

YOUNG LIONS PR COMPETITION 2015

BACKGROUND

Greenpeace is an independent global campaigning organisation that acts to change attitudes and behaviour, protect the environment and promote peace.

One area of our campaign is **sustainable agriculture**. This rejects the release of genetically engineered organisms (GMO), pesticides and their associated risks for human health and bees, and encourage socially and ecologically responsible farming. Within this field, so far, there has been no big campaign on **meat** but with your help we are hoping to change that.

Greenpeace addresses environmental issues, not animal protection itself. So what is the problem with meat? Over the past 50 years, global meat consumption has quadrupled from 70 million tonnes in 1961 to a current total of over 300 million tonnes per year. Today, most fattened livestock no longer eat grass, but maize, soybean, wheat or other grains— often genetic engineered plants. Grown on agricultural land, the land for animal feed is lost for land for direct food production: food ends in a feeding-bucket, not on a plate.

The livestock sector has an enormous impact on the environment and on human health. There are several environmental reasons why the production of meat should be avoided:

- **Climate change:** For the purpose of livestock farming, **forests are cleared**, which leads to emission of carbon dioxide. Furthermore, cattle emit methane, a harmful greenhouse gas. **About one-third of all methane emissions** are generated by animals during digestion. Most emissions derive from the production of the feed for livestock. This affects the climate.
- **Feed:**
 - **Land:** According to the World Health Organization (WHO), **one-third of global cereal production** ends up for the feed of animals and not on our plates. The production of **1 kilogram of beef requires 7 to 10 kilograms of concentrated feed** from maize or soy.
 - **Pesticides/GMO:** Feed crops are often cultivated in monocultures with a **high use of pesticides**. This contributes to the loss of biodiversity and affects the human health. GM-(genetically manipulated) plants lead to a high usage of pesticides.
- **Fertiliser:** Intensive agriculture brings a lot of fertiliser (phosphor) with it. The substances get into the water. In the end, this is one of the main causes for **overfertilisation** of the Nordic and the Baltic sea as well as for the Mediterranean Sea. Furthermore, fertilisers cause extremely high ammoniac air pollution.
- **Livestock practices:** make the problem worse and bring farmers to use antibiotics. The livestock system has to be rebuilt.

THE CHALLENGE

In order to preserve the environment and human health and protect it against the impacts of meat consumption, it is absolutely necessary that people eat less or no meat. The rising consumption of meat is like a ticking bomb.

We require a PR campaign that raises awareness of the environmental impacts of meat and motivates the consumer to take the challenge and change their consumption habits. The challenge

for the PR campaign is communicate that “giving something up” or “consuming less” is NOT a sacrifice but a decision that can help change this global issue and bring sustainable living one step closer to realisation.

OBJECTIVES

To create the necessary awareness-raising tools for a meat-consumption PR campaign with activities that promote less meat consumption by informing, influencing and mobilising the public debate about agriculture and the problems of meat production for the environment, climate and health.

TARGET AUDIENCE

The target audience is LOHAS: those who live a “Lifestyle of Health and Sustainability”.

They lead a self-determined life, need information sources and evidence for criticism, but if convinced, they will act. They have various intellectual interests, including health and food.

Part of LOHAS are active online. We want to reach them too, however, young internet users (<18 yrs) are **not** part of our target group.

Focus on the ‘western world’: The average meat consumption per year differs a lot between developing countries (31kg) and industrialised countries (78.4kg). Europe plays a central role in the worldwide pig production. Plus, it has a **very high level of meat consumption** in average. Within the 10 biggest consumer countries for meat are Spain (on Top 2), followed by Denmark, Austria, Ireland, France. The ‘western world’ creates the demand for meat, the campaign should focus on these consumers, who have the freedom to choose what they eat.

KEY MESSAGES

- You are not missing out by not eating meat, instead you are part of a bigger, global change
- Eating less, you care about the environment, health and animals to eat no/less meat.

COMMUNICATION GUIDELINES

- Don’t preach and avoid any over-dramatic references
- We welcome unconventional and brave ideas

FTP

Euroftp.topright-group.com

Username Younglionspr

Password 3Xplorer