

SYNERGIES FOR SUSTAINABLE AGRICULTURE



AgriXPlainer

Description of the activity

In educational marketing, the pursuit of sustainability is not merely a trend but a profound transformation in the approach to learning. This shift recognizes the imperative to equip customers with the knowledge, skills, and values necessary to foster a more sustainable future. It is an endeavor that transcends the traditional boundaries of marketing and calls for a holistic integration of environmental, economic, and social considerations into the agriculture sector.

Effectively communicating the value of sustainable agriculture is crucial for their success. Educational Marketing strategies might highlight farmers' achievements in sustainability fields or showcase farmers-led initiatives that have made a tangible impact on the local community.

Easy operations to be replicated

In the effort to promote sustainable agriculture, educational marketing is emerging as a central force. Not only does it raise awareness, but it also builds support, ensuring that educational actions not only take off but thrive over time. The symbiosis between educational marketing and agricultural sustainability is complex, with each educational marketing strategy carefully tailored to resonate with various stakeholders.

- **Targeted communication:** Tailoring messages to specific audiences is crucial. For example, when addressing potential partners, a sustainable agriculture campaign may emphasize its long-term impact and alignment with partners' values, while sponsors may be more interested in the immediate benefits of participating in the campaign.
- **Digital Outreach:** leveraging digital platforms extends the reach of educational marketing. Social media campaigns, webinars and interactive websites can engage a global audience from different continents in real-time discussions about agricultural sustainability.
- **Collaborations:** Collaborating with other producers and organizations can pool resources and expertise. An example is the partnership between the local producer association and

local schools to provide practical training in sustainable agriculture, ensuring the longevity of the partnership through shared commitment.

- **Content with value:** Sharing valuable content can build trust. Blogs, podcasts and newsletters that provide information on sustainable farming practices can position a campaign as a key resource, for example with weekly sustainability tips.
- **Events:** Hosting or participating in events can increase visibility and help you with tools and techniques, drawing attention to new sustainability programs and fostering a community of practice.

Expected outcomes

Purpose	Added value	Target Audience
Synergies for sustainable agriculture have the purpose of promoting your business and other organizations that you collaborate with, for the common purpose.	Sustainable agribusinesses prioritize stakeholder engagement and create shared added value, leading to better relationships with suppliers, customers and communities.	The target audience are general public, stakeholders, and suppliers.

Type of experts to be involved

- · Sustainable agriculture experts
- · Social Media and website experts
- · Marketing and campaign experts

Requirements

Geographical requirements	Type of products	Legal requirements
The geographical requirements involve the local level, but if you have synergies with national or international companies you can expand your good practices at the national or international level.	All your products that support sustainable agriculture practices.	Creation and mutual acceptance by all involved parties of a cooperation agreement

Tips & tricks/successful case study

Your strategy must be innovative, engaging, and, most importantly, effective in communicating the unique benefits of sustainable agriculture.

1. **Community Engagement:** A grassroots approach to educational marketing involves tapping into local communities. For instance, a program focusing on sustainable agriculture might partner with local farmers' markets to offer workshops or educational materials about sustainable agriculture. This not only promotes the program but also fosters a sense of community ownership and involvement.
2. **Digital Storytelling:** Utilizing social media platforms to share success stories can be powerful. A campaign could feature short videos of farmers discussing how sustainable practices have positively influenced their lives and local communities.
3. **Collaborative Partnerships:** Aligning with businesses and organizations that share a commitment to sustainability can amplify the message. A sustainable agriculture program might collaborate with eco-friendly food brands to host events or co-create content.
4. **Interactive Workshops and Webinars:** Offering free workshops on topics related to sustainability can attract interest.
5. [See here a good example of synergy between a small farmer and a multinational company](#)

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