Public Perception Project (Project Connect)

Draft Purpose, Success Statement & Critical Delivery Area's

BORD BIA
IRISH FOOD BOARD

Initiative purpose is...

To **enable** the **Irish public** to better **understand** the **commitment** of farming and the Agri-Food sector to **sustainably nourish** this and future generations at home and around the world

What success looks like...

Enablers

Representative
All sectors, and the whole supply chain

Unifying
Working together under one umbrella approach

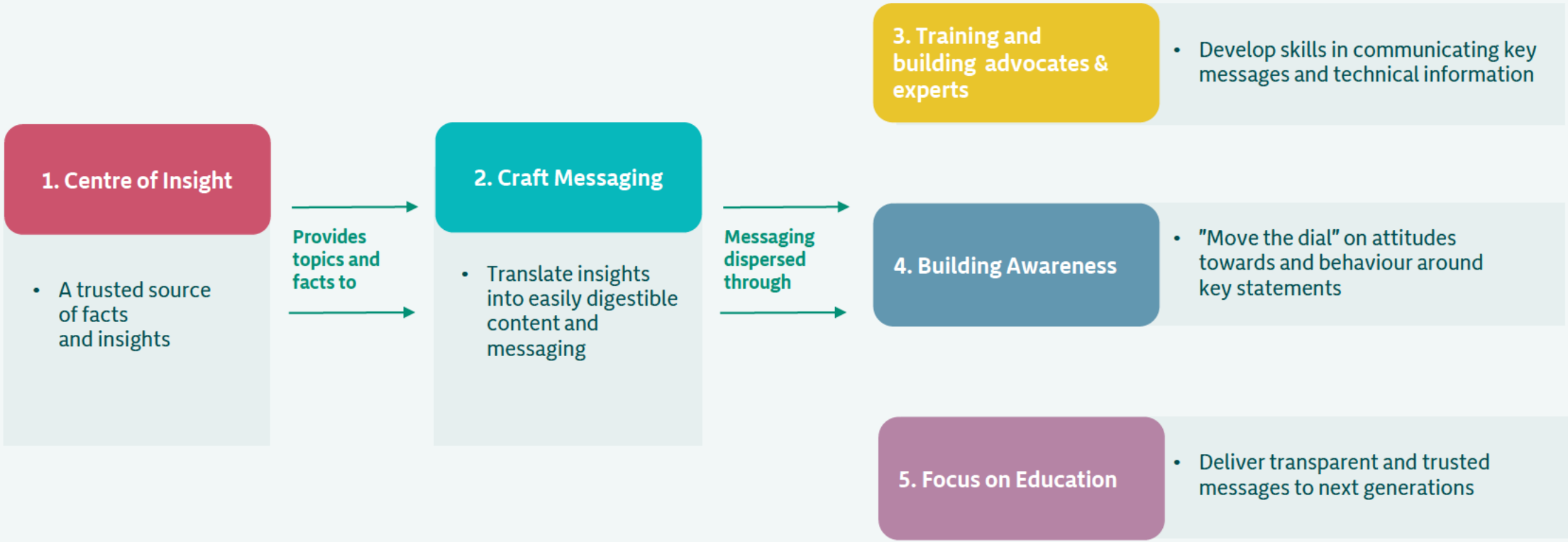
Verified
Using proof points that resonate with public

Multi-faceted
Direct, indirect, local, national, board, targetted

Experienced
Leveraging best talent, minds and skills

Industry-Led
Commitment & backed with sustained funding

5 proposed critical areas to deliver on the purpose



1. Centre of Insight

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Deliverables	1. A **central repository for research and reports**, accessible online anytime, anywhere - updated regularly	2. [redacted]	3. Technical capability to produce **well researched, fact-based data, information and insight**	4. [redacted]	5. **Report on clear gaps** in available robust information or research to support industry positions	**The Vision** **A trusted source of facts and insights**
Critical Success Factors	**Advisory group - our best** Insights / Policy / Regulatory / Research people +	**Industry Prioritisation of Topics** +	**Technical groups** - your best subject matter experts			
	Supported by Initiative Executive : Technical librarian/researcher + Data analyst, and Knowledge Management System					

2. Craft Messaging

Deliverables	1. A suite of topic based **messages and materials that are credible** (backed by research), pitch perfect and up to date	2. Messaging that is **developed for clearly defined persona's and target audiences** i.e. KOL, public, industry, media	3. An **archive of communication records and assets** from across the industry (and key global examples)	4. An accessible **content management system** for members and partners	5. Periodic **robust reporting on progress**, and longitudinal study analysis	**The Vision** **Accessible, relevant, up to date content and messaging**
Critical Success Factors	**Advisory group - our best** Content / Campaigns / Media / PR / Communications people + **Audience Clarity and Messaging Prioritisation**					
	Supported by Initiative Executive : Highly Experienced Communications Manager					

3. Training and Building Spokespeople, Advocates & Experts

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Deliverables

[redacted]

2. Develop and deliver standard and bespoke **training & coaching programmes** for members - everyone is a consistent voice

3. Foster and develop **external experts & 'champions'** which can influence KOL's

[redacted]

Critical Success Factors

Advisory Group - our best
PR / Comms / Corp Affairs / L&D / Media

+

Industry commitment
- to participate in training

+

Integration
- with existing programmes

Supported by Initiative Executive : L&D Training Programme Development Experts / Trainers

The Vision

Confident and able spokespeople, advocates and experts, speaking consistently on agreed topics

4. Building Awareness

Deliverables	**Deliverables TBC - This is dependent on the prioritisation by the group/industry, the targets and the associated modes required to create the impact.** The deliverables will include channel approach plans, amplification plans, and creation of an identity if pursuing direct campaigns.
Critical Success Factors	**Advisory Group -** your best Marketing and Media people to ensure high standard of campaigns + **Clear Goals -** audience and statements and realistic budget and time to deliver + **Messaging Integration** - crucial in member campaigns

5. Focus on Education

Deliverables	**Deliverables TBC - This is the most critical area long term and merits major consultation** The entire industry approach to education at all levels, merits a comprehensive review engaged in by all active parties, to agree and align on a strategy that can ensure optimum results and ROI.
Critical Success Factors	**Advisory Group -** knowledge, expertise, credibility and relationships. (Teachers / Dept of Education / Parents / Youth Council) + **Partnership -** with established experts and programmes

Proposed approach

Individual Initiatives

WILD ATLANTIC WAY

DRINKAWARE

LOVE IRISH FOOD

Proposed approach

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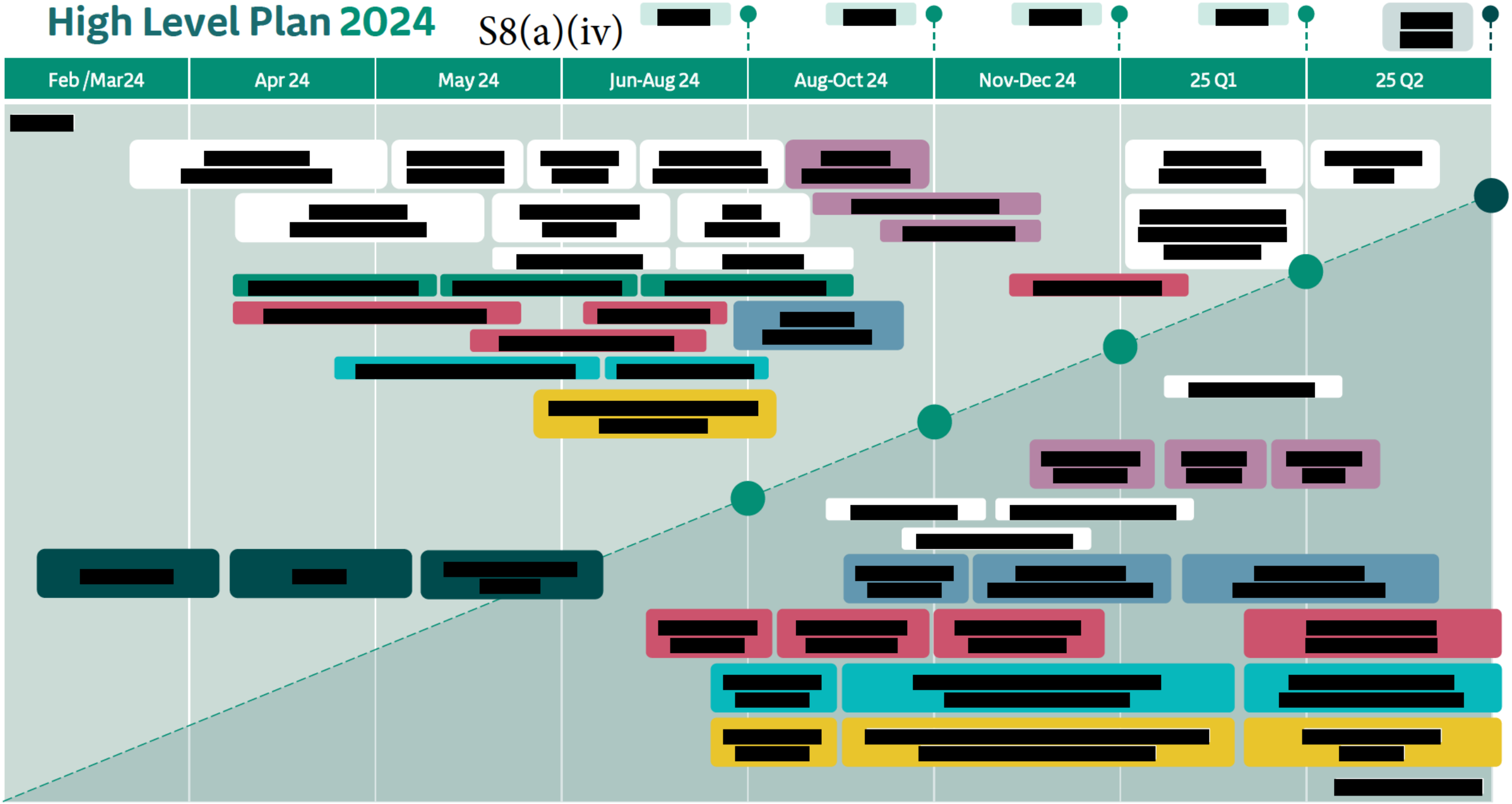
High Level Plan 2024

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