



#GrowingTheFuture

Effective seed sector advocacy

A connected seed community where Members contribute to and benefit from shared success

Seed associations that transform individually experienced issues and upcoming challenges to collective action

Members that actively shape desired policy outcomes

Building blocks



SECTOR ORGANISATION: RELEVANCE & OWNERSHIP

- Community (all together)
- Conversation (a secure platform for exchange)
- Collaboration (working together)
- Consensus (building common ground)

SECTOR POSITIONING: EXPERTISE, EXPERIENCE, ENGAGEMENT

- Information
- Education
- Organisation
- Debate
- Positioning

SECTOR REPRESENTATION: GETTING THE MESSAGE ACROSS

- Outreach
- Advocacy
- Services
- Partnerships

WHO DOES WHAT

Secretariat

Monitoring

Assessment and analysis

Options and proposals

Secretariat

Implementation

Reporting

Members

Positions

Members

Scrutiny

WHAT DOES IT TAKE

Governance & ethics of collaboration

- Independence
- Impartiality
- Transparency
- Proper rules, processes, procedures
(FRAND)

Expertise & engagement

- Excellence
- Reliability
- Honesty, factfulness
- Purpose

An association's capital

Relevance

Usefulness

Credibility

Trust



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Some tools

Engagement tools: Euroseeds Members Area

The introduction of engagement tools such as e.g. **an interactive intranet/member area** can significantly increase member interaction and participation.

Building a stronger community

The Euroseeds Members Area

- **User-friendly interface**
- **Comprehensive resources:** access to a wide range of documents, including agendas, meeting minutes, and strategic plans
- **Customizable:** Members customize their individual interface and select which information they wish to receive and how
- **Enhanced organisational transparency:** Members can identify colleagues through working groups and view all company representatives included in the intranet
- **Internal networking platform:** optional sharing of photos and personal information creates a sort of semi-private, semi-professional social network environment (Linkedin)
- **Accessibility:** Members can access the platform from anywhere (incl. mobiles), ensuring that they stay connected and informed at all times

Streamlined information exchange: rapid access to relevant information (event mapping, interactive calendars, which help members stay informed and engaged) and promoting inter-member communication, also directly into the inbox of the people with a profile.

Attractive and useful communication tools: the "EuroseedsTalks"



Euroseeds' Talks is a series of webinars designed to provide valuable insights and information on key topics relevant to the European seed sector.

These webinars feature expert speakers and cover a wide range of subjects, including policy developments, industry trends, and strategic initiatives.

Monthly online format
1h
50 to >100 Members online



- **Engaging content:** each session focuses on current issues or future trends, offering participants the opportunity to stay informed and engage with the latest developments in the seed industry
- **Expert speakers:** The webinars feature presentations and discussions led by industry experts, policymakers, and thought leaders
- **Interactive format:** Participants can engage with speakers through Q&A sessions, providing a platform for dialogue and knowledge exchange
- **Accessible recordings:** All sessions are recorded and made available to members, ensuring that the valuable content can be accessed at any time

Aligned advocacy: the “Euroseeds Advocacy Forum”

Euroseeds’ Advocacy Forum is a regular monthly online format bringing together dedicated advocacy staff of national associations and companies to exchange and align on key legislative or political outreach and advocacy activities and developments.





Euroseeds communication activities

Basic tools: sector brochure and fact sheets



Campaigns

 **+35**
Stories

 **+1.100K**
Impressions

 **+1.850**
Reactions

 **+25.3%**
Engagement rate

 **+65**
Retweets /
Reposts



Social media

+54632

Total audience across SM platforms*

+74.2%

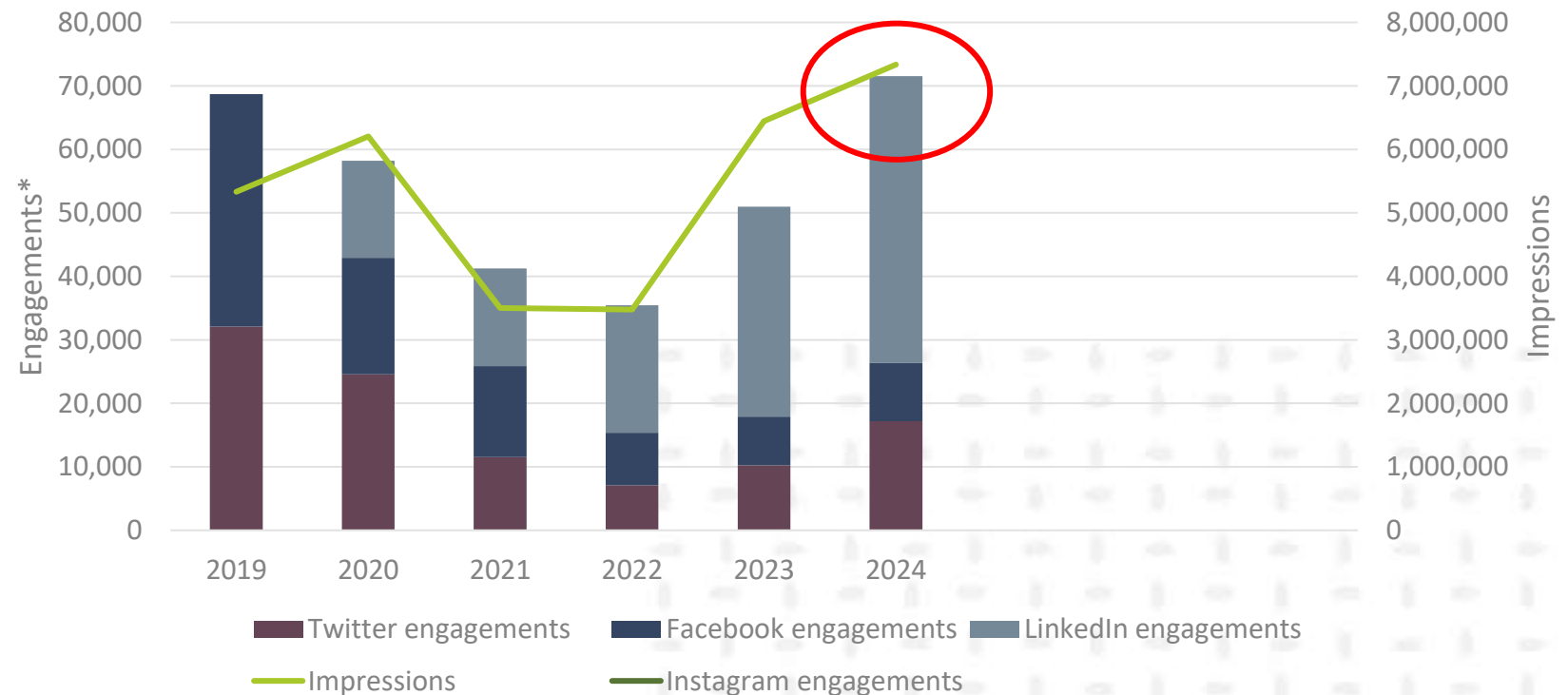
(%) Audience growth

+70.2%

(%) Impressions

+90.6%

(%) Engagement growth



*The male audience is more prominent than the female audience across all social media platforms. The age range of our audience primarily falls between 35-44 and 25-34.

1 year of Euroseeds LinkedIn Newsletter



+187.460
Views

+22.268
Subscribers

+142.000
Impressions

+2.700
Engagements

Farming · 28.4%

Research Services · 8.9%

Biotechnology Research · 8.7%

Chemical Manufacturing · 5.8%

Oil and Gas · 5.8%



Euroseeds in EU funded research projects

Communication and dissemination
activities

EU funded research projects and our involvement



Legume Generation

Legume breeding



Gene editing in potato & microalgae



Research Infrastructure for PGRs



DETECTIVE
Methods for detecting NGT-products

More on



Euroseeds projects

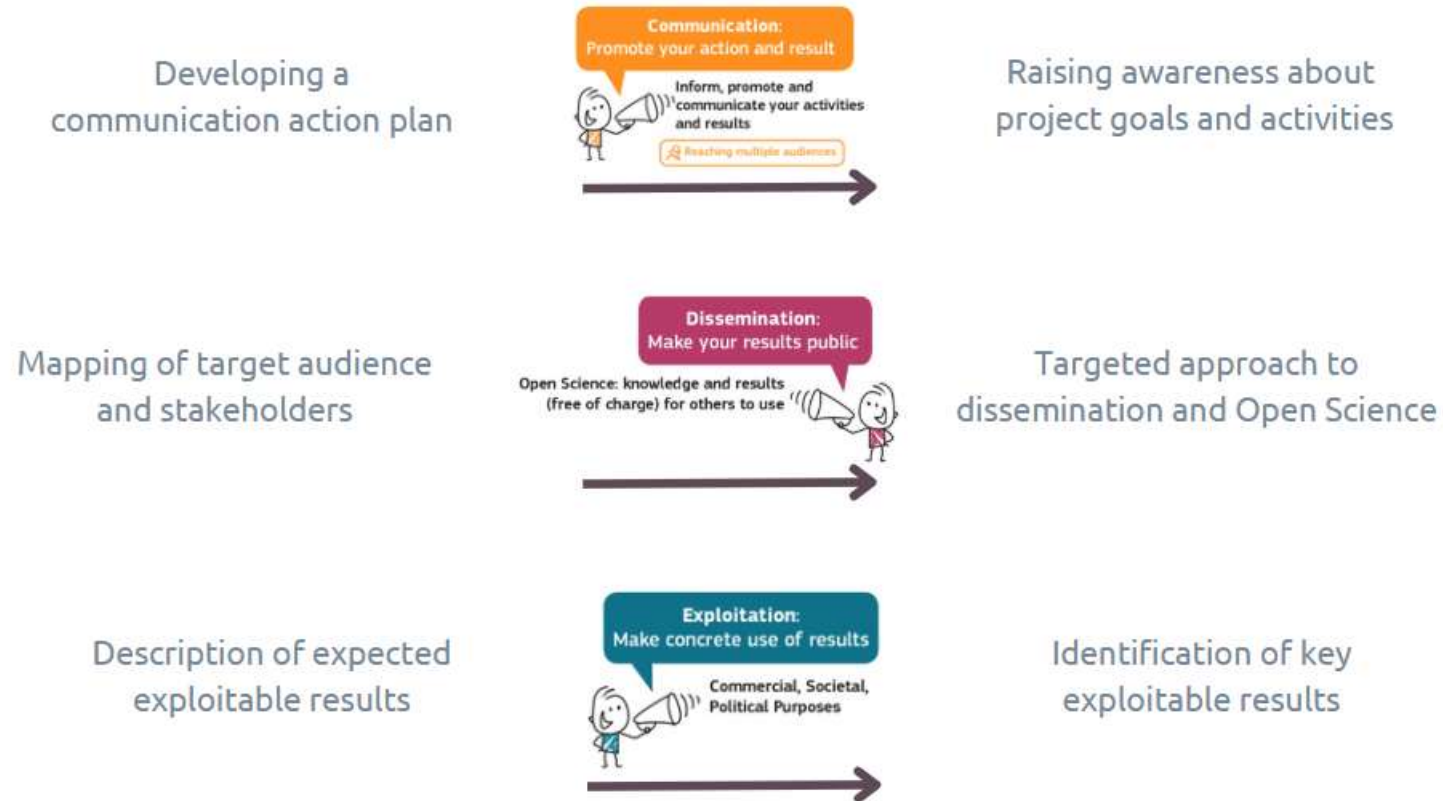
The Euroseeds Secretariat provides technical expertise in different EU projects, bringing the multi-actor approach to reality.

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Euroseeds also facilitates dissemination of EU project results and supports innovation transfer of R&D efforts for long-term impact.

How do we contribute to EU funded research projects in terms of communication, dissemination and exploitation

Euroseeds provides expertise in communication, dissemination and exploitation



Examples of communication materials developed for EU funded research projects



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Euroseeds services

Some Euroseeds services



Euroseeds Congresses



Registrations will open on the 1st of April 2025.

Dear Members, friends and colleagues,

It is my pleasure to invite you for the **Euroseeds2025 congress** to be held in Edinburgh, Scotland, from **19 to 22 October**.



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www.euroseeds.eu



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