

15<sup>th</sup>  
\*PESTICIDE  
ACTION  
WEEK

20<sup>th</sup>-30<sup>th</sup> March  
2020 



Workshops

Shows

Debates

Screenings

Open doors



ORGANIZER BOOK

15TH EDITION

# EDITORIAL

---

The Pesticide Action Week needs you more than ever for its 15th edition, as the main theme of 2020 will be ENGAGEMENT. 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!**



**MARIE-SOPHIE CRAY**

CAMPAIGN MANAGER FOR THE PESTICIDE ACTION WEEK

[alternatives@generations-futures.fr](mailto:alternatives@generations-futures.fr)

# SUMMARY

---

**INTRODUCTION..... 4**

**STEP 1..... 5**

**STEP 2..... 9**

**CONTACT..... 10**

# INTRODUCTION

## What is the Pesticide Action Week?

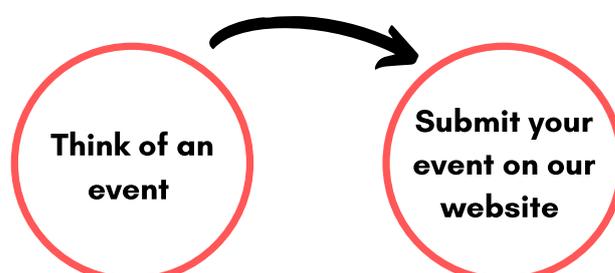
The Pesticide Action Week (PAW) always takes place each year between the 20th and 30th of March. This week is the occasion to explain the health and environmental dangers caused by pesticides, as well as promoting the existing alternatives.

## 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

**It will only take you 2 easy steps to follow:**



## Think of an event

# STEP 1

Any kind of events 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!

You can also 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!

## 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

## 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



## 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....



## WALKS & STROLLS

- Symbolic walk "to say yes to the existing alternatives"
- Rambling



### 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



You will find the poster of the 15th edition if you [click on this page](#). Don't forget to communicate about your event(s) and the Pesticide Action Week on social media and don't hesitate to send us pictures/videos at **[alternatives@generations-futures.fr](mailto:alternatives@generations-futures.fr)**

# 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, which are the main ingredients for a successful Pesticide Action Week!

**LET'S SOW A PESTICIDE-FREE WORLD TOGETHER!**



## CONTACT



**MARIE-SOPHIE CRAY**

CAMPAIGN MANAGER FOR THE PESTICIDE ACTION WEEK



[alternatives@generations-futures.fr](mailto:alternatives@generations-futures.fr)



+33 (0)1 45 79 07 59