EFA Communications

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Objectives

- Standardise EFA’s image, materials and tools
- Refresh EFA’s visual identity with a recognizable emblem, close to our disease areas and representative of our membership
- Position EFA’s interests and work at EU level
- Reach out to new sectors and facilitate fundraising
WHAT CAN THE LOGO BRING TO EFA?

Result: long term exercise, all membership consulted

• EFA new logo approved by two EFA Boards and majority of EFA membership

• Consistent internal and external communications: built-in website, social media, different applications

• Differentiated from those organisations with same acronyms (Festival Association, Financial Association, Fund Administration, Fundraising Association)

• Friendly look, closer to people, to gain supporters
• Covering respiratory diseases (breathing, air – butterfly)
• Covering allergies (respiratory and food, pollen – flower)
• Inclusive of non-EU EFA Members
• Capturing patients’ determination, freedom, hope
• Inspired by many EFA members logos
Ready to use materials

• Logo versions

- EFA
- EFA
- EFA

European Federation of Allergy and Airways Diseases Patients' Associations

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• Pictogrammes – developed according to EFA’s themes

Putting asthma, allergy and COPD patients at the center of all decisions affecting their health.
EFA 2015
Communication results
Communications results in 2015

- **New EFA website**: 15,196 visitors to efanet.org

- **New EFA Blog channel**: 8 blog entries visited 10,313 times.

- **7 press releases**

- **162 events (32 as speaker)**: 18% increase compared to 2014
Thanks to Social Media  
we inform, we debate, we influence, we mobilise
Questions?

THANK YOU!
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