

ELO communication on engagement

The European Landowners Organization - ELO asbl, created in 1972, is a unique federation of national associations from the EU28, which represents the interests of the landowners, land and forest managers and rural entrepreneurs at the European political level. European Landowners Organization is a non profit association.

The ELO's statutory commitment is to defend and promote sustainable development, conservation and protection of the environment, renewable energies and responsible use of natural resources. To further its positions the ELO has developed a communication strategy including elaboration and coordination of action programmes, involvement in the EU and international events, think-tank management, publication of position papers and studies, etc. The efficiency of the organisation relies on its ability to gather together rural actors, land and forest managers, scientists, businesses and political decision makers at local, regional, national and European levels. Its network of more than 64 organisations throughout Europe represents land and forest managers and provides the ability to voice positions shared by a huge number of stakeholders from all over the EU and the candidate countries, as well as to analyse the local effects of the implementation of the EU legislation.

The ELO is promoting the FABs (UN Global Compact's Food and Agriculture Business Principles) in conjunction with its own standards to drive greater uptake of sustainability standards and certification by business in agriculture sector.

The ELO has unrivalled experience in Natura 2000 network implementation, CAP, soil, water, innovation, forestry issues and countryside management. The ELO has been advising its members, farmers and land managers, on Natura 2000 implementation and had gained experience in this area. ELO is regularly invited to EC working groups and debates, Directors meetings, and organises high level conferences focusing on Natura 2000, environmental services, CAP, estates/countryside management at EU and national level.

The ELO has been co-organising for 10 years the Forum for the Future of Agriculture, which is a unique event advancing discussions on food, environmental and energy security, attended by more than 1600 people and international press.

The ELO is developing the Wildlife Estates programme and Pollinator Network initiative in EU in collaboration with academics, ministries and stakeholders.

During ELO seminars and events (an average of 2 events/month in Brussels or in MS, gathering 40 to 300 attendees, up to 1600 attendees for the major event FFA), communication materials are disseminated to young farmers, landowners, land and forest managers and rural entrepreneurs and to the most relevant stakeholders the ELO developed links with. The ELO also uses its existing social networks to disseminate the information to a wider audience (average of 2400 regular visits), and its bimonthly magazine "CountrySide Magazine" (5000 paper copies in EN/FR, and summaries in DE/ES, in addition to the electronic version, estimated number of readers 30.000).

The ELO also provides information to the other umbrella organizations belonging to topical alliances ELO is member of (Rural Coalition, Property Alliance, Heritage Alliance 3.3, Natura 2000 Users Forum), and provide information to the relevant European Parliament intergroups such as the URBAN intergroup or the Sustainable Hunting, Biodiversity, Countryside Activities, Agriculture and Forestry Intergroup.