MEDIA RELATIONS SUPPORT FOR TFA COMMUNICATIONS

Q&A MAY 23, 2022
Contents

1. Questions & Answers .......................................... 3
1. Questions & Answers

1. Will the messaging house be an overarching message house for TFA or will it require messaging for individual work streams?
   Just at the TFA global level, but with one or two points for each workstream.

2. Are these your key audiences, are we missing any:
   a. Policymakers
   b. FI’s and investors
   c. Agricultural businesses and suppliers
   Civil society orgs

3. What are your target markets?
   UK, US, EU, Latin America, Southeast Asia, China, Africa

4. What would success look like in terms of media coverage? Do you have KPIs?
   No specific KPIs at the moment; media coverage would be TFA issues or TFA-related spokespeople quoted in an article a month – or more coverage around a particular event like COP.

5. Will there be TFA announcements that would require a more comprehensive media strategy and effort (a few were mentioned on previous calls, but not included in the RFP)? If so which announcements would these be, when are they and what level of support are you looking for?
   Hard to provide exact idea here but would probably be as follows: Traders 1.5 degree roadmap (COP27) – this would require mid-level support – this is the only one I can think of at the moment.

6. Who are your key spokespeople across the organisation and individual work streams?
   We need to do this work with you – to identify them and list them out.