

THE PESTICIDE ACTION WEEK

2021 edition: Food Sovereignty

THE ORGANIZER GUIDE

9/02/21 Version



Virgile Mamelle-Perrot

Head of "alternatives to pesticides" campaign

✉ alternatives@generations-futures.fr

☎ +33 (0)9 70 46 79 19

📘 @SemaineAlterPesticides

🐦 @Alter_Pesticide

📷 @alternatives_pesticides

EDITORIAL

The Pesticide Action Week needs you more than ever for its 16th edition. The health and environmental consequences caused by pesticides affect us all, no matter what is our activity: consumers, farmers, representatives, citizens, gardeners, students, and many more... We can all make the choice of going pesticide-free in our daily life!

This organizer book was designed for those who truly want to engage for a pesticide-free world. Organizing an event about it is already a victory! Thanks to you, hundreds and thousands of people will be able to discover new methods and tips to get rid of pesticides for good, and change their way of living, producing and consuming.

LET'S SOW A PESTICIDE-FREE WORLD TOGETHER!

SUMMARY

INTRODUCTION.....	3
STEP 1.....	4
STEP 2.....	8
STEP 3.....	10
CONTACT.....	12

INTRODUCTION

What is the Pesticide Action Week?

The Pesticide Action Week (PAW) always takes place each year between the 20th and 30th of March. This week is the occasion to explain the health and environmental dangers caused by pesticides, as well as promoting the existing alternatives.

Who can create an event?

A town,	A primary school,	A farmer,
A local organization,	A middle school,	A citizen,
A federation,	A high school,	A gardener,
A company,	A university,	A restaurant,

 Do you feel like putting the existing alternatives in the spotlight? This guidebook won't let you down and will definitely help you to organize your event(s) during the Pesticide Action Week

 In this particular year, we strongly encourage you to organise online actions. However, it is possible to organise in-person events, but you have to make sure that social distancing and safety measures can be respected. You can also organise in-person events with an online alternative.

Think of an event

STEP 1

Any kind of event is possible!

Let's dive into your imagination and spread your creativity. As long as your event's goals are to inform the population of the risks caused by pesticides and/or promote the alternatives that exist.

You are the one choosing the way you want to participate. Do not hesitate to contact people or other organizations who would be interested as well: the more the merrier as we say!

Générations Futures generally does not provide financial support for specific events but you can get some funding or a logistical and communication support from organizations for your event by contacting potential partners such as your council, local companies or local organizations...

Quick ideas to start!

A conference,
A film screening,
A visit of an organic farm
An exhibition
A workshop about pesticide-free gardening

An organic market
A shared organic meal
A tasting with organic products
A show
A workshop



You can also [click here](#) if you need some ideas for a film screening!



ONLINE ACTIONS

- Conferences
- film screenings
- Challenges at home (weeding one's garden, building a nesting box...)
- Quizzes/games
- Creating videos

AROUND FOOD

- Promoting organic products in a restaurant
- Organizing a cooking class with organic products
 - Organizing an organic picnic
- Collecting seasonal fruits and vegetables
- Organizing an organic after school-snack
 - Organizing an organic Neighbor's Day
 - Tasting organic products



MARKETS & TASTINGS

- Going to an organic market
- Tasting organic products at a market
- Organizing blind tests about organic and non-organic products
- Setting up a stand to raise awareness about pesticides at a market

WORKSHOPS & TRAININGS

- Organizing a pesticide-free gardening workshop
 - Building a nesting box for insects
- Demonstrating how not to use chemical weeding
- Organizing a workshop to show how to go for organic farming



VISITS & OPEN DAYS

- Visiting an orchard, an apiary
- Visiting an organic farm or a farm in transition
- Visiting water catchments
- Visiting organic cafeterias



EDUCATIONAL ACTIVITIES

- Organizing an in-class activity about pesticides
- Finding slogans and mottos about the alternatives to pesticides
- Making an interview about pesticide-free gardening methods
- Creating a show
- Sowing at school

CONFERENCES & DEBATES ABOUT...

- A pesticide-free agriculture
- Pesticides and the environment
- The impact of pesticides on health
- Pesticide-free gardening: why and how?
- How to avoid pesticides in your house
- Pesticides in our water!
- How to eat organic without spending a fortune?



INFORMATION & STANDS

- Setting up your window shop with books about the existing alternatives
- Talk about the alternatives in your newsletter
- Make an information leaflet
- Organize a radio show about pesticides
- Write an article about pesticides on a blog, social media....



Organize an organic meal at school

- 1** - Imagine a meal with seasonal and local pesticide-free products
- 2** - Propose that meal at school for the Pesticide Action Week. Don't forget to have a very detailed meal (where do the products come from, etc...)
- 3** - Take time to explain why eating organic is important for someone's health and the environment during lunch time.



Organize a gardening workshop

- 1** - Buy some material, compost and organic seeds.
- 2** - Find some pesticide-free gardening methods if you click [here](#).
- 3** - Organize a pesticide-free gardening workshop in your school, university, workplace...

OUR INTERNATIONAL PARTNERSHIPS THAT ALREADY PARTICIPATED TO THE PAW



Pesticide Action Network (PAN)
- European network



Health and Environment Alliance (HEAL) - European network



Adalia - Belgium



Fundacion Alborada - Spain



Quercus - Portugal



Breast Cancer UK - United Kingdom



RAPAL - Argentina



PAN UK - United Kingdom

Feel free to contact these organizations if you need help in creating your event!

WHAT'S UP IN THE ?



"Mi Ciudad Cuida Mis Hormonas", SPAIN, 2018.

The campaign "My city takes care of my hormones" was launched during the PAW by Ruth Echeverría from the Fundación Alborada.



Learning about permaculture, SPAIN, 2019.



"Pesticide-free spring", BELGIUM, since 2016.



Pesticide Free Town Campaign, EU, 2018.

The goal is to bring together a critical mass of towns committed to phasing out pesticide use and provide a European platform of mutual support and experience, practice and knowledge sharing.

**Submit your
event on our
website**

STEP 2

First of all you can click here if you want to become our international partner for the Pesticide Action Week!



Once you filled the form in, remember to go on our website to submit your event(s):



<https://www.semaine-sans-pesticides.fr/organiser-un-evenement/submit-an-event/>

Your event(s) will appear on our map: it will give you more visibility every time someone visits our website!



ÉVÈNEMENTS



don't hesitate to send us pictures/videos at **alternatives@generations-futures.fr**

Accept the charter

By registering your event on the Pesticide Action Week website, you are adopting the engagement charter:

1- Objectives of the Pesticide Action Week

Organizers can initiate all sorts of actions between March 20th and 30th as long as they contribute to the following objectives:

Raising awareness on the sanitary and environmental risks of the use of synthetic pesticides

Promoting alternatives to their use

Mobilizing a network of actors and federating a community to build a pesticide-free world

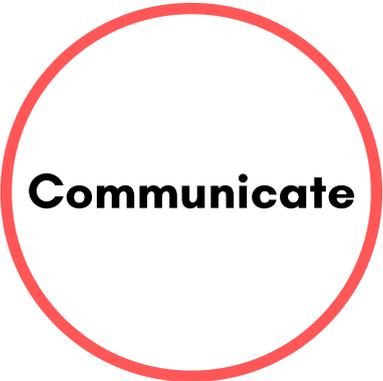
2- Non violence

The actions undertaken must respect principles of non-violence and non-discrimination.

3- Non-commercial purpose

Actions must not be funded or supported by companies that produce or sell pesticides.

If these commitments are not respected, coordinators will suppress without notice the actions from the website and forbid the organizers from participating to the PAW.

A large red circle graphic is positioned on the left side of the page, partially overlapping the 'Communicate' text.

Communicate

STEP 3

Don't forget to promote your event on social media, on your website, via email, on local places that you know...

We prepared a presentation of the event to save you some time:

The Pesticide Action Week takes place each year between the 20th and the 30th of March. The first ten days of spring represent the beginning of pesticide spraying in most areas. Therefore, to inform citizens on the risks of pesticides and promote durable alternatives to them, hundreds of events are organised in France and abroad: conferences, movie screenings, visits, gardening or cooking workshops, etc.

Each year, we choose a specific theme that becomes the center of every activities for ten days. This year, it is Food Sovereignty, a concept that represents the right to choose what we consume and how we produce it. It involves self-sufficiency and circular economy, the protection and conservation of resources, and giving value to food and those who produce it.

The Pesticide Action Week is coordinated by the French NGO *Généralions Futures* and gathers more than 50 French and international partners.

Find the complete program of the events and other resources on <http://www.pesticideactionweek.org/>

Don't forget to tag us on social networks:

Facebook : @SemaineAlterPesticides

Twitter : @Alter_Pesticide

Instagram : @alternatives_pesticides

Visual aid

You will find the official poster and the different formats for social networks. To download them, please go to the PAW's website where you will find all other resources you may need:



<http://www.pesticideactionweek.org/>

2021 official poster



Facebook banner



Twitter banner



Linkedin banner



Instagram



CONGRATULATIONS



Here you go, you finally created your event(s)!

Every year, the number of participants keeps growing for the Pesticide Action Week by your efforts and willpower: citizens, farmers, organizations, gardeners, companies, councils, students... We wanted to thank you warmly for your motivation and enthusiasm, the main ingredients for a successful Pesticide Action Week!

LET'S SOW A PESTICIDE-FREE WORLD TOGETHER!



CONTACT

VIRGILE MAMELLE-PERROT

HEAD OF CAMPAIGN FOR THE PESTICIDE ACTION WEEK



alternatives@generations-futures.fr



+33 (0)9 70 46 79 19