

G L O B A L A C T I O N D A Y

#1 Grow Your Food

IFOAM - Organics International

ifoam.bio/igrowyourfood/

9 September 2021

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Welcome

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Let us introduce ourselves

Communications Team



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Designer

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About

IFOAM – Organics International

Founded in 1972, IFOAM – Organics International is a membership-based organisation working to bring true sustainability to agriculture across the globe.

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Four Principles



Principle of Health

Organic agriculture should sustain and enhance the health of soil, plant, animal, human and planet as one and indivisible.

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Principle of Ecology

Organic agriculture should be based on living ecological systems and cycles, work with them, emulate them and help sustain them.

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Principle of Fairness

Organic agriculture should build on relationships that ensure fairness with regard to the common environment and life opportunities.

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Principle of Care

Organic agriculture should be managed in a precautionary and responsible manner to protect the health and well-being of current and future generations and the environment.

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What is #IGrowYourFood

A global action day where we
celebrate the farmers who grow **our**
food in harmony with nature!



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Every September

farmers worldwide share

- ✓ **stories** about their work
- ✓ the **challenges** they face
- ✓ and how we can **support** them

 **You can be part of it too!**



#IGrowYourFood

There are many things connecting
people the world over.

Food is one of them.

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Let's watch
a video

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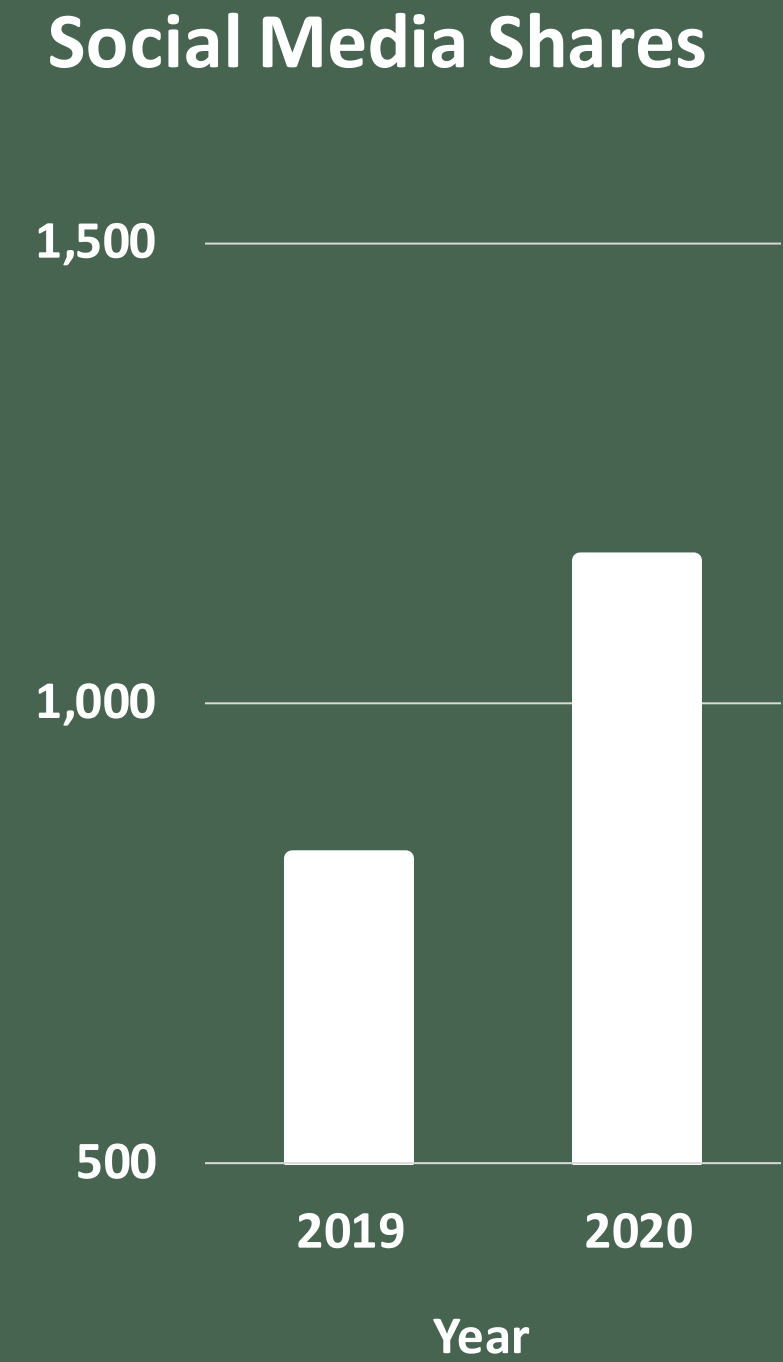
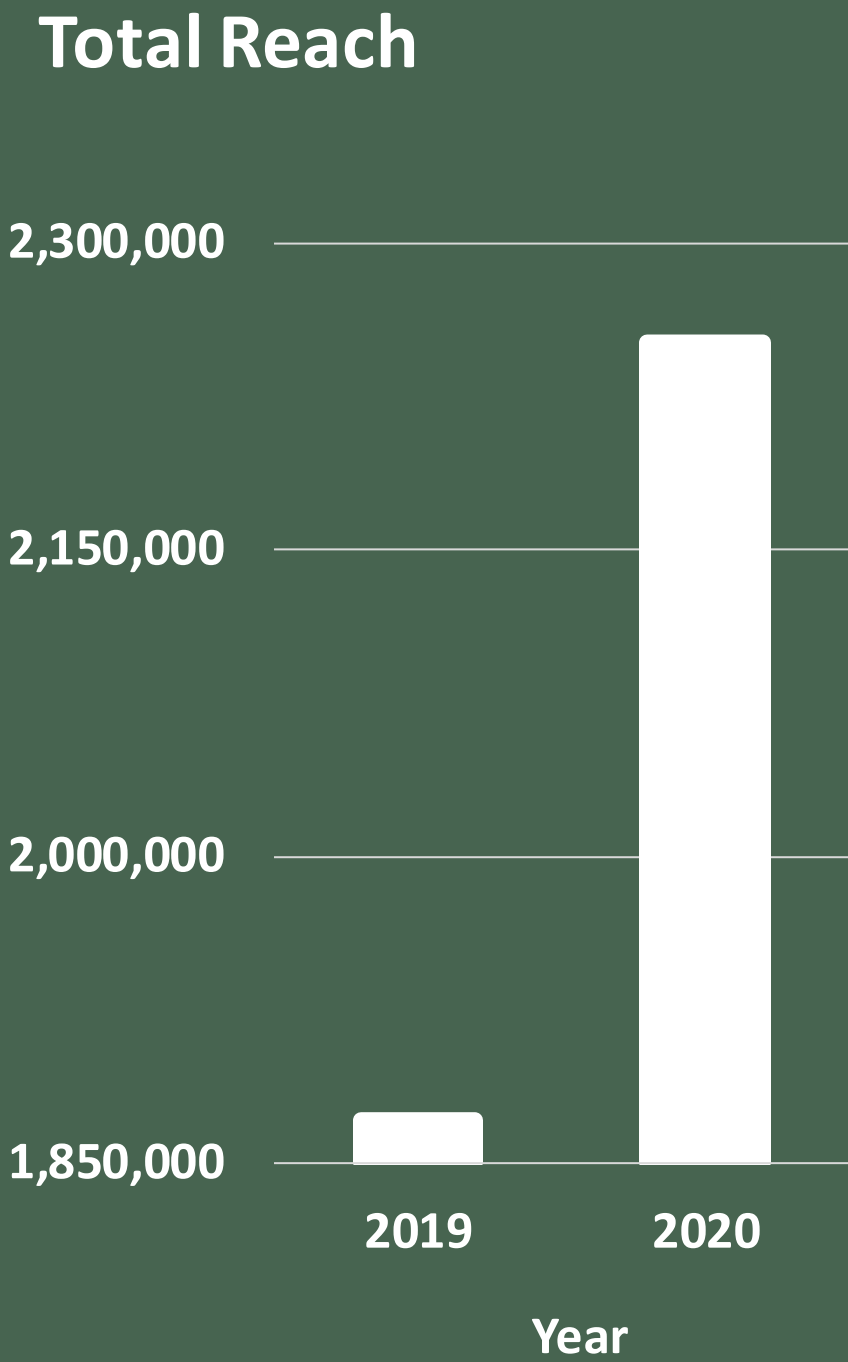
#IGrowYourFood

More than an action day?

#IGrowYourFood is about hearing stories from organic and agroecological farmers, talking about their work, learning about the challenges they face and understanding how we can support them.

Does it work?

#IGrowYourFood



2019



47.349 Social Media Views

2020



46 Countries represented



12.458 Social Media Interactions



10.665 Social Media Likes

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Next steps on

how to participate



Decide your topic



Draft your message



Film your message



Save your video
and don't share it yet

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**We will provide a social
media toolkit**

Check our Trello

What exactly should I do on this day?

On September 9th

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Share

Share your video
(yours and others)
in all social media
channels



Hashtag + tag

Use the **#IGrowYourFood**
hashtag and tag us



Reshare

Reshare other
#IGrowYourFood
related content

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**We collect stories
from the field**
and we share them
throughout our network

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Social media

Quality material
directly connected to
the SDGs



Blog entries

We develop compelling
stories and dive deep
into



Advocacy

We constantly include
#IGrowYourFood support
material in advocacy
meetings



Virtual events worldwide

We feature
#IGrowYourFood
throughout the digital
events we organised

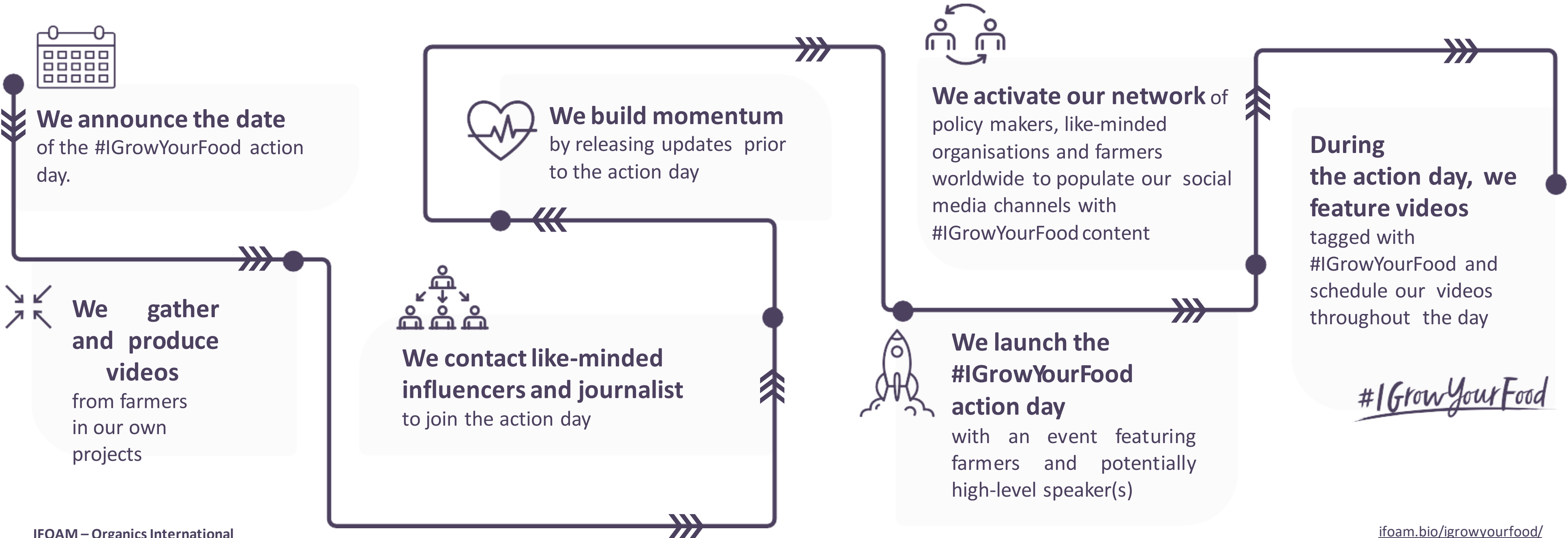


News

We generate relevant
information for news
outlets

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In Summary



Let's share

#IGrowYourFood



Thoughts
& Questions?



Contact us

If you need more information or have questions,
contact the Communications Department.

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