PLANT HEALTH FOR LIFE

Welcome to the second year of #PlantHealth4Life, an EU campaign launched by [European Food Safety Authority](https://www.efsa.europa.eu/en) (EFSA), the European Commission, and their partners in EU Member States and in candidate countries.  The **#PlantHealth4Life** campaign will raise awareness of the deep links between plant health and our everyday lives and trigger individual actions towards that aim.

Plants make up 80% of the food we eat. They clean the air we breathe by reducing carbon in the atmosphere, which helps our collective fight against climate change. Healthy plants do more than clean air; for many animal species in Europe, they provide habitats and food, all while improving local biodiversity and the stability of our ecosystems.

By protecting plant life in Europe, we protect our European way of life.

European citizens’ awareness of plant health risks remains low, even though it can affect the economy, our food security, and the environment. As healthy plants mean healthy food and a sustainable future, the #PlantHealth4Life campaign’s objective is to highlight the vital nature of plant health and show what each individual can do to safeguard it today, and for future generations.

ABOUT THE CAMPAIGN

The #**PlantHealth4Life** campaign, in its second year in 2024, will raise awareness and trigger critical thinking on plant health risks and their direct link to the economy, our communities, and European food safety.

By focusing on the emotional resonance of the topic, practical examples of why plant health is important, and family engagement, the campaign aims to move beyond informing and towards deeper thinking about risk perception and individual behaviour linked to plant health.

In 2024, the campaign will run in **21 European countries and 1 IPA countries**: Belgium, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Latvia, Lithuania, Malta, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, and Montenegro.

The #**PlantHealth4Life** campaign is focused on three target audiences based on the social research conducted by EFSA:

* **Curious travellers** who enjoy exploring the world and nature and bringing home plants and seeds as a memento or as gifts for family and friends.
* **Home gardeners and hobby farmers** who enjoy caring for their plants and buying and sharing plants and plant products with their fellow plant lovers.
* **Conscious young parents**, concerned about the safety of the food eaten by their children, and with preserving the environment and biodiversity for future generations.

Plant sector professionals and travel operators, who will be involved in specific activities and act as amplifiers for **curious travellers** and **home gardeners**, will play a crucial role in the second year of the campaign. Their role as advocates at the forefront of plant health protection and pest prevention are key in triggering actions and understanding the topic.

The campaign’s communication style is informative and educational, with a close and engaging tone. It aims to provide useful information about the reality of plant health that triggers critical thinking.

This year, the campaign aims to distribute relevant information and content on plant health and its impact on daily life across different participating countries, with the goal of raising awareness and stimulating critical thinking among European citizens. This will be achieved through various communication initiatives, including social media activations, out-of-home advertising, and specific activities such as events and collaborations with schools, among others.

LAUNCH

The second year of the **#PlantHealth4Life campaign** will be launched during thesymposium ‘**Plant Health Without Borders**’, hosted by the **Belgian Presidency of the Council of the European Union**. This event will take place at the Belgian Institute of Natural Sciences, in Brussels, on 15 May 2024.

HOW TO GET INVOLVED

There are several ways to join and support the campaign:

* **Share our animated campaign** [**micro-film**](https://youtu.be/5Ju5wuHJ4tA?si=ZckEqZqz7glrD5PZ) **as** a digital souvenir for all ages and kinds of plant lovers during your holidays.
* **Check the campaign website** <https://www.efsa.europa.eu/en/plh4l> for regular updates and practical advice for best plant health practices and share it with stakeholders and plant health lovers.
* **Share our free materials from the toolkit** available in all EU languages on the [campaign website](https://www.efsa.europa.eu/en/plh4l) with your network and help Europeans protect plant health.
* **Stay connected**: Follow the #PlantHealth4Life campaign on X (formerly Twitter), LinkedIn, Instagram and Facebook, and share the latest news on the campaign with your network.
* Spread the word about our collective efforts towards plant safety and about how plants are crucial to our food safety and economy, by using the **campaign hashtag #PlantHealth4Life** to support the various activities that are launched.

CAMPAIGN TOOLKIT

The campaign toolkit includes campaign materials translated into all EU languages for use with your national audience:

* **Campaign backgrounder (this document)** – An overview of the campaign objectives, target audiences and ways to get involved. It can be used to develop campaign-related content.
* **Ready-to-use social media posts and visuals (in local languages)** – Can be shared through your social media channels, using the official campaign hashtag #PlantHealth4Life. To increase visibility, be sure to mention EFSA when promoting your messages. These materials will include an editable carousel (with explanation and recommendations for use), static post (normal post) and the stories format.
* **X**: [@EFSA\_EU](https://twitter.com/EFSA_EU) **Instagram**: [@one\_healthenv\_eu](https://www.instagram.com/one_healthenv_eu/?hl=en) **LinkedIn**: [European Food Safety Authority (EFSA)](https://www.linkedin.com/company/efsa)
* **1 video** – Dynamic, eye-catching video produced to communicate the campaign messages in an engaging way.
* **1 press release –** Containing the key messages, target audiences and other relevant campaign information.
* **1 static visual for curious travellers** – Available in multiple formats, including the print-ready version, for dissemination in your local language at the time of the campaign launch.
* **1 static visual for home gardeners and hobby farmers** – Available starting from June in multiple formats, including a print-ready version, for dissemination in your country.
* **1 static visual for young parents** – Available starting from June in multiple formats, including a print-ready version, for dissemination in your country.
* **1 children's colouring book** – Available for download directly from the website starting from summer 2024.

**Questions? Contact us!**

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