



Flourishing Europe

Communication campaign in the context of the Covid19.
How to factor in public health restrictions



FEPEX: Proposing Organization Spanish Federation of Associations of Producers- Exporters of Fruit, Vegetables, Flowers and Live Plants



Sectoral, private and non profit



Members -

9 associations of Flowers and Live Plants sector
800 companies



Spanish production and sales of Flowers and live plants - 75%



Main producing regions: Andalusia, the Valencian Community, Catalonia, the Canary Islands, Aragon, Galicia and Murcia.



KEY FIGURES OF THE FLOWERS AND LIVE PLANTS SECTOR

• EUROPE

- Total EU production value - 20 billion euro
- Netherlands - 30% of the EU total
- Italy and Germany 13%
- France 12%
- Spain 10%

- Internal Market - 85%
- Third countries - 15%
- Peak - Spring 80% of sales

• SPAIN

- Final plant Production - 3.2%
- Cultivated area - 5,300 hx.
- Domestic production value - 1.250 million euro
- Social rate of return of the production - High
- Labour - 40,000 Jobs
- Export - 435 milion euro
- Import - 250 million euros

- European Internal Market - 75%
- Third countries - 25%
- Peak - Spring 80% of sales



CONSEQUENCES OF COVID IN THE ORNAMENTAL SECTOR

- **EUROPE/
Spain**

- Economic disruption:
 - Financial difficulties
 - Cash Flow problems
 - Market imbalances
 - Total collapse in consumption



CONSEQUENCES OF COVID IN THE ORNAMENTAL SECTOR

EUROPE

- Drop in demand
- Closure of outdoor markets, garden centers...
- Cancellation of events and contracts
- Decrease in prices
- Destruction of plants: Perishable and seasonal

SPAIN

- The most affected of all European countries
 - Lowest level of aids
 - The last one to authorize the opening of garden centers
 - Not considerer Fl & Pl as first need products
 - Prohibition of sales in Food chains
 - Closure of flower shops

Quantification of losses in Spain:

- March to June : 470 million euro
- 40% of the sector's annual turnover
- Exports: -23% March - April 2020
- Imports: -20% March - April 2020



PRIORITY MEASURES CONSIDERED BY THE SECTOR OF FLOWERS AND PLANTS

Measures proposed Regulation (EU) n° 2020/594

- Not enough
- No proportionality Damages/Measures



PRIORITIES

Consumption promotion

Direct EU financial support

Concentration of supply and the placing on the market





PROMOTION CAMPAIGN “FLOURISHING EUROPE”

A Flower is worth than a thousand words"



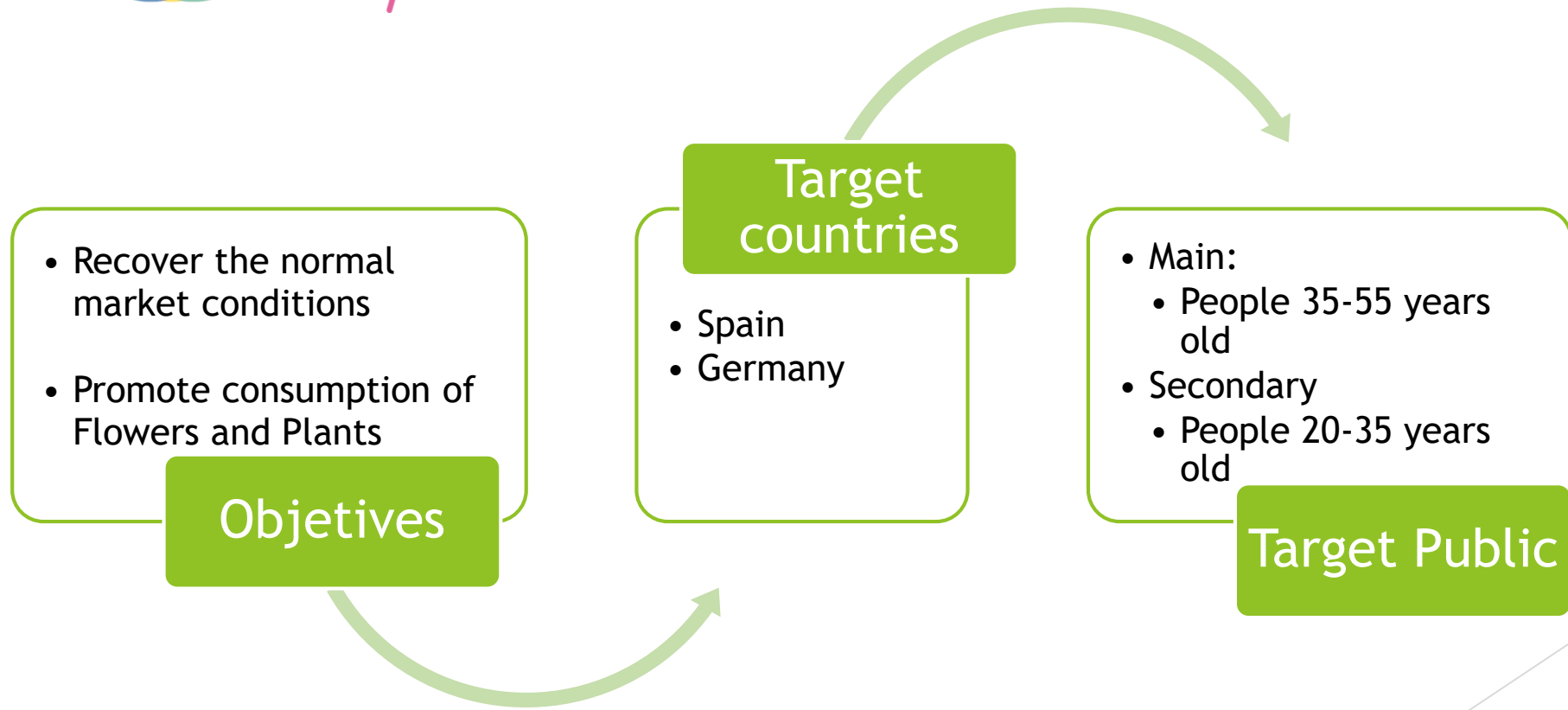
FEPEX:

Project Coordinator

Press Office

* Selected under AGRI-SIMPLE-2020-CRISIS





MESSAGE:

Flourishing Europe: *A flower is worth than thousand words*

POSITIVE FEELINGS:



OPTIMISM

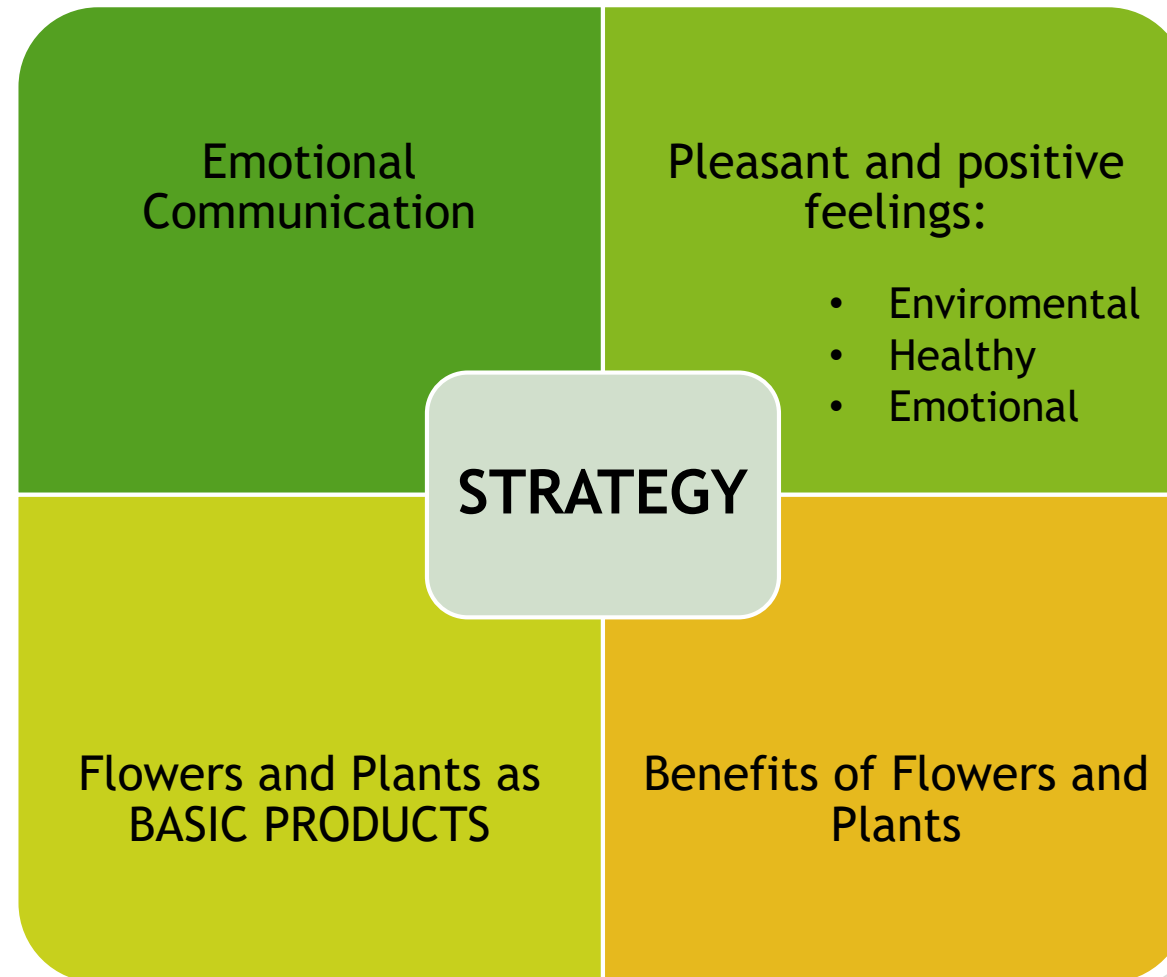
CONFIDENCE

HOPE

SOLIDARITY

UNION







- Creation a website in 3 languages
 - Direct and close communication channel
 - Amplifying the messages of the programme
 - Creation of synergies

Website

- **Promotional Materials**
 - for journalists and opinion leaders
 - In garden centers
 - **Videos** hosted on the web and social networks
 - Reinforcing the association between flowers and plants and positive values

Communication Tools

- Videos, gifts, photographs
- **Online** paid advertising on Social Media
- **Online** paid campaigns on TV platforms and video networks

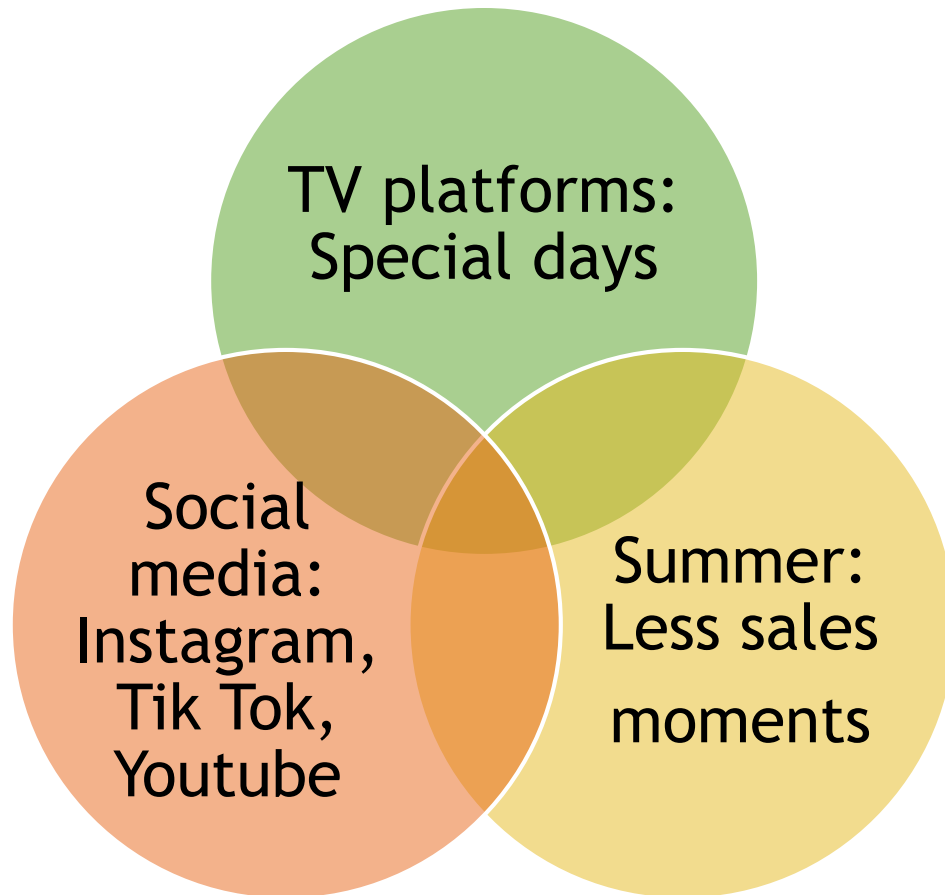
Advertising

Social Media

- **Social media accounts:**
 - Facebook, Instagram, Tik-Tok, Youtube



PAID ON-LINE TV PLATFORMS AND SOCIAL MEDIA: Videos



BENEFITS



At home



As a gift



RESULTS:

Increase the consumption



Reinforce the competitiveness of the sector



Increase the market share



**THANK YOU
FOR YOUR
ATTENTION**

