



Federal Ministry
of Food
and Agriculture

Social Media Toolkit

Global Forum for Food and Agriculture 2025

©BMEL/Photothek



Federal Ministry
of Food
and Agriculture

#GFFA

#GFFA

#GFFA

#GFFA

15 - 18 January 2025

GLOBAL
FORUM OF FOOD
AND AGRICULTURE

Farming a Sustainable Bioeconomy

Check out the event: www.gffa-berlin.de/en

last updated: September 23, 2024

About this Toolkit



Farming a Sustainable Bioeconomy

The 17th Global Forum for Food and Agriculture (GFFA) will take place in Berlin from 15 - 18 January 2025. The upcoming GFFA will focus on how to create a sustainable bioeconomy and aims to foster the global dialogue in order to strengthen global partnerships.

This toolkit was developed to enlist our partners and individuals all over the world in encouraging conversations online.

We've developed social media content for our attendees and any other interested party to provide key visuals throughout the event.

The media material you find here is free for you to use.

GFFA Key Messages



You can use this language when speaking about the GFFA 2025 or adapt the language for your own use in blog posts, op-eds and social media.

The GFFA will take place from 15 - 18 January 2025 in Berlin and aims to strengthen a global and sustainable bioeconomy.

The 2025 GFFA will address the issue of „Farming a Sustainable Bioeconomy“.

Our global economic system is facing great challenges as it is largely dependent on nonrenewable, fossil resources. A sustainable, circular bioeconomy can play a key role in the further development towards a sustainable and resilient resource base.

The bioeconomy transition has great potential, saves resources and provides new sources of income. This paradigm shift must go hand in hand with protecting human rights-based approaches and the progressive realisation of the right to adequate food, and must respect the limits of ecosystems.

Global bioeconomy can directly contribute towards achieving eleven of the seventeen United Nations' Sustainable Development Goals (SDGs)

The Federal Ministry of Food and Agriculture (BMEL) wants to take advantage of the 2025 GFFA as a global platform to build bridges, to foster dialogue and involve all parties in the area of agricultural policy to further global food security and a sustainable bioeconomy.

Visuals and Logos



Feel free to use our visuals. There are several banners to choose from if you need some ready-to-post material. Please make sure to avoid destructive or disrespectful content and only use our material when promoting the event positively. If you have further questions on how to use our visuals, you can contact us:

info@gffa-berlin.de



©BMEL/Photothek

15 - 18 January 2025

GLOBAL
FORUM OF FOOD
AND AGRICULTURE

Farming a Sustainable Bioeconomy

Check out the event: www.gffa-berlin.de/en

When you post...



We encourage you to share on your social media channels.

Make sure to tag us



on LinkedIn @GFFA



on X @bmel



on Instagram @lebensministerium

Share your post with a wider audience by using

#GFFA

Ready-to-Post



We encourage you to share on your social media channels. Here is an example on how to create an easy to handle post by using the samples of our toolkit.

1

Choose a platform.
Example:



2

Choose a visual.
Example:



3

Choose a text.
Example:

The GFFA will take place from 15 - 18 January 2025 and aims to strengthen a global sustainable and circular bioeconomy.

4

Use the hashtag
and tag.
Example:

#GFFA
@GFFA