventie van chronische ziekten.
- De volkoren boterham mag weer "de held op ons bord" worden.

het graan gemalen is) ook een rol. Grof volkorenbrood zal een iets gunstigere GI hebben dan fijn gemalen brood.

Nutriëntenrijkdom volkoren

plantaardige keuzes aan, voornamelijk volkoren producten (van granen zoals tarwe, spelt, haver, gerst en rogge), groente en fruit en peulvruchten. Elke koolhydraatbron brengt specifieke additionele nutriënten met

Congres Granen en chronische aandoeningen

De positieve gezondheidseffecten van volkoren granen zijn krachtig. Zij lijken het risico op het ontstaan van coronaire hartziekten, diabetes type 2 en darmkanker nog sterker te verminderen dan groente en fruit. Aan voedingsprofessionals de uitdaging om consumenten

CAMPAGNE GEFINANCIERD ME
VAN DE EUROPESE UNIE

WP6 events

- Sampling stations
  - Gekozen voor een ander groot event wat beter aansluit op de doelgroep gezinnen.

A great story

CAMPAGNE GEFINANCIERD MET STEUN VAN DE EUROPESE UNIE

De samensteller van deze presentatie is als enige aansprakelijk voor de inhoud ervan. De Europese Commissie is niet aansprakelijk voor het eventuele gebruik van de vermelde informatie.

DE EUROPESE UNIE STEUNT CAMPAGNE PROMOTIE VAN HOOGWAARDIGE LANDBOUWPRODUCTE

WP6 events

- Nijmeegse 4daagse
  - Geen ander event met minimaal 40.000 unieke sporters
- Nationaal Schoolontbijt
  - Educatieve kalender binnen thema ‘Neem de tijd voor je ontbijt’

A gr

CAMPAGNE GE
VAN DE EUROPESE UNIE

rakelijk
voor de inhoud ervan. De Europese Commissie is niet aansprakelijk
voor het eventuele gebruik van de vermelde informatie.

UNIE STEUNT CAMPAGNE
PROMOTIE VAN
HOOGWAARDIGE LANDBOUWPRODUCTE

WP6 Belgium schoolprogram

Begin van de dag Het 'gezond ontbijt'

Speeltijd - tijd voor een gezond tussendoortje

In de klas stimuleert de juf ons om meer water te drinken

De voedinsgdriehoek toont ons welke dranken gezond zijn.

In de eetzaal -
Een gezonde lunchbox!

CAMI
VAN

ENJOY IT'S FROM EUROPE

WP 7 Tastings Belgium

- via Foodtruck or stand

- Educational flyers:
- Sporting, whole grains, recipes

Bread from Euro

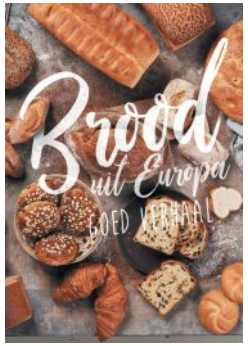
CAMPAGNE GEFINANCIERD MET STEUN
VAN DE EUROPESE UNIE

De samensteller van deze presentatie is a
voor de inhoud ervan. De Europese Commis
voor het eventuele gebruik van de ve

ENJOY
IT'S FROM
EUROPE

WP 7 Tastings Netherland

(demo stand NL)



Bread from Europe – A great story

CAMPAGNE GEFINANCIERD MET STEUN VAN DE EUROPESE UNIE

De samensteller van deze presentatie is als enige aansprakelijk voor de inhoud ervan. De Europese Commissie is niet aansprakelijk voor het eventuele gebruik van de vermelde informatie.

DE EUROPESE UNIE STEUNT CAMPAGNES
PROMOTIE VAN
HOOGWAARDIGE LANDBOUWPRODUCTEN

ENJOY IT'S FROM EUROPE

ENJOY IT'S FROM EUROPE

Grains conference dieticians - 27 september

PRAKTISCHE GEGEVENS

Datum	Vrijdag 27 september 2019 | 10:00 – 16:00 uur
Locatie	Nederlands Bakkerij Centrum in Wageningen
	Congresbussen rijden van en naar station Ede-Wageningen
Kosten	€ 54,45 incl studiemateriaal en consumpties
Doelgroep	Diëtisten en gezondheidsvoorlichters
Accreditatie	Wordt aangevraagd voor diëtisten bij ADAP
Initiatief	Nederlands Bakkerij Centrum
Realisatie	PIT Actief
Informatie	info@granencongres.nl • NBC: 0317 – 471 212

BROOD UIT EUROPA GOED VERHAAL

Dit congres wordt u aangeboden vanuit 'Brood. Goed verhaal'; een campagne bedoeld om het belang van brood te onderstrepen. De campagne, gevoerd vanuit de Nederlandse en Belgische bakkerijsector met subsidie vanuit de Europese Unie, kent verschillende pijlers. Samen met wetenschappers worden de belangrijkste bevindingen rondom granen, brood & gezondheid verzameld en naar buiten gebracht; via dit congres en publicaties in vakbladen en online. Tevens is er een belevingscampagne met diverse Ode's aan brood. Zie www.brood.net/broodgoedverhaal.

SCHRIJF U IN OP GRANENCONGRES.NL

De samensteller van deze promotiecampagne is de enige aansprakelijk voor de inhoud ervan. De Europese Commissie en het Uitvoerend Agentschap voor consumenten, gezondheid, landbouw en voeding (CHAFEA) zijn niet aansprakelijk voor het eventuele gebruik van de verstrekte informatie.

BROOD UIT EUROPA GOED VERHAAL

GRANEN EN CHRONISCHE AANDOENINGEN

Congres vrijdag 27 september 2019 Wageningen

De positieve gezondheidseffecten van volkoren granen zijn krachtig. Zij lijken het risico op het ontstaan van coronaire hartziekten, diabetes type 2 en darmkanker nog sterker te verminderen dan groente en fruit. Aan voedingsprofessionals de uitdaging om consumenten te verleiden meer volkoren granen te eten. Het congres biedt handvatten met inzicht in de relatie tussen granen en chronische aandoeningen en in nieuwe ontwikkelingen.

GRANENCONGRES.NL

CAMPAGNE GEFINANCIERD MET STEUN VAN DE EUROPESE UNIE

DE EUROPESE UNIE STEUNT CAMPAGNES VOOR DE PROMOTIE VAN HOOGWAARDIGE LANDBOUWPRODUCTEN

ENJOY IT'S FROM EUROPE

Results 2019 – similar as in 2018

Probably even better!!!!

Bread from Europe – A great story

A few seconds to digest

Bread from Europe – A great story

CAMPAGNE GEFINANCIERD MET STEUN
VAN DE EUROPESE UNIE

De samensteller van deze presentatie is als enige aansprakelijk voor de inhoud ervan. De Europese Commissie is niet aansprakelijk voor het eventuele gebruik van de vermelde informatie.

DE EUROPESE UNIE STEUNT CAMPAGNE
PROMOTIE VAN
HOOGWAARDIGE LANDBOUWPRODUCTE

ENJOY IT'S FROM EUROPE

ENJOY IT'S FROM EUROPE

Because…. I have an important announcement

Bread from Europe 2018 - 2020

Bread promotion campaign 2021 – 2023??

Dutch / Belgium Consortium + 1 or 2 other countries???

New application!

Bread from Europe – A great story

CAMPAGNE GEFINANCIERD MET STEUN VAN DE EUROPESE UNIE

De samensteller van deze presentatie is als enige aansprakelijk voor de inhoud ervan. De Europese Commissie is niet aansprakelijk voor het eventuele gebruik van de vermelde informatie.

DE EUROPESE UNIE STEUNT CAMPAGNE
PROMOTIE VAN
HOOGWAARDIGE LANDBOUWPRODUCTE

ENJOY IT'S FROM EUROPE

ENJOY IT'S FROM EUROPE

Because…. I have an important announcement

Bread promotion campaign 2021 – 2023??

- Representative of local market > 50% value or volume
- Countries to finance 20% of their share each year in advance
- *Most likely* improved version of the existing and successful bread campaign of NBC and IBG (Belgium) – new twist / themes etc.
- Out of home market important growing market, not included
- The application of the highest quality – competition is *BIG*.
- Project leadership will be continued by NBC

Bread from Europe – A great story

CAMPAGNE GEFINANCIERD MET STEUN VAN DE EUROPESE UNIE

De samensteller van deze presentatie is als enige aansprakelijk voor de inhoud ervan. De Europese Commissie is niet aansprakelijk voor het eventuele gebruik van de vermelde informatie.

DE EUROPESE UNIE STEUNT CAMPAGNE
PROMOTIE VAN
HOOGWAARDIGE LANDBOUWPRODUCTE

Because…. I have an important announcement

BROOD & GEZONDHEID.be

NBC Daar neem je kennis van!

June July/Aug	Forming a group of potential participants and study on common market problems. Interested organisations will be informed and aligned by NBC to current campaign and inclusion process of new application
Sept	(first week) Meeting with the consortium delegates to discuss details, analyse the common markets, 1st go no/go.
Sept	(end) Final go on Consortium, financial commitment starts here (preparation application, 3 year campaign 2021-2023
Oct Nov	Meeting to discuss first concept of the pitch document for the strategy agencies. Online meeting about the last version of the pitch doc, 2nd go/ no go and 1st payment application.
Jan	Pitches of agencies, decision on agency, last go/no go moment, final payment application.
April	Various online and life meetings to discuss the concept application. Upload final application and all relevant material to the EU.

++

More information to be found at NBC ……. , frequently asked questions about the programme, answered by the EU can be found here: https://ec.europa.eu/chafea/agri/faq.html

Bread from Europe – A great story

CAMPAGNE GEFINANCIERD MET STEUN VAN DE EUROPESE UNIE

De samensteller van deze presentatie is als enige aansprakelijk voor de inhoud ervan. De Europese Commissie is niet aansprakelijk voor het eventuele gebruik van de vermelde informatie.

DE EUROPESE UNIE STEUNT CAMPAGNE PROMOTIE VAN HOOGWAARDIGE LANDBOUWPRODUCTE

ENJOY IT'S FROM EUROPE

ENJOY IT'S FROM EUROPE

Because…. I have an important announcement

Bread promotion campaign 2021 – 2023??

- Please do let me know if you are interested!
- Z.proos@nbc.nl

Bread from Europe – A great story

CAMPAGNE GEFINANCIERD MET STEUN VAN DE EUROPESE UNIE

De samensteller van deze presentatie is als enige aansprakelijk voor de inhoud ervan. De Europese Commissie is niet aansprakelijk voor het eventuele gebruik van de vermelde informatie.

DE EUROPESE UNIE STEUNT CAMPAGNE PROMOTIE VAN HOOGWAARDIGE LANDBOUWPRODUCTE

Proposal presented to EU.
Simple programme for bread promotion in Spain

June 2019

El contenido de la presente publicidad representa únicamente la opinión de su autor y es responsabilidad exclusiva del mismo. La Comisión Europea no asume ninguna responsabilidad por el uso que pudiera hacerse de la información que contiene.

INCERHPAN

CAMPAÑA FINANCIADA
CON LA AYUDA DE
LA UNIÓN EUROPEA

LA UNIÓN EUROPEA
RESPALDA LAS CAMPAÑAS
QUE PROMUEVEN LA VIDA SANA.

ENJOY
IT'S FROM
EUROPE

> The generation of **reasonable consumption habits** of products framed in the Europe **healthy life style** is one of the main axes along which articulates with the EU promotion in the domestic market.

INCERHPAN

Simple Programme

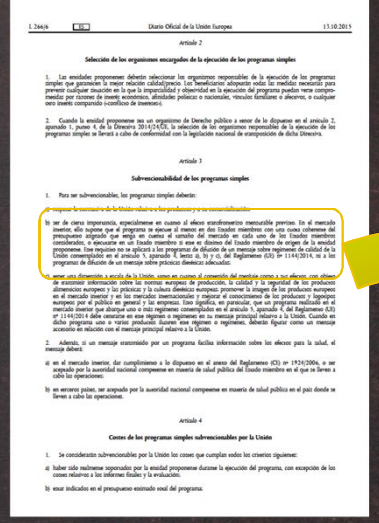
for **INCERHPAN** as sole requesting entity. A programme to be developed in **SPAIN** during **2018, 2019 y 2020**

NEW CALLS ARE OPEN

NEW

Calls for proposals for simple and multi programmes have been published. The submission deadline is 12 April 2018. You can apply via the Participant Portal.

PARTICIPANT PORTAL



L 266/6 Diario Oficial de la Unión Europea 13.10.2015

Artículo 2

Selección de los organismos encargados de la ejecución de los programas simples

1. Las entidades proponentes deberán seleccionar los organismos responsables de la ejecución de los programas simples que garanticen la mejor relación calidad/precio. Los beneficiarios adoptarán todas las medidas necesarias para prevenir cualquier situación en la que la imparcialidad y objetividad en la ejecución del programa puedan verse comprometidas por razones de interés económico, afinidades políticas o nacionales, vínculos familiares o afectivos, o cualquier otro interés compartido («conflicto de intereses»).

2. Cuando la entidad proponente sea un organismo de Derecho público o sensor de lo dispuesto en el artículo 2, apartado 1, punto 4, de la Directiva 2014/24/UE, la selección de los organismos responsables de la ejecución de los programas simples se llevará a cabo de conformidad con la legislación nacional de transposición de dicha Directiva.

Artículo 3

Subvencionabilidad de los programas simples

1. Para ser subvencionables, los programas simples deberán:

b) ser de cierta importancia, especialmente en cuanto al efecto transfronterizo mensurable previsto. En el mercado interior, ello supone que el programa se ejecute al menos en dos Estados miembros con una cuota coherente del presupuesto asignado que refleje en cuanto al tamaño del mercado en cada uno de los Estados miembros considerados, o ejecutarse en un Estado miembro si ese es distinto del Estado miembro de origen de la entidad proponente. Este requisito no se aplicará a los programas de difusión de un mensaje sobre regímenes de calidad de la Unión contemplados en el artículo 5, apartado 5, letra a), b) y c), del Reglamento (UE) nº 1144/2014, ni a los programas de difusión de un mensaje sobre prácticas dietéticas adecuadas;

c) tener una dimensión y alcance de la Unión, como en cuanto al consumo del mercado como a sus efectos con objeto de transmitir información sobre las normas europeas de producción, la calidad y la seguridad de los productos alimenticios europeos y las prácticas y la cultura dietética europeas, promover la imagen de los productos europeos en el mercado interior y en los mercados internacionales y mejorar el conocimiento de los productos y logotipos europeos por el público en general y las empresas. Esto significa, en particular, que un programa realizado en el mercado interior que abarque uno o más regímenes contemplados en el artículo 5, apartado 4, del Reglamento (UE) nº 1144/2014 debe centrarse en ese régimen o regímenes en su mensaje principal relativo a la Unión. Cuando en dicho programa uno o varios productos llueven ese régimen o regímenes, deberán figurar como un mensaje accesorio en relación con el mensaje principal relativo a la Unión.

2. Además, si un mensaje transmitido por un programa facilita información sobre los efectos para la salud, el mensaje deberá:

a) en el mercado interior, dar cumplimiento a lo dispuesto en el anexo del Reglamento (CE) nº 1924/2006, o ser aceptado por la autoridad nacional competente en materia de salud pública del Estado miembro en el que se llevan a cabo las operaciones;

b) en terceros países, ser aceptado por la autoridad nacional competente en materia de salud pública en el país donde se llevan a cabo las operaciones.

Artículo 4

Costes de los programas simples subvencionables por la Unión

1. Se considerarán subvencionables por la Unión los costes que cumplan todos los criterios siguientes:

a) haber sido realmente soportados por la entidad proponente durante la ejecución del programa, con excepción de los costes relativos a los informes finales y la evaluación;

b) estar indicados en el presupuesto estimado total del programa.

A programme broadcasting a message on suitable dietary practices

based on **EU Reg. 1924/2006** and in line with **the "European Commission's White Paper on the Strategy for Nutrition, Overweight and Obesity-related Matters"**

pan cada día

COMISIÓN DE LAS COMUNIDADES EUROPEAS

Bruselas, 30.5.2007
COM(2007) 279 final

LIBRO BLANCO

Estrategia europea sobre problemas de salud relacionados con la alimentación, el sobrepeso y la obesidad

(SEC(2007) 706)
(SEC(2007) 707)

ES

30.12.2006 Diario Oficial de la Unión Europea L 404/9

REGLAMENTO (CE) Nº 1924/2006 DEL PARLAMENTO EUROPEO Y DEL CONSEJO

de 20 de diciembre de 2006

relativo a las declaraciones nutricionales y de propiedades saludables en los alimentos

EL PARLAMENTO EUROPEO Y EL CONSEJO DE LA UNIÓN EUROPEA,

Visto el Tratado constitutivo de la Comunidad Europea y, en particular, su artículo 95,

Vista la propuesta de la Comisión,

Visto el dictamen del Comité Económico y Social Europeo (1),

De conformidad con el procedimiento establecido en el artículo 251 del Tratado (2),

Considerando lo siguiente:

(1) El etiquetado y la publicidad de un número cada vez mayor de alimentos de la Comunidad contienen declaraciones nutricionales y de propiedades saludables. A fin de garantizar un elevado nivel de protección de los consumidores y de facilitar que estos elijan entre los diferentes productos que ofrecen, dichas declaraciones deben ser seguras y tener un sólido fundamento.

(2) Las diferencias en las disposiciones nacionales relativas a estas declaraciones pueden impedir la libre circulación de los alimentos y crear condiciones de competencia desiguales, lo que repercute directamente en el funcionamiento del mercado interior. Por tanto, se necesitan adoptar normas comunitarias relativas al uso de las declaraciones nutricionales y de propiedades saludables en los alimentos.

(3) Las disposiciones generales en materia de etiquetado y información de los alimentos, tal como la Directiva 2000/13/CE del Parlamento Europeo y del Consejo, de 20 de marzo de 2000, relativa a la aproximación de las legislaciones de los Estados miembros en materia de etiquetado, presentación y publicidad de los productos alimenticios (3) (la Directiva 2000/13/CE), establecen que no se induzca a error al comprador o que atribuyan virtudes medicinales a los alimentos. Con el presente Reglamento se pretende complementar los principios generales de la Directiva 2000/13/CE y establecer disposiciones específicas aplicables a los alimentos que ostenten declaraciones nutricionales y de propiedades saludables en alimentos que vayan a suministrarse como tales a los consumidores.

(1) DO C 110 de 30.4.2004, p. 18.
(2) Dictamen del Parlamento Europeo de 28 de marzo de 2006 (no publicado aún en el Diario Oficial). Decisión del Consejo de 4 de diciembre de 2006 y Decisión del Parlamento Europeo de 13 de diciembre de 2006.
(3) DO L 109 de 6.5.2000, p. 29. Directiva modificada en último lugar por la Directiva 2003/89/CE (DO L 308 de 25.11.2003, p. 15).

(4) El presente Reglamento debe aplicarse a todas las declaraciones nutricionales y de propiedades saludables utilizadas en las comunicaciones comerciales, incluidas entre otras las campañas publicitarias colectivas y las campañas de promoción, tales como las patrocinadas, total o parcialmente, por la Comunidad. Por tanto, el presente Reglamento debe aplicarse a las declaraciones efectuadas en comunicaciones no comerciales tales como las orientaciones o el asesoramiento dietéticos facilitados por las autoridades o organismos de salud pública o las comunicaciones o campañas de información relativas a la salud o a la nutrición cuyo cometido sea fomentar o tratar de fomentar la venta de productos, patrocinadas o no, que puedan interpretarse como declaraciones nutricionales y de propiedades saludables.

(5) Las declaraciones nutricionales sobre preparados que no son beneficios están excluidas del ámbito de aplicación del presente Reglamento. Los Estados miembros que pretendan exigir medidas nacionales para las declaraciones nutricionales sobre preparados que no son beneficios deben comunicar tales medidas a la Comisión y a los demás Estados miembros de conformidad con la Directiva 98/34/CE del Parlamento Europeo y del Consejo, de 22 de junio de 1998, por la que se establece un procedimiento de información en materia de las normas y reglamentaciones técnicas y de las reglas relativas a los servicios de la sociedad de la información (1).

(6) A escala internacional, el Codex Alimentarius adoptó directrices generales sobre declaraciones de propiedades en 1991, y directrices para el uso de declaraciones nutricionales en 1997. La Comisión del Codex Alimentarius adoptó en 2004 una modificación de estas últimas, que tiene por objeto la inclusión de las declaraciones de propiedades saludables en las directrices de 1997. La Comunidad participa en la aplicación de las condiciones establecidas en las directrices del Codex.

(7) La probabilidad de utilizar la declaración tiene consecuencias económicas significativas para los productores que prevén en el Reglamento (CE) nº 2987/94 del Consejo, de 5 de diciembre de 1994, por el que se aprueban las normas aplicables a los sistemas gestos para atrar (1), debe adaptarse a las disposiciones del presente Reglamento. Por otro perdido. Mientras tanto, el Reglamento (CE) nº 2987/94 se aplicará a los productos cubiertos por el mismo.

(1) DO L 204 de 21.7.1998, p. 37. Directiva modificada en último lugar por la Directiva 2006/48/CE (DO L 177 de 30.6.2006, p. 201).
(1) DO L 349 de 31.12.1994, p. 1.

ENJOY IT'S FROM EUROPE

tactics europe

The Product

Bread has been present in the **Mediterranean diet** of a lifetime.

It is a **staple** of daily consumption.

It provides **carbohydrates** that are beneficial and should be present in **50 and 60% of the daily intake.**

It is a satiating, **low-fat** food that can **help control obesity**.

There is a **great variety** of breads that makes possible its presence in the diets of everyone from the smallest to the adults.

INCERHPAN

tactics europe

ENJOY IT'S FROM EUROPE

The market

Consumption has decreased in recent years and it is expected that during the next few years the per capita consumption of the product will continue **a downward trend of 0.4% per year.**

It is remarkable the **decline** among **young families with children and the child population**, where bread has been replaced in traditional consumption times such as **breakfasts and snacks**.

TOTAL bread consumption volume, 2004-2014-2019f

Consumption ('000 t)	2004	2014	2019	2004-14 CAGR	2014-19 CAGR
EU 17	31,338	30,442	30,318	-0.3%	-0.1%
Germany	7,112	7,498	7,578	0.5%	0.2%
France	3,998	4,179	4,251	0.4%	0.3%
United Kingdom	2,475	2,884	2,900	1.5%	0.1%
Italy	3,280	2,839	2,745	-1.4%	-0.7%
Spain	2,382	2,183	2,202	-0.9%	0.2%
Poland	3,032	2,451	2,342	-2.1%	-0.9%
Romania	2,415	1,963	1,831	-2.1%	-1.4%
Netherlands	793	806	801	0.2%	-0.1%
Belgium	687	785	797	1.3%	0.3%
Greece	853	857	871	0.0%	0.3%
Czech Republic	833	809	838	-0.3%	0.7%
Portugal	673	659	662	-0.2%	0.1%
Hungary	792	617	606	-2.5%	-0.3%
Sweden	480	507	508	0.6%	0.0%
Austria	446	465	472	0.4%	0.3%
Bulgaria	728	672	654	-0.8%	-0.5%
Ireland	381	269	261	-3.4%	-0.6%

Source: Gira compilation

INCERHPAN

tactics europe

ENJOY IT'S FROM EUROPE

The objectives

Communication objectives.

1. To position bread as a beneficial food for the nutrition of children.

2. To increase the degree of knowledge about the recommended consumption of bread

We estimate a degree of awareness of 12% of the participants in the programme's activities, stabilizing consumption and trying to generate an increase of ***2.5% at the end of the programme****.*

Business objectives.

1. To stop the fall in sales that has marked the sector in recent years and therefore we will act on consumption.

START

	> 1 day	1 day	4-6 week	2-3 week	1 week	1-3 month	Never
White Bread	43	33.5	6.2	8	3.1	0.8	5.5
Wholemeal Bread	1.4	3.6	1.1	6.2	3.3	6.6	77.8

ENJOY IT'S FROM EUROPE

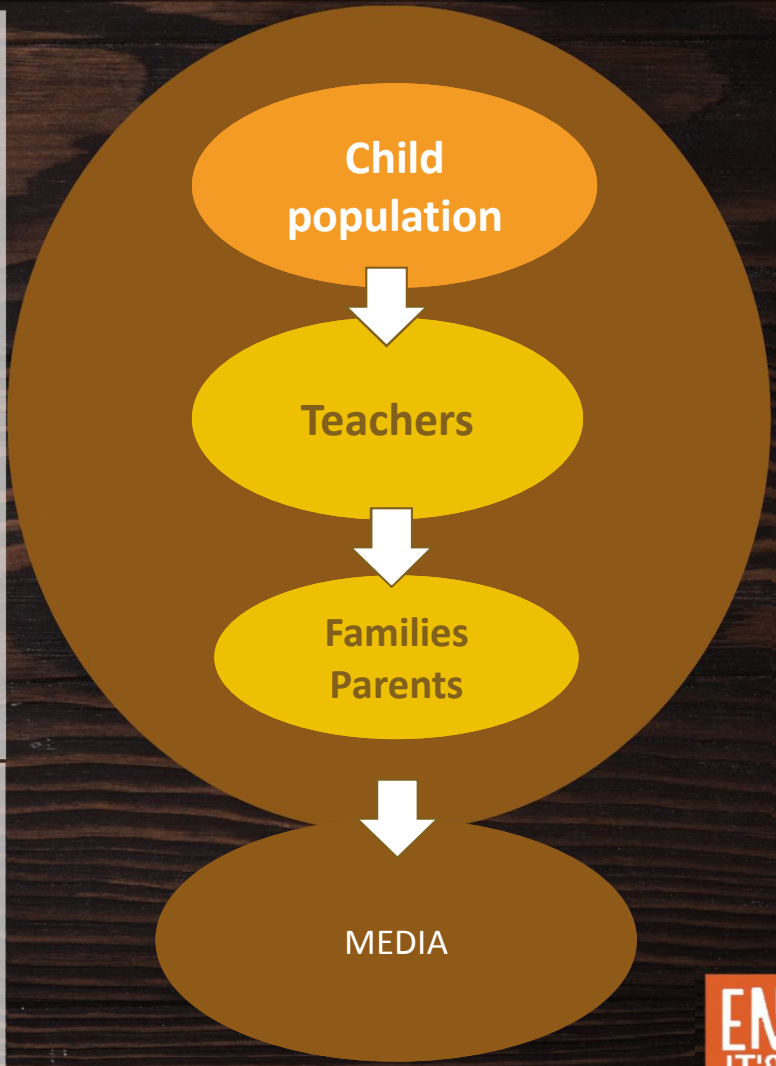
Target

Increasing the **degree of knowledge among the general population** and the focus on the promotion of consumption in the **child population**:

- **Children aged 8 and 12 years**
- **Parents** who, through their children, receive the messages.

Working with **PRESCRIBERS** to enhance this change in perception:

- **Teachers**
- **Educators**
- **Media**



INCERHPAN

The Challenge

To **improve the balanced** diet in children increasing the **consumption of bread**, so that they continue with this pattern of feeding in later stages.

Encourage **proper dietary practices**:

IMPROVE the image

PROMOTE consumption

GENERATE added value

SHOW wealth of varieties

Pirámide Alimentaria

tactics europe

ENJOY IT'S FROM EUROPE

INCERHPAN
Creative
Strategy
tactics
europe
ENJOY
IT'S FROM
EUROPE

INCERHPAN

Creative Strategy

A campaign that aims to turn bread into one of the main nourishments of a healthy, balanced and fun diet.

Our concept plays with a double meaning:

- On one hand it is a healthy and delicious greeting every day and every hour of the day. because we want to be at breakfast, snack, homework, sports ... the life of an active child with a Mediterranean diet.

- And on the other are the “infinite” benefits of bread.

tactics europe

ENJOY IT'S FROM EUROPE

Creative Strategy

A campaign in tone:

- **Optimistic**
- **Cheerful**
- **Sympathetic**

and **in training code for both child and family.**

The image conveys two messages:

- **Physical activity** linked to bread consumption in a day of a child's life.
- An infinite number of ways to eat bread as part of a **balanced diet.**

INCERHPAN

tactics europe

ENJOY IT'S FROM EUROPE

INCERHPAN

BUENOS DÍAS CON PAN!

tactics europe

ENJOY IT'S FROM EUROPE

GOOD MORNING WITH BREAD!

YOUR LIFE, BETTER WITH BREAD!

BREAD IS A MAIN FOOD IN A HEALTHY AND BALANCED DIET. IT CONTAINS CARBOHYDRATES, FIBERS, PROTEINS MINERALS AND VITAMINS.

YOUR SCHOOL BREAK, BETTER WITH BREAD!

THANKS TO ITS CONTRIBUTION IN CARBOHYDRATES THAT WILL HELP YOU NOT ONLY TO BE FULL OF ENERGY IN THE PLAYGROUND, BUT ALSO TO KEEP YOU ON TRACK WITH YOUR LESSONS.

STARTING THE DAY ON THE RIGHT FOOT, BETTER WITH BREAD!

BECAUSE IT IS VERY EASY TO MIX IT WITH SWEET OR SAVORY FOODS. EVERY SINGLE FEATURE OF THIS NUTRITIOUS MEAL WILL HELP YOU TO EAT YOUR DAY IN ONE BITE!

YOUR FAVOURITE SPORTS, BETTER WITH BREAD!

THANKS TO ITS SUPPLY OF ENERGY WHICH GIVES YOU ENOUGH NUTRIENTS TO GO THE EXTRA MILE WHEN PRACTICING THE SPORT THAT YOU LOVE.

GOOD MORNING WITH BREAD!

YOUR AFTERNOON SNACK, BETTER WITH BREAD!

THANKS TO ITS EXTRA SUPPORT OF PROTEINS THAT WILL HELP YOU TO CHARGE YOUR BATTERIES WHEN YOU ARE RUNNING OUT OF ENERGY.

THE EXTRACURRICULAR ACTIVITIES, BETTER WITH BREAD!

BECAUSE THANKS TO ITS LOW FAT ENERGY SUPPLY, IT WILL GIVE YOU THE EXTRA SUPPORT YOU NEED AFTER AN INTENSE DAY OF LESSONS.

YOUR HOMEWORK, BETTER WITH BREAD!

BECAUSE IT GIVES YOU VITAMINS AND MINERALS, PHOSPHORUS AMONG THEM, NECESSARY FOR KEEPING YOUR MEMORY ACTIVATED IN ORDER TO STUDY BETTER AFTER YOUR AFTERNOON SNACK.

CELEBRATING YOUR BIRTHDAY, BETTER WITH BREAD!

BECAUSE A REAL PARTY DEMANDS HEAPS OF YOUR ENERGY AND ALSO BECAUSE BREAD SUITS PROPERLY WITH A HIGH VARIETY OF DIFFERENT FOODS WITHIN A HEALTHY AND BALANCED DIET.

PRINT IMAGE

TARGET KIDS

tactics europe

INCERHPAN

PRINT IMAGE

TARGET KIDS

tactics europe

INCERHPAN

PRINT IMAGE

TARGET KIDS

INCERHPAN
ACTIVITIES
MIX
tactics
europe
ENJOY
IT'S FROM
EUROPE

INCERHPAN

COMMUNICATION TOOLS

- Nutritional seal development.
- Teachers kits.
- Students kit.
- Scientific advisor.

ROADSHOW

- Roadshow traveling action.

PUBLIC RELATIONS

- Presentation Event.
- Press Office.
- Clipping.

ONLINE

- Campaign site.
- Interactive video game.

ADVERTISING

- Kids TV non-conventional campaign.
- Kids site online campaign.

tactics europe

ENJOY IT'S FROM EUROPE

INCERHPAN

COMMUNICATION TOOLS

- Nutritional seal development.
- Teachers kits.
- Students kit.
- Scientific advisor.

tactics europe

ENJOY IT'S FROM EUROPE

ENJOY IT'S FROM EUROPE

COMMUNICATION TOOLS–

NUTRITIONAL SEAL

In order to strengthen the communication of **nutritional dietary practices,** with the clear objective of improving information and awareness of bread consumption regarding the "Recommended Daily Ration" we will create a logo stamp for the programme that will be present in all elements of communication.

It must be approved by the competent health authorities of the Member State.

* Bread consumption W.H.O. reccomendations

COMMUNICATION TOOLS–

TEACHERS KIT

Each kit contains: informative leaflet, folder, activities cards, pen drive, participation certificate

INCERHPAN

COMMUNICATION TOOLS–

STUDENTS KIT

Each kit contains: informative leaflet (addressed to parents), bread bag, comic

COMMUNICATION TOOLS–

STUDENTS KIT: COMIC

COMMUNICATION TOOLS–

MERCHANDISING

INCERHPAN

COMMUNICATION TOOLS

Scientific Advisor

One of the keys to fight against the **false propagated myths** about the consumption of bread will be to guarantee all the communication through the figure of the scientific adviser. This figure will be represented by Mrs. Beatriz Navia, professor at the Pharmacy University of the Complutense University of Madrid and spokesperson for the PAN EVERY DAY campaign since 2007.

Among her functions :

- Advice and endorsement of our communications.
- Preparation of communication dossier.
- Event attendance.

tactics europe

ENJOY IT'S FROM EUROPE

INCERHPAN

COMMUNICATION TOOLS

- Nutritional seal development.
- Teachers kits.
- Students kit.
- Scientific advisor.

ROADSHOW

- Roadshow traveling action.

tactics europe

ENJOY IT'S FROM EUROPE

INCERHPAN

ROADSHOW

- Roadshow Travelling action

- We will hold a **Road Show that will tour the Spanish territory during approximately 20 days each year of the campaign.**
- A 13 metre long bus with a vinyl of the campaign image will **travel more than 5,000 km every year,** visiting different parts of Spain each year and will be located in sites with large number of people in each city.
- After arranging visits with schools in each city, **agendas will be established** with the aim of scheduling the activities to be carried out in the Roadshow beforehand. In addition to the scheduled visits, the activity will **also be open to the public.** In this way we will be able to optimise the activity schedule.
- The focus of these actions will be on the **production of European bread** for two different audiences:
  - ✓ Workshops for children and teachers.
  - ✓ Activities for the general public.
- In addition, our bus will become an advertising support, as a **mobile billboard,** managing to convey our messages, in addition to achieving a high number of visual impacts throughout the Spanish territory.
- The staff that will carry out the road show will be: **Nutritionist, master baker, entertainer and monitor, driver.**

tactics europe

ENJOY IT'S FROM EUROPE

INCERHPAN

Presentation Event

YEAR 1	YEAR 2	YEAR 3
Madrid (2)	Barcelona (3)	Zaragoza
Jaén	Zaragoza	Logroño
Córdoba	Navarra	Pamplona
Murcia	Guipúzcoa	Burgos
Valladolid	Vizcaya	Zamora
Zamora	Álava	León
Santander	Burgos	Salamanca
Bilbao	Cantabria	Valladolid
Logroño	La Coruña	Cáceres
Valencia	Pontevedra	Mérida
Castellón	Oviedo	Sevilla
Teruel	Gijón	Cádiz
Huesca	La Rioja	Málaga
Pamplona	Huesca	Almería
Lleida	Teruel	Murcia
Girona	Soria	Alicante
Barcelona	Lugo	Valencia
Sabadell	Orense	Madrid (3)
Tarragona		

tactics europe

ENJOY IT'S FROM EUROPE

ENJOY IT'S FROM EUROPE

ROADSHOW

tactics europe

INCERHPAN

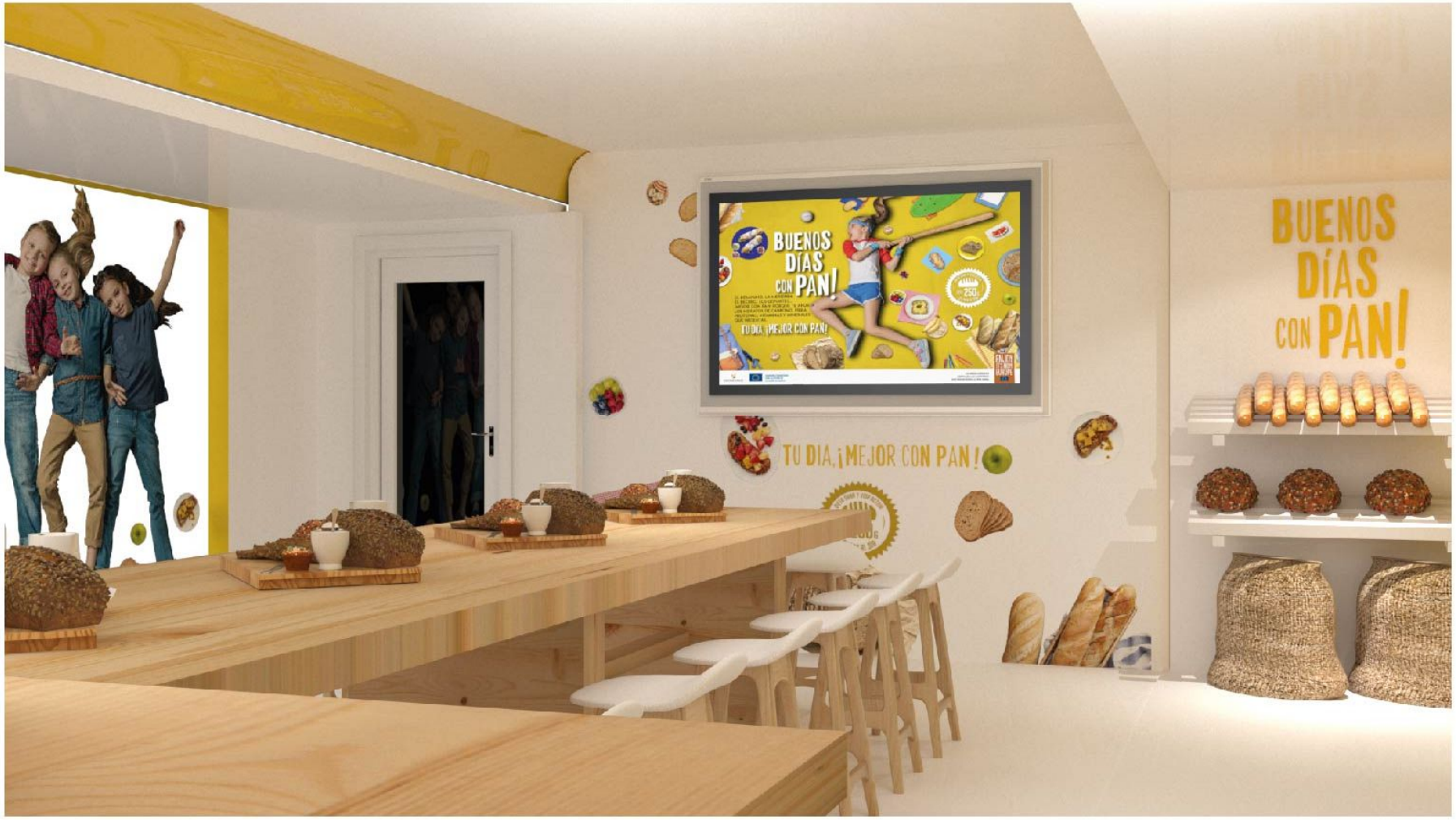
ROADSHOW

tactics europe

INCERHPAN

ROADSHOW

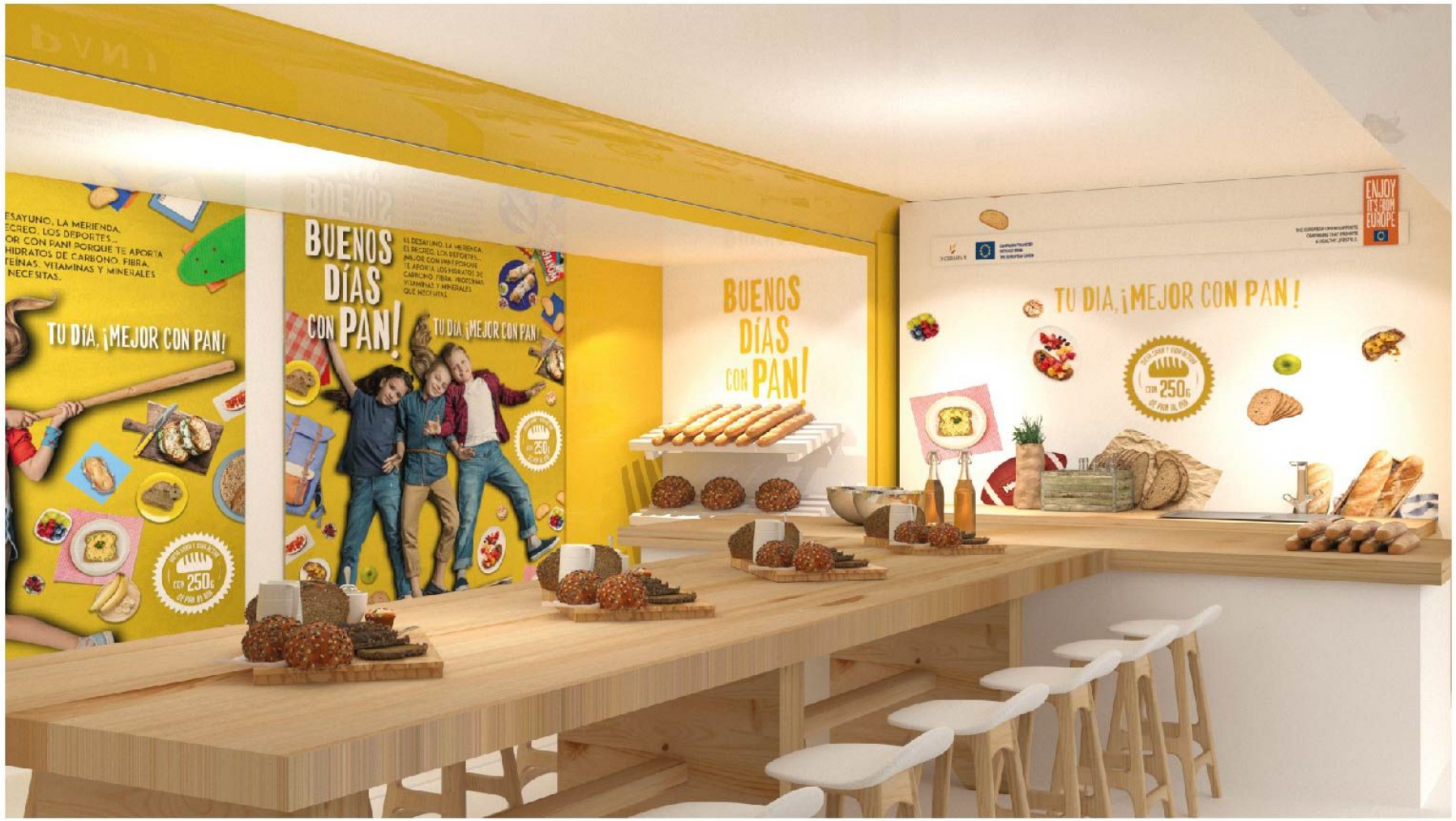
tactics europe



INCERHPAN

ROADSHOW

tactics europe



INCERHPAN

INCERHPAN

COMMUNICATION TOOLS

- Nutritional seal development.
- Teachers kits.
- Students kit.
- Scientific advisor.

ROADSHOW

- Roadshow traveling action.

PUBLIC RELATIONS

- Presentation Event.
- Press Office.
- Clipping.

tactics europe

ENJOY IT'S FROM EUROPE

PRESENTATION EVENT

tactics europe

- We will carry out a **presentation event of the campaign coinciding with the departure of the roadshow from Madrid.**
- In this way, we will create an **exclusive event** where sectorial organisations, consumers, institutional representatives and schools will be invited.

INCERHPAN

PUBLIC RELATIONS

- Press Office.
- Clipping.

The press office will be responsible for maintaining contact with the **media and opinion leaders**.

For this, we will have a permanent office that will be responsible for sending communications, press releases and the relationship with the general and specialized media.

Obtaining a careful selection of journalists/communicators from both the digital media as well as the conventional media to make up a group of the utmost relevance.

We will have a monthly clipping of news appeared regarding the campaign in press, radio, TV and Online

tactics europe

ENJOY IT'S FROM EUROPE

INCERHPAN

COMMUNICATION TOOLS

- Nutritional seal development.
- Teachers kits.
- Students kit.
- Scientific advisor.

ROADSHOW

- Roadshow traveling action.

PUBLIC RELATIONS

- Presentation Event.
- Press Office.
- Clipping.

ONLINE

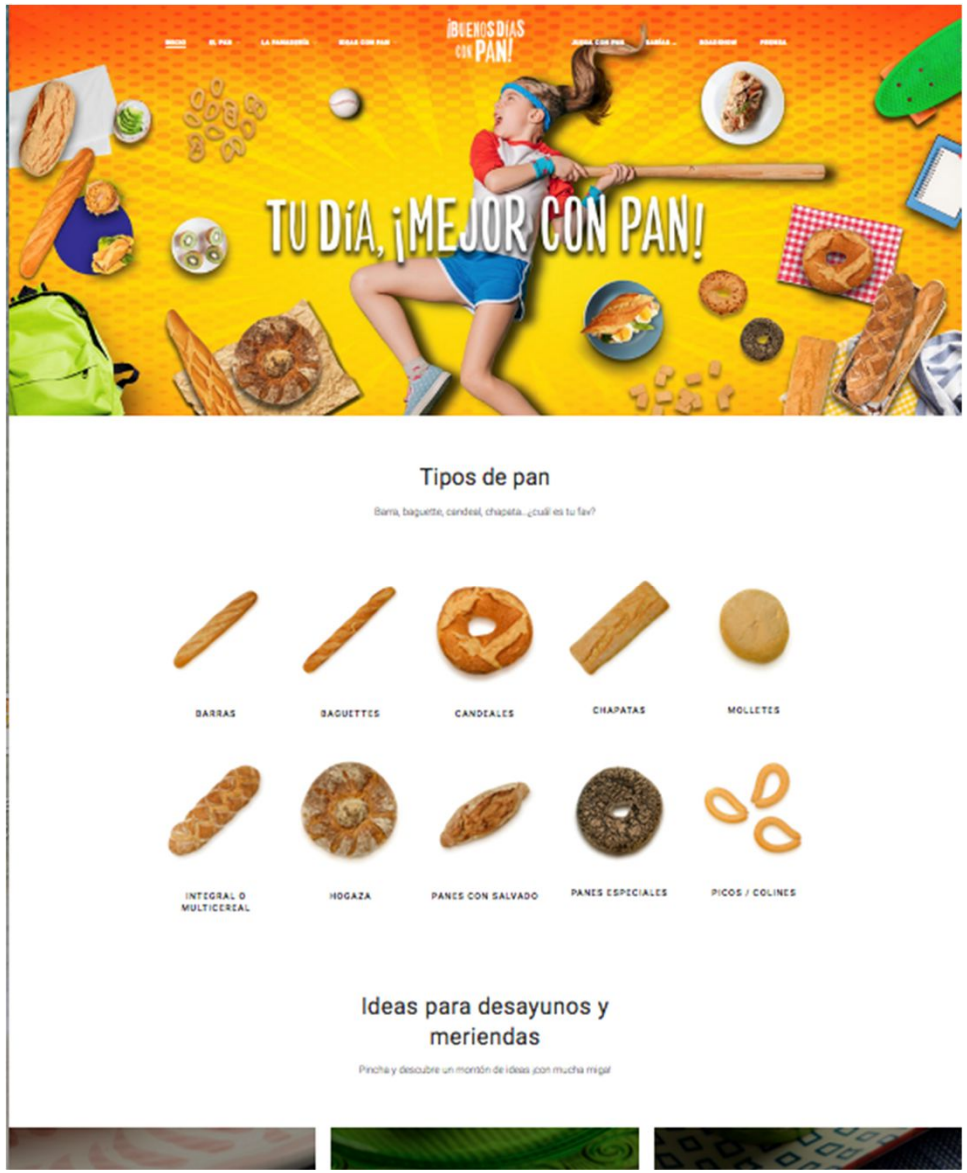
- Campaign site.
- Interactive video-game

tactics europe

ENJOY IT'S FROM EUROPE

CAMPAIGN SITE

tactics europe



We are going to develop, programme, set up and run a microsite that will:

- **Facilitate access** to information, advantages and benefits of the product.
- Create a **direct and closer communication channel** with the audiences.
- **Amplify and spread the messages** of the campaign.
- Publish notes **and press release**.
- **Communicate the dates and route of our roadshow**.

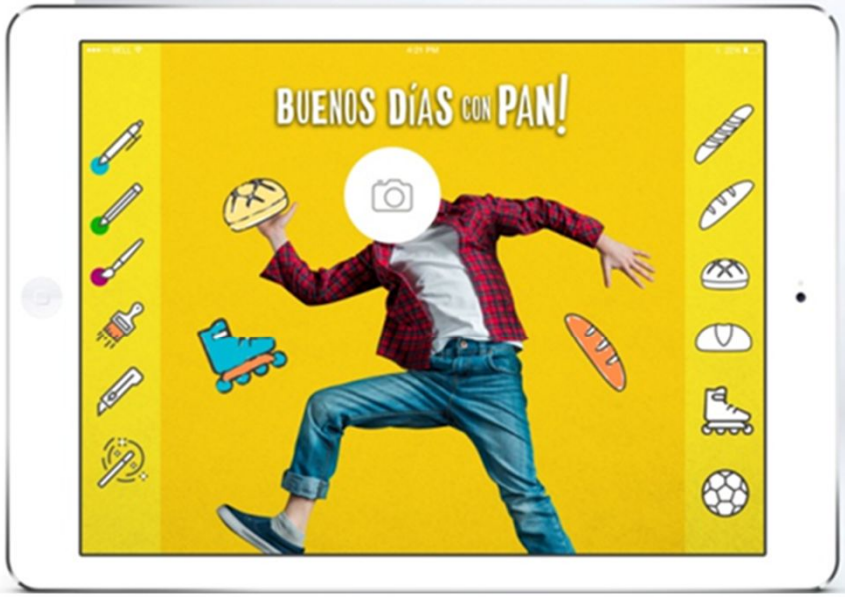
INCERHPAN

INTERACTIVE VIDEO GAME

tactics europe

- We will create, design and program a didactic and interactive video game to learn everything about bread.
- First of all, they will have to choose the ingredients from which bread is made and they will learn that bread is a natural food.
- The second part of the game is a test where they will learn all the benefits of bread as part of a balanced diet.

SELFIEPAN!



¡PEQUEPANADEROS!

Haremos un juego didáctico e interactivo con el que los más pequeños aprenderán todo sobre el pan.

En primer lugar tendrán que ir eligiendo los ingredientes con los que se hace el pan y aprenderán que el pan es un alimento natural.

La segunda parte del juego es un test en el que aprenderán todos los beneficios del pan en el marco de una dieta equilibrada.

INCERHPAN

INCERHPAN

COMMUNICATION TOOLS

- Nutritional seal development.
- Teachers kits.
- Students kit.
- Scientific advisor.

ROADSHOW

- Roadshow traveling action.

PUBLIC RELATIONS

- Presentation Event.
- Press Office.
- Clipping.

ONLINE

- Campaign site.
- Interactive video game.

ADVERTISING

- Kids TV non-conventional campaign.
- Kids site online campaign.

tactics europe

ENJOY IT'S FROM EUROPE

INCERHPAN

ADVERTISING

- Non-conventional campaign at **kids TV**
- **Online** campaign at kids site

ENJOY IT'S FROM EUROPE

tactics europe

INCERHPAN

NATIONAL TV campaign addressed to parents and kids

Currently exceeds 14% Share in Children becoming the **leading commercial channel** among the smallest of the house (4-12 years)

BOING

5TELECINCO.es

Cualitative Action with
53 "Internal Moments"

- An "Internal Moment" consists in **naturally integrating the campaign's messages through the channel's leading presenter.**
- **Specific scripts adapted to the personality of the Boing channel and its leading programmes** will be created.

Format: ***45"***

tactics europe

ENJOY IT'S FROM EUROPE

Fuente : kantar Media IND 4 -12 = 4´296.174

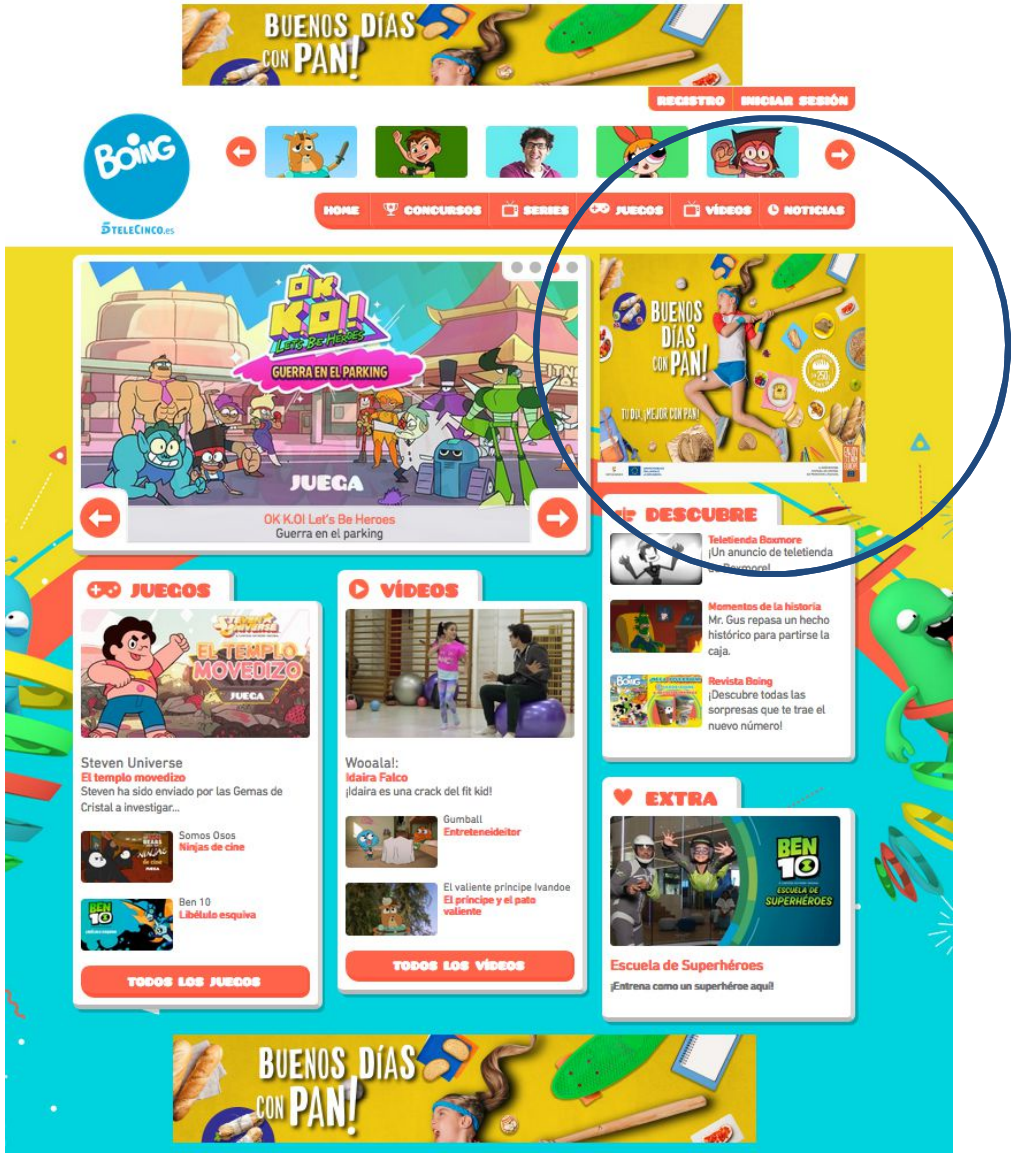
NON-CONVENTIONAL TV ACTIVITY

tactics europe

INCERHPAN

ONLINE - DISPLAY CAMPAIGN

In order to contact our main target it is **essential** to have a budget line to **invest in the digital channel.** We increase penetration and increase frequency by planning and **synergising the non-conventional TV campaign with the digital display campaign on the Boing channel.**



INCERHPAN

GOOD MORNING WITH BREAD!

El contenido de la presente publicidad representa únicamente la opinión de su autor y es responsabilidad exclusiva del mismo. La Comisión Europea no asume ninguna responsabilidad por el uso que pudiera hacerse de la información que contiene.

INCERHPAN

CAMPAÑA FINANCIADA
CON LA AYUDA DE
LA UNIÓN EUROPEA

LA UNIÓN EUROPEA
RESPALDA LAS CAMPAÑAS
QUE PROMUEVEN LA VIDA SANA.

ENJOY
IT'S FROM
EUROPE