



# GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF

## Opportunities for GRSB Comms Council in 2024:

The more content that can be created for roundtables through the Comms Council, the better.

### 1) Key Messages

- Tested messages for each key audiences for each goal
- Trusted messengers for each key audience

### 2) Ambassadors

- Identifying, training and equipping ambassadors to share the key messages
- Need to identify more experts like Frank Mitloehner
- Academics / science experts who can help tell the production story
- Sustainability champions for each region?

### 3) Success Stories

- Stories that demonstrate progress towards global goals
- Even if not regional in focus, all could share on their comms platforms
- Diverse case studies showing different methods of achieving metrics and goals
- Use the voices and experiences of GRSB members as well (alongside primary producers), like NGO's
- Ideas like Soil Health

### 4) Public Survey

- Ability to write press release on survey findings
- Regional press releases
- Combine into success stories
- Create social media graphics

### 5) GRSB Communications Toolkit (available on website)

- Tested key messages for each goal, for each audience (if different)
- Public survey results – overall and by region (limited)
- 3 regional success stories (one for each goal, various member constituencies)