

EHPM's Communication Strategy

Main Objectives

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Members' Feedback

Weekly Updates

Website

Publications/Tradeshows

To Do List

- Developing and publishing key EHPM updates in conjunction with the EHPM team
 - **Policy update**
 - **Media update**
- Develop brand recognition of EHPM through increasing online presence
 - **Website**
 - **Social media**
- Maintain brand recognition of EHPM through relevant trade publications, blogs and attendance at Tradeshow events

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Policy Update

- Relevant or very relevant
- In most cases shared with members
- A focus on the potential action needed



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Media Update

- Somewhat relevant/relevant
- Suggestions include:
 - Categorisation of media
 - More diverse sources (Currently Nutraingredients, Food Navigator, food science journal, Mintel blog and Naturel and relevant tweets)
 - Country specific examples



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Members area of the website

- Sometimes used
- Information members would like to see:
 - Updated country profiles
 - Discussion papers in a separate section
 - Policy papers
 - Meeting minutes
 - Working group reports
 - List of beneficial contacts per country (eg lawyers, consultants) to help extend business



Members' Feedback

General Feedback

Main Benefits

- Opportunity to influence decision makers through lobbying
- Access to real time information on new policies and legislation

Suggested Improvements

- Unified approach to lobbying
- Greater outreach to other stakeholders
- Increased sharing of national concerns

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Taking on Board your feedback

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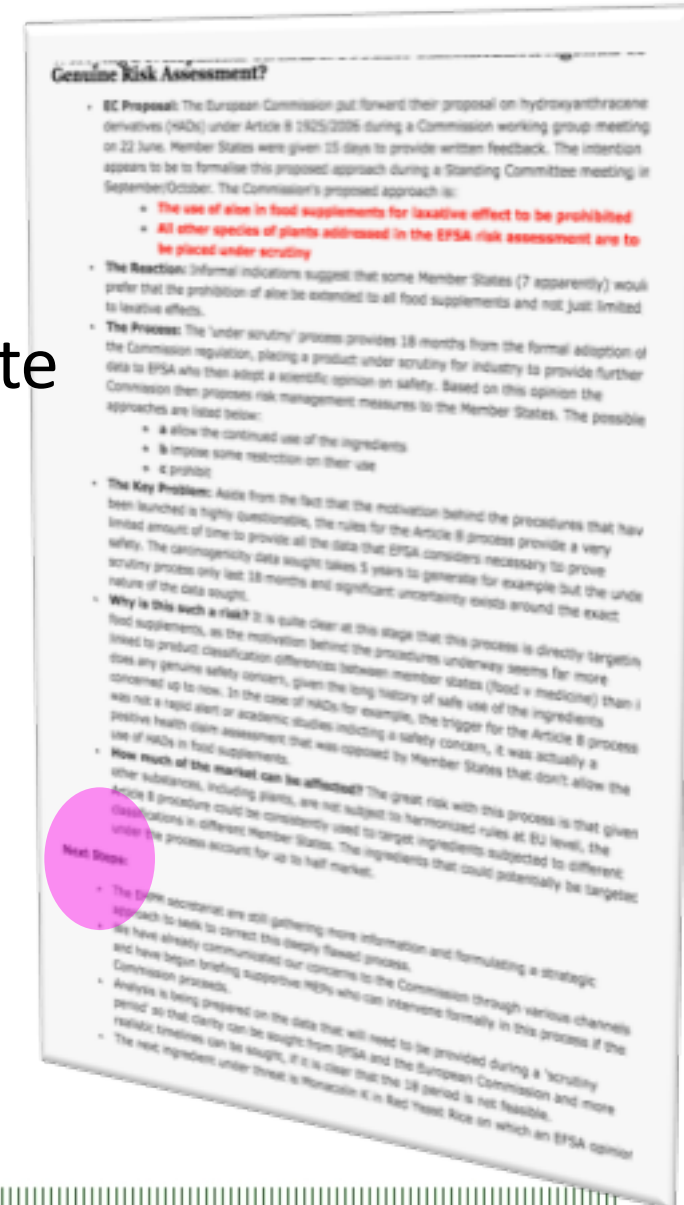
To Do List

Media Update

- Reconsider the format for the media update
- Include new sources where relevant

Policy Update

- Include 'actions' where suitable



Taking on Board your feedback

Members' area

- Update current content
- Populate with policy newsletters
- Link to European Commission reports
- Area for discussion papers

Website in General

- Link to social media
- Update with new EHPM logos
- Update and populate “Regulatory Issues” section

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Trade publications, Blogs and Events

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- Increase formal and informal 'article' publications on issues relevant to EHPM issues
- Increase contribution to blog and tradeshow magazines
- Reconsider the tradeshow strategy



EU Regulation

... stifling innovation for the gut microbiome sector

It is well-documented that innovation is crucial to maintaining competitiveness and inspiring growth. Regulation, needed to ensure a fair system for all involved, has the potential to positively or negatively influence such innovation¹. Within the food supplement sector, it can be argued that inefficient regulation is stifling innovation and growth², none more so than the impact of the Nutrition and Health Claims Regulation (NHCR) on the probiotic and consequent Microbiome sector.

The Gut Microbiome sector, the newest area of interest that has relationships with chronic disease and overall health is expected to have a CAGR of 17.05%, from 2017 - 2022³. A significant area of the Gut Microbiome is that of probiotics. In the EU, Probiotics is one of the categories most negatively affected by the NHCR. Unlike most other food supplement categories, the NHCR does not allow for the use of the term 'probiotic' as a health claim on the basis that it implies a health benefit.

- 2018 and highlights how the term 'gut health' overtook 'digestive health' in late March 2017.

It is clear that consumers are searching for products and supplements containing probiotics, however, in the absence of scientific substantiation by the terms of reference, the NHCR does not allow for the use of the term 'probiotic' as a health claim on the basis that it implies a health benefit.

document adopted in 2007 with no legal effect to justify a policy approach that is clearly not working is not acceptable. Continuing down this route will have serious ramifications for the development of the probiotic industry and the future growth of the microbiome sector.

REFERENCES

¹ Business Europe (2016). Impact of EU Regulation on innovation: Repository of Industry Cases. Available from: https://www.bussinesseurope.eu/sites/buseunfiles/media/reports_and_studies/2016-12-02_impact_of_eu_regulation_on_innovation_-_repository_of_industry_cases.pdf

² European Commission (2018). Assessing the Impacts of EU Regulatory Barriers on Innovation. Available from: <https://publications.europa.eu/en/publication-detail/-/publication/0706794b-f1cb-11e7-9749-01aa75ed71a1/language-en>

³ PR Newswire (2017) Human Microbiome Market - Forecasts from 2017 to 2022. Available from: <https://www.prnewswire.com/news-releases/human-microbiome-market-forecast-2017-2022-301111111.html>



Tradeshow schedule

- Agree contract
- Secure speaking spots is possible
- Contribute to blogs and online discussions
- Arrange meetings
- New Membership Booklets



Immediate 'To Do' List (July – Sept)

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