



# Agri-food Promotion Policy Review Conference

## Online conference

12 – 13 July 2021

## Conference statistics and Satisfaction survey

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## Event statistics

Expected number of participants/Participants who attended the event:

5 sources of statistics:

- Webstreaming
- b2match
- Sli.do
- EU Survey
- 3D gallery

### From the webstreaming:

Day 1 – 12.07.2021

LIVE: 2047 total connections

### TOP COUNTRIES

Location ( <a href="#">Show All</a> )	Viewers
 Belgium	493
 Italy	415
 Spain	379
 Poland	263
 France	176
 Germany	121

 Internal	84
 Ireland	65
 Luxembourg	44
 Denmark	39
 United States	34
 Netherlands	28
 Sweden	26
 Greece	23
 United Kingdom	22
 Romania	22
 Austria	19
 Portugal	18
 Slovenia	13
 Bulgaria	11

	Czech Republic	11
	Switzerland	10
	Turkey	10
	Lithuania	9
	Europe	9
	Malta	8
	Hungary	8
	Finland	8
	Serbia	7
	Argentina	6
	Slovakia	5
	Estonia	5
	Canada	3
	Jersey	2
	Croatia	2
	Latvia	2
	Brazil	1
	Morocco	1

Day 2 - 13.07.2021

LIVE: 1824 total connections

#### TOP COUNTRIES

Location <a href="#">(Show All)</a>	Viewers
 Belgium	373
 Italy	359
 Spain	339
 Poland	190
 France	114
 Germany	83

	Ireland	54
	Internal	39
	Luxembourg	38
	Austria	27
	Denmark	25
	Malta	22
	Portugal	20
	Greece	19
	Slovenia	16
	Sweden	12
	Czech Republic	11
	Netherlands	11
	Lithuania	10
	Romania	10
	Europe	9
	United Kingdom	9
	Bulgaria	7
	Finland	7

	Switzerland	5
	Hungary	3
	Estonia	3
	Croatia	3
	Latvia	3
	Slovakia	2
	Serbia	2
	China	2
	Turkey	2

## From the b2match platform

- A total of 547 participants were activated (had access) to b2match platform.
- General numbers:
  - Total number of logged-in participants on 12 July – 334
  - Total number of logged-in participants on 13 July – 274
- Split:

Sessions

Attendees

Registered / Attended

### Welcoming participants

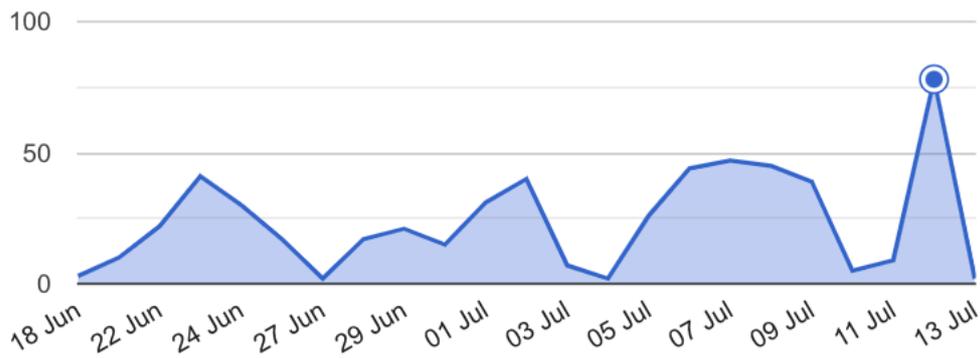
CONFERENCE WELCOME	218 / 213
CONFERENCE WELCOME	113 / 112

### Session

OPENING SESSION DAY 1	262 / 255
PRESENTATION OF THE PRELIMINARY RESULTS OF THE PUBLIC CONSULTATION	279 / 274
SESSION 1: ENABLING THE TRANSITION TO SUSTAINABLE FOOD SYSTEMS	296 / 289
SESSION 2: SUPPORTING MORE PLANT-BASED AND HEALTHY DIETS THROUGH THE AGRI-FOOD PROMOTION POLICY	276 / 266
CLOSING REMARKS DAY 1	216 / 210
OPENING SESSION DAY 2	221 / 212
SESSION 3: ENHANCING COMPETITIVENESS OF THE EU AGRI-FOOD SECTOR IN THE INTERNAL MARKET THROUGH THE PROMOTION POLICY	243 / 236
SESSION 4: STRENGTHENING EXPORTS AND THE INTERNATIONAL REPUTATION OF EU AGRI-FOOD PRODUCTS THROUGH THE PROMOTION POLICY	234 / 227
CONFERENCE CLOSING	212 / 205

	<b>Registered</b>
All Participants	547
<b>Countries</b>	<b>Registered</b>
Argentina	1
Austria	4
Bahrain	1
Belgium	166
Brazil	1
Bulgaria	2
China	1
Croatia	3
Cyprus	2
Czech Republic	4
Denmark	6
Estonia	2
Finland	5
France	46
Germany	17
Greece	15
Hungary	5
Ireland	17
Italy	87
Latvia	2
Lithuania	3
Luxembourg	4
Madagascar	1
Malta	4
Mexico	1
Netherlands	9
North Macedonia	1
Norway	1
Poland	24
Portugal	12
Romania	5
Serbia	1
Slovakia	1
Slovenia	4
South Africa	1
Spain	72
Sweden	3
Switzerland	3
Turkey	3
Uganda	1
Ukraine	2
United Kingdom	4

➤ Registrations evolution:



## Sli.do during the event

### Number of users

 Active users	<b>265</b>
Engagement score	<b>1031</b>
Engagement per user	<b>3.9</b>

### Sli.do questions statistics

 Questions	<b>130</b>
Likes / dislikes	<b>500 / 0</b>
Anonymous rate	<b>22%</b>

### Poll votes statistics

 Poll votes	<b>401</b>
Polls created	<b>4</b>
Votes per poll	<b>100</b>

### Influential users

Influential users	
 A	4 46
 J	6 39
 B	4 26
 C	3 23
 O	4 22

### Theme focus



### Popular questions

## Popular questions

A

0  24 

Meat, dairy, eggs, and fish are nutrient-rich foods, which are highly nutritious and protective of health, growth and development in appropriate proportions.

L

0  22 

Less fats and salt, ok. What about products which naturally contain or need them such as olive oil, cheese ham?

T

0  17 

@Birthe STEENBERG This is a very courageous approach, congratulations. We have the highest standards in the world. Congratulations on the presentation.

C

0  15 

How will the citizens' preferences be weighed against opposing ones from regional authorities or businesses?

O

0  15 

The active call of specific NGO and representing specific interest to their sympathisers to express their views raise doubts about their representativeness.

## Satisfaction survey report

### Methodology

We asked participants to complete the online survey to evaluate their satisfaction degree on the various aspects of the conference.

The link to the survey was inserted in the thank you e-mail that was sent to all participants immediately after the event (13/07). The survey was sent to all activated participants but was completed by only a handful of participants (51). The highest percentage per question is always **highlighted in yellow**.

## Event content and programme

Did you take part in the AGRI-FOOD Promotion Policy Review Conference?

Options	Yes	No
%	98%	2%

Which days did you attend?

Options	Both days	Only 12th	Only 13th
%	90,2%	5,88%	3,92%

Which session(s) did you attend?

Options	Opening session day 1	Session 1	Session 2	Closing sessions Day 1	Opening session Day 2	Session 3	Session 4	Closing session Day 2
%	78,43%	88,24%	76,47%	68,63%	74,51%	84,31%	84,31%	72,55%

## Content and engagement

How satisfied were you with the overall content of the event?

Scale	very unsatisfied	Unsatisfied	Neutral	satisfied	Very satisfied
%	5,88%	1,96%	5,88%	41,17%	45,1%

What did you enjoy the most about the Conference?

Options	A chance to listen to experts about the EU Agri-food promotion policy its review process or future evolution	The opportunity to take part in the discussions about the future EU Agri-Food Promotion Policy	The state of play of the review of the EU Agri-food promotion policy	I didn't enjoy anything	Other
%	76,47%	9,8%	7,84%	3,92%	1,96%

Did you visit the 3D Digital Gallery?

Options	Yes	No
%	49,02%	50,98%

How would you rate the Digital Gallery of the event?

Scale	Negatively	Positively	Very positively	No Answer
%	3,92%	33,33%	13,73%	49,02%

What did you get out of the information shared in the Digital Gallery ? Specify all that applies.

Options	I found out what beneficiari es have done in the area of agri-food promotion activities.	I was not interested in the digital gallery	I found out what the European Commission has done in the area of agri-food promotion activities in Third Countries.	It was a pleasure to have a look around	I discovered the results of the agri-food promotion policy	I could deepen my knowledge on the conference topics	No Answer
%	19,61%	5,88%	17,65%	19,61%	11,76%	5,88%	47,06%

What is your general satisfaction of the event?

	Not satisfied	Rather satisfied	Satisfied
%	27,5%	42,5%	27,5%

How were your expectations met regarding the digital nature of the event this year ?

	Very Negatively	Negatively	Positively	Very positively	Neutral
Percentage	1,96%	1,96%	33,33%	49,02%	13,73%

How would you rate the usability of the event platform and functionalities ?

	Good	Very good	Neutral
Percentage	29,41%	62,75%	7,84%

Please specify the capacity in which you attended the Agri-Food Promotion Policy Review Conference

Options	Attendee	Journalist	Speaker	Other
%	78,43%	1,96%	7,84%	11,76%

How old are you?

Options	25-34	35-44	45-54	55-64	65+	No Answer
%	19,61%	27,45%	17,65%	29,41%	3,92%	1,96%

How satisfied were you with the agenda and timing of the event?

Scale	Neutral	Very unsatisfied	Unsatisfied	Satisfied	Very satisfied
%	3,92%	1,96%	3,92%	45,1%	45,1%

How easy was the overall access in the virtual platform ?

Scale	Difficult	Easy	Very easy	Neutral
%	1,96%	29,41%	66,67%	1,96%

Did you face any technical issues during your participation ?

Options	No	Yes
%	92,16%	7,84%

If so, did you get any help?

Options	I didn't have any issues	No, I didn't get any help	Yes, I got help
%	80,39%	9,8%	9,8%

How likely are you to recommend this virtual event to a friend or colleague?

Scale	Neutral	Likely	No answer
%	9,8%	86,27%	3,92%

What was your main priority attending this event ?

- A chance to listen to experts about the EU Agri-food promotion policy its review process or future evolution
- the best and clear definition about the "sustainable" agriculture

- As secretary General of EAPF, I was interested to learn how the EC would deliver on the ambitions to promote and support the plant-based foods to transition towards more sustainable food systems, but it was a real disappointment that there was little to no attention/representation of our sector and nor of the civil society calling for clear changes and shifts away from animal products to plant-based alternatives. I think it was a missed opportunity to have a real dialogue with all actors present.
- avoir de l'information qui provenait d'autres pays que mon pays d'origine (élargir ses horizons)
- comprendere l'evoluzione della promozione agricola europea
- Getting information on the Policy Review
- GI products
- Information
- issue of sustainability in agrifood promotion programme and evolution of products to be promoted
- Learn about the survey on agri-food promotion reform, as well as on the orientations of members and staff of UE
- learn more about the European strategy and activity plans on that topic
- The update on the public consultation and the session on the shift to more plant-based diets.
- to better understand the views of the Commission regarding the promotion policy and exchange views with other
- To find out views towards the support of dairy promotion
- To get an in-depth view of the future agri-food promotion policy of the EU
- to hear a balanced debate, to have moderators who take into account question from all sides and not only favorable to the meat / dairy industry
- to hear about the state of play of the review of the EU Agri-food promotion policy and listening experts of future evolutions
- To know the state of play of the review of the EU Agri-food promotion policy and the different "voices" involved
- To learn more about the different positions on the agri promotin policy
- to see which option of the future policy is likely to be chosen
- to understand different position specially from business sector
- To understand how EC is going to change promotion policy in the time of climate crisis, broken food system, pandemics. How EC is going to ensure that promotion policy will be in line with European Green Deal, Farm to Fork, EU Biodiversity Strategy for 2030
- Understanding the outcome of the public consultation

*Do you have any other suggestions or feedback you would like to share ?*

- to give the mails of the speakers (we can send email during the meeting but may be it's better to send afterwards) ; the animation and speakers were excellent ; and the technique works well (except a kind of shaking images all the time) ; - as a perspective, we would like to know how the COM will adapt the promotion policy according to the results of the survey or to what has been said ( (new definition of sustainability for instance ;

which option will be chosen etc.) Thanks it was really well done, organised and interesting.

an executive summary after the event would be useful. Also one chapter on the executive side of the promotional campaigns where improvements - mostly in efficiency and ROI but also in terms of sustainability - could be done.

C'était très bien de proposer la traduction en sept langues. Sans cela, je n'y aurai peut-être pas participé

Citizens presented and showed their position. Social partners as well. EC still take into the consideration only business lobby position (both MEPs were for wine and meat...). This is a huge pity for EU citizens, social partners and climate. Should public consultation be for public or for business? Where was the voice of plant based business? One of MEP was talking about the discrimination. Does EC discriminate plant based sector?

Europe Union is a group of peoples who are building a path together, of peace and prosperity. I believe that any reform must be inclusive and respectful of the traditions of each country and of the possibilities that each has to take new paths. The great push in the 1950s towards mechanization and chemistry almost made us lose biodiversity, polluted the aquifers and soils, and resulted in the depopulation of the mountains and many hills. Those who have resisted all this thanks to the love of their environment and their history must be respected and helped, without prejudice if they produce animal or vegetable proteins.

I would have liked the panel to be attended by a wider representations. The business sectors or alike prevailed over the others

It was a very biased event. Mainly the meat and dairy sector got to speak, NGO's were ignored as well as the voices of EU citizens. Questions in the chat box were censored to a level where everyone is wondering whether the Commission is biased too. It is disappointing to see that a process that should be democratic one is hijacked by corporate interests and that the Commission is not enabling other stakeholders, like NGOs, a fair platform. The outcome of the consultation was downplayed as 'not representative'. Why do you hold a public consultation and than question the outcome. Would you have questioned it if it was in favour of corporate interests? The commission is not taking any action to really engage consumers on the topic, that job is left to the NGO's. Its disappointing to see that NGOs take the voice of citizens seriously, and the Commission not so much.

More events on this topic would be beneficial in the context of the Green Deal and to the Farm-to-Fork Strategy.

no

no

No. Many thanks for that opportunity :)

not enough representation from civil society, it was all academics or businesses. completely biased thereof.

Several questions that were asked by the audience and up-voted as important were not addressed by the moderator, which gave the impression of a debate which was pre-programmed.

Thank you for this event

The debate was not balanced and it felt like the event was set to provide a tribune to meat, wine and dairy producers so they can spread their views and sometimes their falsehoods (animal welfare isn't a priority at all, working for a animal welfare NGO we see the reality on the ground). How can it be possible for an industry (meat) which generates so much GHS and pollution to be able to present itself as "sustainable" ?

Citizen's voice was set aside, sometimes considered doubtfully, while citizens are very concerned about the impact of this industry. NGOs were not invited to talk neither.

The second day seemed to be "industry heavy" and a bit one-sided on part of the animal industry, partly because MEP Hazekamp could not be there. It's very important to have a really neutral moderator and who also asks critical questions to the industry who are heavily invested economically in the policy and not representing the citizens.

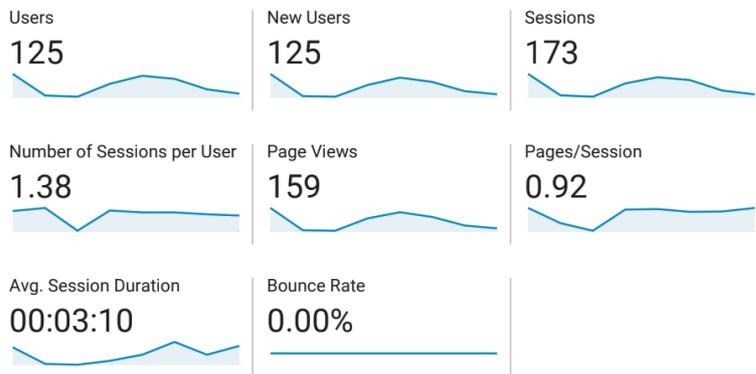
there are some dubs about biological agriculture and production in relation to market price to have a good competition than others agriculture intensive system were the big production make a low and competitive price in international market.

Translation in all languages

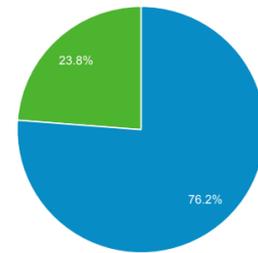
Yes, to have opportunities to write questions and comments in real time during the conference

# Google Analytics for the 3D Gallery visits

## ➤ Audience



■ New Visitor ■ Returning Visitor



## ➤ Engagement

Session Duration Bucket

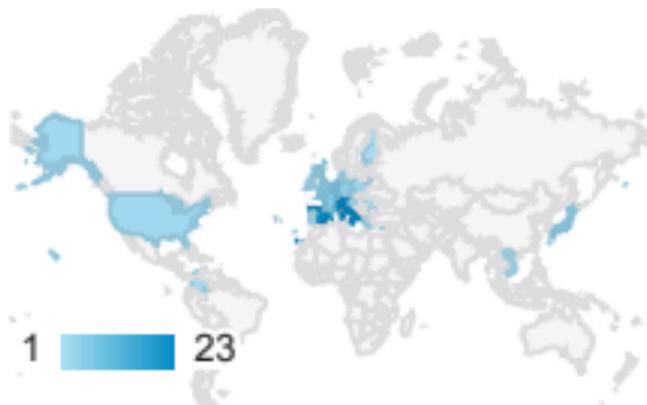
Sessions  
**173**  
% of Total: 100.00% (173)

Page Views  
**159**  
% of Total: 100.00% (159)

Session Duration Bucket	Sessions	Page Views
0-10 seconds	62	44
11-30 seconds	18	18
31-60 seconds	20	20
61-180 seconds	33	31
181-600 seconds	26	30
601-1800 seconds	9	10
1801+ seconds	5	6

## ➤ Users across the globe

Country	Acquisition			Behaviour		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	<b>125</b> % of Total: 100.00% (125)	<b>125</b> % of Total: 100.00% (125)	<b>173</b> % of Total: 100.00% (173)	<b>0.00%</b> Avg for View: 0.00% (0.00%)	<b>0.92</b> Avg for View: 0.92 (0.00%)	<b>00:03:10</b> Avg for View: 00:03:10 (0.00%)
1. Spain	<b>23</b> (18.25%)	23 (18.40%)	28 (16.18%)	0.00%	1.11	00:03:51
2. Italy	<b>23</b> (18.25%)	23 (18.40%)	32 (18.50%)	0.00%	0.94	00:03:51
3. Belgium	<b>19</b> (15.08%)	18 (14.40%)	27 (15.61%)	0.00%	0.93	00:01:56
4. Luxembourg	<b>9</b> (7.14%)	9 (7.20%)	14 (8.09%)	0.00%	0.93	00:03:00
5. France	<b>6</b> (4.76%)	6 (4.80%)	11 (6.36%)	0.00%	0.82	00:03:22
6. Netherlands	<b>6</b> (4.76%)	6 (4.80%)	6 (3.47%)	0.00%	1.17	00:00:22
7. United Kingdom	<b>4</b> (3.17%)	4 (3.20%)	5 (2.89%)	0.00%	0.80	00:00:31
8. Japan	<b>4</b> (3.17%)	4 (3.20%)	6 (3.47%)	0.00%	0.83	00:06:43
9. Austria	<b>3</b> (2.38%)	3 (2.40%)	4 (2.31%)	0.00%	0.75	00:00:23
10. Germany	<b>3</b> (2.38%)	3 (2.40%)	4 (2.31%)	0.00%	0.75	00:00:20



➤ **Devices used to connect to the event**

	<b>125</b> % of Total: 100.00% (125)
1. desktop	<b>103</b> (82.40%)
2. mobile	<b>21</b> (16.80%)
3. tablet	<b>1</b> (0.80%)