#RECONNECT

SUPPORTING THE HOSPITALITY SECTOR AND THE GREEN RECOVERY

The Brewers of Europe toolkit for supporters

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The hospitality, HORECA and service sectors have been hit hard by measures taken to mitigate the COVID19 crisis.

The Brewers of Europe is running an advocacy communications campaign in the short to medium term, that aims to support these sectors and call for action by the EU and national governments, and promotes the idea of reconnecting with others as lockdown ends and recovery begins.

#RECONNECT

This concept will be central to rebuilding lives, livelihoods, culture, society, businesses and economies in a much more sustainable way for the future.

The aims are to:

- Place the beer & hospitality sectors front of mind among policymakers and governments as they develop and implement their Covid19 exit strategies and economic recovery plans
- Play an increasingly active role, to push for the fast recovery of the pubs, bars, restaurants, cafes and hotels.
- Create an umbrella campaign that is inclusive towards other sectors
- Include sustainability messaging for reconnecting as part of a Green Recovery

WHAT CAN YOU DO?

We invite you to use our resources in this toolkit to help amplify the messaging, and to build support for the hospitality sector amongst our shared stakeholders.

- **Collect and communicate on local stories and initiatives** – The Brewers of Europe have an online platform at http://reconnect.beer which will evolve over the campaign to showcase stories and call for action.
- **Media and statements** – in your media outreach, mention the key asks for the hospitality sector and use the concept of reconnecting.
- Use the provided **web banners, email and social media templates** to amplify across your networks and social media – tagging relevant accounts.
- **Systematically use the #reconnect hashtag** to generate more visibility across the issues and **promote it to all relevant stakeholders**.
- **Amplify the social media posts and advocacy efforts by The Brewers of Europe** by reposting, commenting & liking.

MESSAGING

Hundreds of thousands of **bars, pubs, cafés, restaurants and hotels across Europe had to shut down** to slow the spread of coronavirus.

Literally overnight, citizens lost the meeting spots where they would come together to relax and socialise.

These social hubs and the sectors that supply them and make up the value chain are an **integral part of the European fabric**: its identity, culture, society, tourism and economy, its heritage and its future.

Now, the hospitality sector is being invited to reopen, but this must be done in a **safe and sustainable way**.

With **increased costs, reduced capacity, fewer customers and decreased sales**, these establishments, typically very small businesses, will need **targeted, ongoing and continued support** as consumer confidence starts to grow.

A **revitalised hospitality sector**, supported by a prosperous value chain will mean **increased value, revenues and job creation throughout the value chain**, reigniting the wider society and economy.

As the lockdowns end and citizens are encouraged to once again go out and socialise, it is **TIME TO #RECONNECT**.

To reconnect with family and friends. To reconnect communities. To reconnect with our favourite bars and restaurants. To reconnect the bar taps. To reconnect the value chain, from grain to glass.

Representing hundreds of thousands of enterprises (many of them SMEs), we are **calling for support to businesses in the hospitality sector**.

To ensure a safe and sustainable recovery and support those most hit by the shutdowns, we urge EU, national and local governments to consider options under existing EU legislation. These include:-

- decreasing the fiscal burden through targeted reductions in VAT and excise in hospitality and on the businesses hardest hit by the shutdown
- Measures designed to improve liquidity through targeted grants, favourable loans and rebates that support the phased-in reopening of hospitality, ensuring the business viability of restarting even whilst strict social distancing measures remain in place.

ONLINE PLATFORM: RECONNECT.BEER

We have created an online resource that will become a hub for information on how each country is reconnecting and recovering across Europe.

Including:

- Stories and news
- Collated statements and letters
- Sector solidarity initiatives
- Wider HORECA examples

The design will reflect the identity included in this tooklit – creating a cohesive brand.

We want it to be a rich resource not only for those within the sector, but for the media, general public and importantly our policy makers to see how we have been dealing with the ongoing effects of coronavirus measures.

Therefore, we require input from you to build a useful, important hub of information.

OTHER MEDIA

This toolkit will be soon updated with other media:

- Video explanation
- Infographics
- Testimonials
- Social media templates

COMMUNICATIONS GUIDELINES

All templates and assets which are mentioned in this document can be downloaded in a single archive (zip) on https://reconnect.beer/downloads/reconnect-campaign-toolkit.zip

User: reconnect
Password: time2reconnect2020

THE TAGLINE: TIME TO RECONNECT

We have created a set of connected taglines that make sense, using simple, effective slogans that people and organisations can really rally behind. Those taglines cover the key areas of the campaign: horeca & hospitality, people, family & friends, brewers & breweries, supply chain and green recovery.

They encapsulate the spirit of the hospitality sector and also how beer is central to sharing and connecting activities.

Feel free to use those taglines or to create your own ones.

- TIME TO RECONNECT
- TIME TO RECONNECT HORECA
- TIME TO RECONNECT TOURISM
- TIME TO RECONNECT THE KEGS
- TIME TO RECONNECT WITH YOUR FAVOURITE BAR
- TIME TO RECONNECT WITH YOUR FAVOURITE RESTAURANT
- TIME TO RECONNECT WITH YOUR FRIENDS
- TIME TO RECONNECT WITH YOUR FAMILY
- TIME TO RECONNECT PEOPLE
- TIME TO RECONNECT WITH OUR GRASSROOTS
- TIME TO RECONNECT FROM GRAIN TO GLASS

EXAMPLES

UMBRELLA HASHTAGS

We have created a primary hashtag and selected some secondary hashtags suitable

1. to achieve massive amplification and multiple indirect exposure of the messaging to policy-makers;
2. to draw on local and global engagement by a very large scope of stakeholders.

PRIMARY HASHTAG

Please embed in all social media communications and promote the use to all partners and stakeholders.

#RECONNECT

SECONDARY HASHTAGS

Feel free to use them, to translate them, to search for other ones in order to gain amplification and engage with key stakeholders and partners.

#GREENRECOVERY

#HORECA

#TOURISM

#COVID19

#LOCKDOWN

Please feel free to share with The Brewers of Europe other hashtags used in local campaigns suitable to be used when relevant. Doing so, we can cross-fertilise campaigns and communications.

COLOURS

Primary colours detailed in this section are suitable to be tweaked in accordance with organisations' communications guidelines.

	RGB **CMYK** **HEX**	249/177/34 0/35/90/0 #F9B122	Warm colour referring to beer & conviviality. Can be swapped with primary accent colour of your organization. Suitable to be used as accent colour, in titles & taglines, or as background colour.
	RGB **CMYK** **HEX**	255/255/255 0/0/0/0 #FFFFFF	Suitable to be used in box background on pictures to make text easily readable. Suitable to be used for text and titles on orange background.
	RGB **CMYK** **HEX**	0/0/0/0 30/30/30/100 #000000	Suitable to be used for plain text and as accent colour.

VIDEO

A video is available on YouTube and is suitable to be shared on social media or integrated in a website: https://www.youtube.com/watch?v=1oCNpkpYDO0

THE "GLASS OF BEER" CURVE

The "glass of beer curve" is used as a graphic signature in the campaign. It is suitable to be used as a footer in communications material: flyers, social media posts, keynote slides, banners.

You can customise it by inserting the logo and the name of your organization.

The orange colour can be swapped with the primary accent colour of your organization.

EXAMPLES OF USE WITH HASHTAGS (SOCIAL MEDIA) OR KEY MESSAGE

EXAMPLE OF USE AS FOOTER

File available in different formats & resolutions in
glass-of-beer-curve

FONTS

The campaign accent font is a free Google Font: BARLOW CONDENSED
https://fonts.google.com/specimen/Barlow+Condensed

When used in titles, taglines or hashtags we recommend to use capital letters.

It can be easily paired with sans serif fonts.

Fonts available as True Type in
fonts

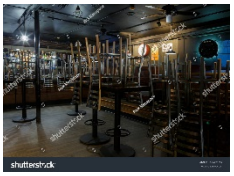
SELECTION OF PICTURES

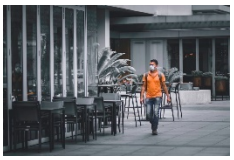
Please find below a selection of pictures suitable to be used during the campaign.

Price range for those pictures may vary from free to around 15 €.

Please note that you have to comply with the terms of use or licence terms and conditions mentioned in relevant website.

COVID19 & LOCKDOWN

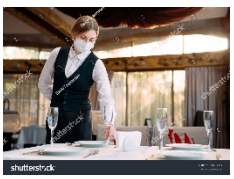
	https://www.shutterstock.com/fr/image-photo/coronavirus-covid19-empty-small-local-bar-1686770557
	https://www.shutterstock.com/fr/image-photo/chairs-tables-stacked-closed-pub-522191554

	https://www.shutterstock.com/fr/image-illustration/coronavirus-crisis-closed-message-board-near-1695531250
	FREE https://unsplash.com/photos/ylXi8LGK4cM
	https://www.shutterstock.com/fr/image-photo/independent-shop-closed-until-further-notice-1709021101
	FREE https://unsplash.com/photos/9X9K7GJmVlk

HORECA & HOSPITALITY

Please pay attention to use only pictures representing / promoting good practices: social distances and special sanitary measures.

	FREE https://unsplash.com/photos/qD9fOLH6oT0
	FREE https://unsplash.com/photos/8x_fFNrmeDk
	FREE https://unsplash.com/photos/WCm4dFvZnMM
	FREE https://unsplash.com/photos/NCmog4xinew

	FREE https://unsplash.com/photos/xBXF9pr6LQo
	https://www.shutterstock.com/fr/image-photo/classic-nicoise-salad-tuna-glass-draft-639043063
	https://www.shutterstock.com/fr/image-photo/thessaloniki-greece-may-25-2020-night-1741793285
	https://www.shutterstock.com/fr/image-photo/clients-masks-on-terrace-bar-spain-1737382307
	https://www.shutterstock.com/fr/image-photo/waiter-medical-protective-mask-serves-table-1720419277

FRIENDS & FAMILY

	FREE https://unsplash.com/photos/a19U7mqK6OI
	FREE https://unsplash.com/photos/UErWoQEoMrc
	https://www.shutterstock.com/fr/image-photo/happy-family-having-picnic-park-on-1736677268

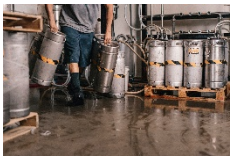
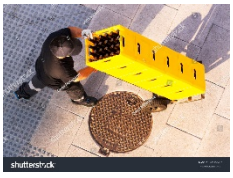
	https://www.shutterstock.com/fr/image-photo/senior-father-his-young-son-pub-1012270450
	https://www.shutterstock.com/fr/image-photo/sitting-father-adult-son-clinking-beer-666601393
	https://www.shutterstock.com/fr/image-photo/happy-friends-enjoying-food-drinks-home-516191278

TOURISM

	https://www.shutterstock.com/fr/image-photo/attractive-blonde-brunette-straw-hats-bikinis-154371395
	https://www.shutterstock.com/fr/image-photo/bottles-beer-hiking-camp-next-bonfire-744739237
	https://www.shutterstock.com/fr/image-photo/sunny-beach-beer-glass-bottle-on-1655290219
	https://www.shutterstock.com/fr/image-photo/young-man-enjoying-beer-sunset-beach-1280039284
	https://www.shutterstock.com/fr/image-photo/happy-young-friends-enjoy-sunny-day-1196907775

	FREE https://unsplash.com/photos/l9Z93oauxgs

SUPPLY CHAIN

	FREE https://unsplash.com/photos/0xiZHNKzYWU
	FREE https://unsplash.com/photos/8qOOX6nNWFk
	FREE https://unsplash.com/photos/9EY5ckCX9iQ
	https://www.shutterstock.com/fr/image-photo/portrait-male-manufacturer-carrying-keg-brewery-574887157
	https://www.shutterstock.com/fr/image-photo/growing-hops-field-young-662614972
	https://www.shutterstock.com/fr/image-photo/hops-field-cloudy-sky-rays-light-265249145
	https://www.shutterstock.com/fr/image-photo/delivery-worker-man-dolly-carries-drinks-1208936680

	https://www.shutterstock.com/fr/image-photo/man-carrying-glass-bottles-craft-lager-1356848627
	https://www.shutterstock.com/fr/image-photo/brewery-interior-equipments-191643209

BREWERIES & BREWERS

	FREE https://unsplash.com/photos/RfL3l-I1zhc
	FREE https://unsplash.com/photos/Cdq3ziSoeGY
	FREE https://unsplash.com/photos/DQpHtE5WY-U
	https://www.shutterstock.com/fr/image-photo/two-stylish-bearded-men-brewing-beer-587889881
	https://www.shutterstock.com/fr/image-photo/attentive-female-brewer-testing-beer-brewery-454779379

TEMPLATES

SOCIAL MEDIA POSTS

A bundle of social media assets using free pictures from UNSPLASH is available and may be used as a starting package. Feel free to customise and create new ones according to your needs.

All assets are also available in INDD, PDF, PNG, JPG.

Files available in different formats & resolutions in
- social-media-posts
  - INDD
  - PDF
  - PNG
  - JPG

SOCIAL MEDIA PROFILE PICTURES

A bundle of social media profile pictures using free pictures from UNSPLASH is available and may be used as a starting package. Feel free to customise according to your needs.

All assets are available in INDD, PDF, PNG, JPG.

Files available in different formats & resolutions in
- social-media-profiles
  - INDD
  - PDF
  - PNG
  - JPG

SOCIAL MEDIA COVERS

A bundle of cover pictures for Twitter and Facebook using free pictures from UNSPLASH is available and may be used as a starting package. Feel free to customise according to your needs.

All assets are available in INDD, PDF, PNG, JPG.

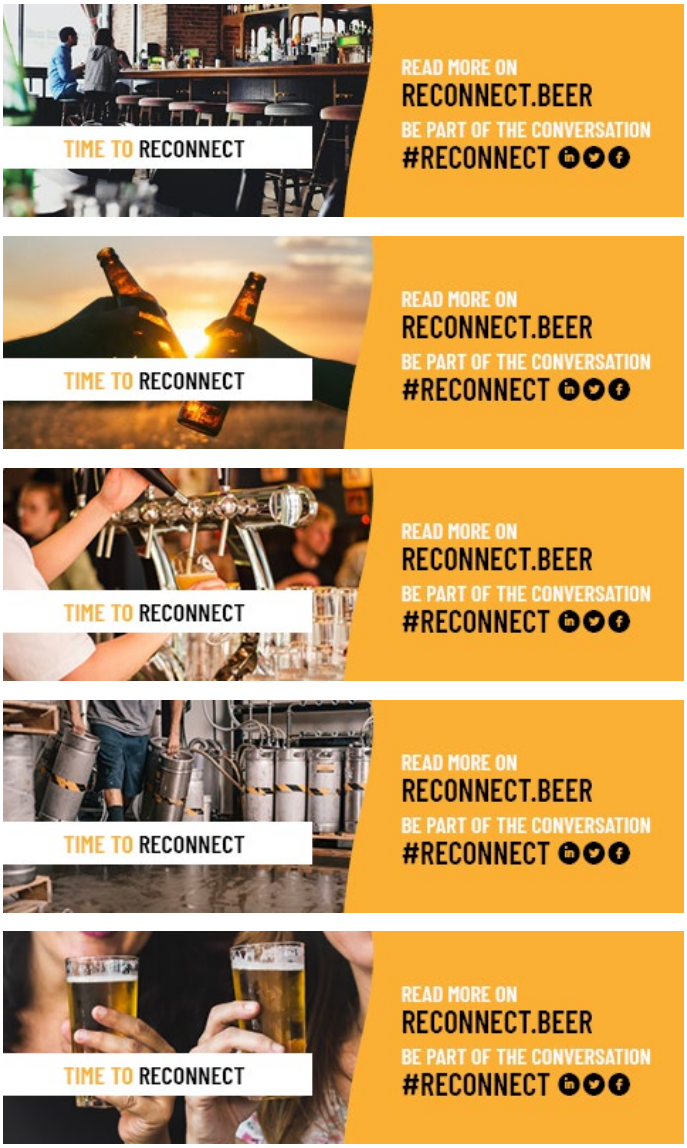
Files available in different formats & resolutions in

- social-media-covers
  - INDD
  - PDF
  - PNG
  - JPG

EMAIL SIGNATURE BANNERS

A bundle of email signature banners using free pictures from UNSPLASH is available and may be used as a starting package. Feel free to customise according to your needs.

All assets are available in INDD, PDF, PNG, JPG.



File available in different formats & resolutions in

- email-signature-banners
  - INDD
  - PDF
  - PNG
  - JPG

BANNERS

A bundle of banners using free pictures from UNSPLASH is available and may be used as a starting package. Feel free to customise according to your needs.

All assets are also available in INDD, PDF, PNG, JPG.

File available in different formats & resolutions in
- banners
  - INDD
  - PDF
  - PNG
  - JPG

KEYNOTES (POWERPOINT)

A PowerPoint template is available and may be used as a starting for presentations.

Powerpoint template available in
- keynotes