

# Regenerative Agriculture Storytelling

## Call for Proposals

EIT Food is Europe's leading food innovation initiative working to make the food system more sustainable, healthy and trusted. We work with over 60 of Europe's best universities and research institutes, and frontrunning corporate partners such as Danone, to help create this change. Our activities cover the entire food chain from farm production to consumer eating habits to waste treatment.

The Regenerative Agriculture Revolution is a new program that EIT Food has developed to help farmers learn about and transition to more regenerative methods of agriculture. We have focused on Mediterranean Europe because it is one of the areas that is being most damaged by climate change and conventional agricultural practices. In particular, farmers in Spain and Italy are suffering from impoverished soils, water scarcity, erosion and lower yields. Like Danone, we at EIT Food firmly believe that the only way to reverse this dangerous trend is by respecting the environment, increasing biodiversity and improving the topsoil on our farms.

To achieve these ambitious goals, the Regenerative Agriculture Revolution comprises of three main activities in 2020. Firstly, we are developing a farmer to farmer training program in which farmers experienced in regenerative agriculture methods teach and advise others as they transition from conventional to regenerative farming. This farmer-to-farmer teaching is supported by access to independent agronomists. Secondly, EIT Food will engage research laboratories to conduct studies comparing the nutrient density of regeneratively farmed produce to the same produce from conventional agriculture. Thirdly, we are investing in telling the story of European regenerative agriculture in a compelling way through videos, animations, podcasts and more.

We are looking for a communications company/video agency that can help us achieve this third task; telling the story of regenerative agriculture in Europe. We are looking for an experienced story-telling company that can help us bring to life what regenerative agriculture is and what it could mean for the future of European agriculture. The company will have experience capturing beautiful footage of landscapes, nature and agriculture. The company will also have experience telling complex stories in a simple understandable way.

We hope to find a company that can help us draft our story telling strategy together. However, currently, we are thinking that the strategy could include:

### **Regenerative Agriculture Explainer Video:**

A 2-minute explainer video that clearly and powerfully outlines what is regenerative agriculture, its benefits for the planet and human health, and how you do it. This video can pull on stock footage, archive material, animation, and new footage to tell a rapid-fire story of regenerative agriculture in Europe.

The audience of this video is the general European public. Though in reality the people who come across it will most likely already be interested in food systems, we want this video to be understandable by anyone, aged 10 upwards. The video will be in English but captioned to maximize the audience reach.



This video will be shared across the EIT Food social media channels for maximum reach. It will also be used at several Regenerative Agriculture Revolution events that will be held across Europe to encourage more farmers to transition. This video will launch a much longer communications strategy on regenerative agriculture – it will be the lynch pin that people will refer to when looking to clarify certain things.

The style should be conversational and not too scientific. We want everyone to feel like they understand regenerative agriculture with whatever level of science teaching they may have (i.e. like how the climate change story is now understandable by all).

### **Farmer Transition Mini-Series**

Following the explainer video, we then intend to explain and illustrate regenerative agriculture in a deeper, more narrative way. These follow up videos will provide more information on what regenerative agriculture is, to show examples of who is doing it in Europe and to show the benefits of the regenerative agriculture system for Europe's landscapes and people.

Our idea for generating this deeper knowledge was to create a mini-series on different farmers in Europe who have transitioned to regenerative agriculture or are transitioning. The videos would still be short (i.e. 3-5 minutes) but a farmer might be visited several times over a year to see the changes take place and see their farm at different times of the year.

These videos would look to:

- Capture the essence of who these regenerative agriculture farmers are in Europe (i.e. similar to the characters that are captured in the Netflix series Chef's Table)
- Show the power of regenerative agriculture to transform landscapes (similar to the beautiful shots captured in the film 'The Biggest Little Farm')
- Simply explain different techniques used in regenerative agriculture (i.e. keyline, intensive grazing, intercropping, direct drill etc)

Through this video miniseries, we would like to become a real online destination for meaningful content on regenerative agriculture in Europe (akin to Patagonia's activism videos, or Richard Perkins videos 'On Making Small Farms Work'). However, like Patagonia we want these videos to be for a wider audience than existing agricultural enthusiasts. We want the beauty of the footage to attract a bigger audience, to compel those with an existing sustainability conscience to recognize the importance of regenerative agriculture in meeting our climate targets.

Though we are open to discuss the exact size/range of this miniseries, we think it would be good to tell the stories of:

- 4-5 farmers with distinct looking farms (i.e. different regions of Southern Europe (mainly Italy and Spain)) who have compelling stories (i.e. why they became regenerative agriculture farmers, the challenges they have overcome etc)
- 3-4 visits to each farm over 1-2+ year to capture footage of the impact of the transition and the farm in different seasons.
- Within the episodes on the farmers, we explain briefly and concisely different practices deployed in regenerative agriculture (i.e. keyline, direct drill, cover crops, agroforestry, intensive grazing)
- Approximately 12-15 videos in total.



EIT Food is looking for a real partner in delivering this story telling work. EIT Food will be able to help the chosen company to deepen their understanding of regenerative agriculture before they start filming and also make suggestions of who and what to film.

Companies that are interested in delivering the work should get send across a proposal to [joseph.gridley@eitfood.eu](mailto:joseph.gridley@eitfood.eu). This proposal should detail the following:

- Background of your company that highlights relevant projects that you have completed
- Your approach to the outlined work. Your company can apply to complete either part of the work or both parts together.
- A timeline for the outlined work.<sup>1</sup> Ideally, we would like to launch the explainer in August/September 2020, with the first episode of the farmer stories launching in a month or so later. However, we are willing to craft the final timeline with the video company.
- A detailed budget (where possible let us know cost of filming days and editing days).
- Links to videos you have created that show your visual style – or the visual style that you will deploy for this project

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<sup>1</sup>We recognize that the farmer stories will likely take 2+ years to tell in a meaningful way. However, at EIT Food we work on annual budgets and contracts so please map out your vision for the whole project (i.e. multi-year) but make it clear what you will achieve in 2020 and the costs associated with that.