

ACTION WEEK

Edition 2022 : One health

ORGANISER'S GUIDE

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INTRODUCTION

What is the PAW ?


The Pesticide Action Week (PAW) is organised every year from 20 to 30 March. In those 10 first days of Spring, during which the pesticide spray period starts over, members of the public are invited to become better informed about the pesticide health and environmental stakes, and about the alternative solutions through hundreds of events everywhere in France and abroad.

Who can organise an event ?

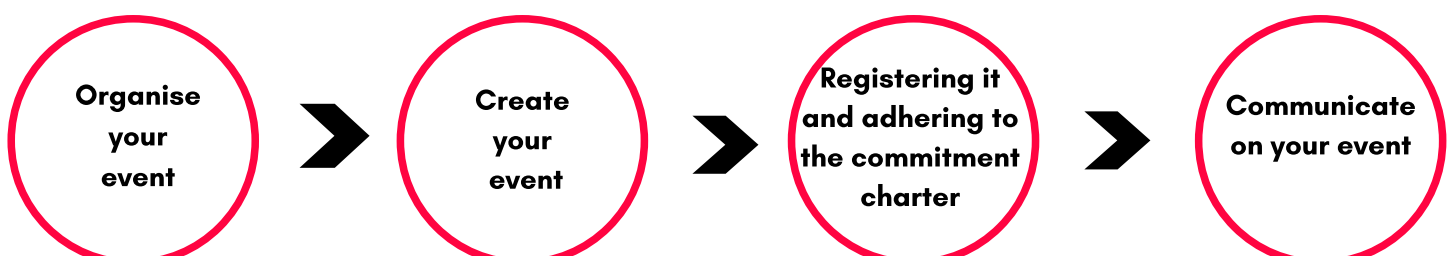
A city,
A local charity,
A syndicate,
A company,

A school,
A middle school,
A high school,
A university,

A farmer,
A citizen,
A gardener,
A restaurant,

 Do you want to highlight alternative solutions to pesticides ?
Then this guide is here to help you organise one or more event during the PAW

You will only need to follow the 4 steps below :



Step N°1

Which type of event to organise?

Set your imagination free: any action is possible as long as it aims to inform people about the dangers of chemical pesticides and about the existing alternatives!

While the sanitary conditions are still uncertain, they are improving, which allows us to consider both actions on the field and online. We are providing you with a guide about the health measures to follow.



ONLINE ACTIONS

- Conferences
- Film discussion sessions
- Challenges to undertake at home (weeding your garden, constructing a bug box...)
- Quizzes/games
- Video creation

STROLLS, WALKS

Symbolic walk to say "Yes to chemical pesticide alternatives"

- Plogging
- Costumed strides
- Narrated walks
- Hikes



VISITS, OPEN HOUSES

- Of wild gardens, orchards, apiaries
- Of organic farms, farms under organic conversion or integrated production farms
- Of municipal greenhouses under ecological management or of experimental greenhouses
- Of drinking water abstraction sites
- Of organic canteens
- Of pumping plants with explanations about security perimeters



WORKSHOPS, TRAININGS

- Practical workshop about natural gardening
- Bug boxes construction
- Activity "food chain and pesticides bioaccumulation"
- Demo of alternative tools to chemical weeding
- Workshop on setting up your organic farm
- Hand weeding operation in a street, a garden... Garden management activity using pesticide alternatives



CONFERENCES, DEBATE EVENINGS, CITIZEN'S CAFE

Pesticides and the environment
 Health effects of pesticides
 Why doing natural gardening? How to?
 Pesticide-free green spaces management in cities
 Stop using pesticides at home What is biodynamic farming?
 Pesticides in drinking water!
 How to eat organic without going broke?



INFORMATIONS, STANDS

Animating an Information stand in a market
 Conceiving a bookshop front or a library front showing books about alternatives to pesticides
 Focusing on alternatives to pesticides in a newsletter
 Creating an information leaflet
 Writing an article for a website, a blog, etc.
 Sharing infographics or articles on social media Writing an open letter to promote alternatives to pesticides



ABOUT FOOD

A restaurant promoting menus with organic and local products
 An organic cooking workshop
 Seasonal vegetables and herbs picking
 Organic products tastings
 Organic markets
 Blind tasting of organic and non-organic products
 Animating a stand and raising awareness in a market



EDUCATIONAL ACTIVITIES

A class activity about the problems raised by pesticides
 An Internet research session about this issue
 A slogan competition about alternatives to pesticides
 An interview about natural gardening techniques
 A big game about "alternatives to pesticides"
 A show creation (theatre, puppet...)
 Planting and seeding at school



Find more inspiration in this guide's appendix with movies, books, podcasts and speakers resources!

STEP N°2

Organising your event

Physical events - How to adapt to Covid restrictions ?

Go check the guide to organising festivals and public gatherings (in French) created by the Ministry of Culture, which gathers the main measures to set up:

https://www.culture.gouv.fr/Media/Medias-creation-rapide/Aide-a-lareprise_Festivals_7-septembre

You will find below an excerpt listing (non-exhaustively) the most important health measures to follow when organising a public event:

→ **Cleaning** : requent disinfection (at least twice a day) of objects that people often get in contact with (toilets, working equipment, door handles, machines, technical equipment, vehicles...). It is strongly advised to ventilate often (every 3 hour) enclosed spaces for at least 15 minutes.

→ **Social distancing** : 6 feet distance between people (4 squared feet per person minimum)

In case of sitting spaces: one seat minimum distance between people, no more than 10 people per group.

→ **Crowd control** : materialise a highly visible floor marking and prepare enough equipment to renew it during the whole event duration.

Social distancing starts in the building's surrounding area. If waiting is necessary in front of entrances, it is mandatory to organise the wait (in particular with queues) in order to facilitate pedestrian traffic and to avoid gatherings.

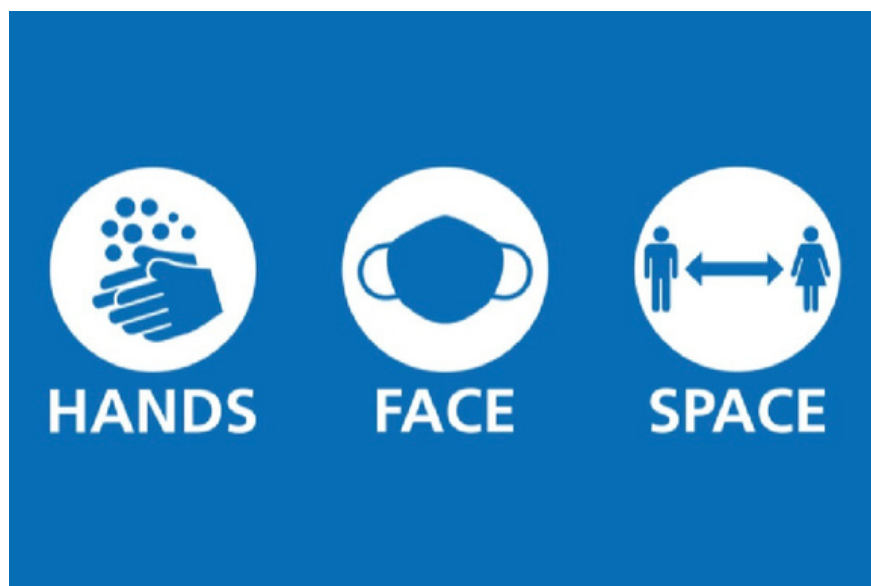
→ **Covid pass** : it is required since last July to enter buildings and attend gatherings where crowd mixing presents higher health risks. For more information, please refer to: <https://www.gouvernement.fr/info-coronavirus/pass-sanitaire>

→ **Personal protective measures** : Ensure that members of the public and staff follow personal protective measures (below). Members of the public must be informed through personal protective measures signalling – preferably at entrances – to inform them and the staff.

→ **Hand sanitizer gel** must be available at each entrance.

In the toilets, it is important to ensure that members of the public are always able to correctly wash their hands by regularly renewing supplies (in particular soap and disposable hand paper). Single-use hand paper must be preferred; forced air hand dryers and hand towels are forbidden. It is also recommended to set up bins that are not opened by hand and equipped with a double bag layer.

→ **Face masks**: stock enough and appropriate individual protection equipment (face masks, facial protection screens, etc.) if they are necessary to the activity.



You will need to give your prior notice to the prefect :

Organisers of gatherings of more than 10 people on public roads or in open spaces open to the public will need to give prior notice to the prefect. The prefect can forbid it if the measures taken do not comply with Article 1 of the decree (personal protective measures and social distancing of at least a metre between two people/ 4m² per person).

These guidelines may evolve depending on the Covid situation.

Some tools for online actions

As the Covid situation can evolve quickly, you will find below digital alternatives you can use if your field actions were to be cancelled. Here are some ideas of platforms/software you could use:

IMAGO TV

To organise an online film show :

Last year, the IMAGO platform allowed us to maintain film shows and debates/conferences that were programmed on the field. This year, if the Covid situation doesn't allow us to gather in cinemas, we can organise shows online on the IMAGO platform! It is a video platform dedicated to social and environment committed contents.

Organisers can choose the film they want to cast, the date and time at which to cast it and choose to show a debate (in live or not) after the movie.



If you want to organise a film show online this year, please fill in this form so we can know in advance which movies will be shown.

And contact us directly at alternatives@generations-futures.fr to know the movies broadcasting conditions or to suggest movies that are not on the PAW list.

ZOOM

JITSI MEET

WHEREBY

To organise a debate or a virtual conference :

Many platforms that are easy to use exist to coordinate online conference or discussions. Unlike Zoom, Jitsi Meet and Whereby allow unlimited duration meetings and unlimited participants.

QRUIZ

To create an online quiz :

QRUIZ allows you to create fun quizzes for free. You can even give detailed explanations at the end of the quiz.

Here are some examples: quizzes about alternatives Easy level

- **Easy** : <https://quizz.net/Q/?t3hMd6>
- **Intermediary** : <https://quizz.net/Q/?c0bGi7>
- **Expert** : <https://quizz.net/Q/?3prSmo>

➤ <https://quizz.net/>

GENIALLY

To create all types of visual contents :

Genial.ly allows you to create presentations, infographics, cases, videopresentations, ePosters, quizzes

➤ <https://www.genial.ly/>

LUMEN

To create videos :

You can easily produce edits mixing movies and visuals on Lumen.

You can make an informational video but also imagine a video competition

➤ <https://lumen5.com/>

Funding

Can I get financial support?

You may be able to get funding or logistical help or communication assistance for your activity. Please contact potential partners but also city councils and local authorities, local companies or local charities and tell them about your project.

You can also get inspiration from our national partners' list and from local representatives of Generations Futures. Don't hesitate to contact them if they are located in your area so they can help you!

Occasionally, Generations Futures can also provide financial help. Contact us at alternatives@generations-futures.fr to talk about it.

Can I organise a paying event?

You can offer participants a "pay what you want" option to help fund the organisation.

Just keep in mind that PAW events cannot have a commercial nature or be used for funding purposes.

Finally, some tangible examples



Organising an organic meal in a school

- 1** - Elaborate the menu from pesticide-free, local and seasonal food.
- 2** - Offer this menu in your school as part of a "pesticide alternatives" day. Think about detailing the ingredients, their origin, etc.
- 3** - Use the meal to raise awareness about health, environment and eating issues.



Organising a gardening workshop

- 1** - Buy some equipment, compost and organic seeds.
- 2** - Find pesticide-free gardening techniques using the subject matter expert website <https://www.jardiner-autrement.fr/>
- 3** - Organise a pesticide-free gardening workshop in your establishment



Designing an online quiz with QRUIZ

- 1** - Teachers, professors: design a quiz about local and seasonal fruits and vegetables, about pesticides...
- 2** - Book a computer room and offer your students to take the quiz.
- 3** - Prepare a prize for the winner(s)

STEP N°3

HOW TO REGISTER THE EVENT AND AGREE WITH THE CHARTER'S GUIDELINES.

How to register the event on the « PAW» website.

Once your event has been created, just go to the organizer's homepage to register it.



<https://www.pesticidesactionweek.org/register-an-event/organizers>



This way your event will appear on the event map !
It will make your event more visible locally and nationally, the website being frequently visited by the public and the journalists.



ÉVÈNEMENTS

How to agree with the charter's commitments.

By registering your event on the PAW website you agree to the following charter's guidelines :

1- .The Pesticide Action Week goals

The organizers can start any action from March 20th up to the 30th as long as their aims are among the following :

- # Inform and raise awareness among every publics of the health and environmental risks of the use of synthetic pesticides (or non authorized in organic agriculture)
- # Promote every reasonable alternatives to chemical synthetic treatments for every uses (agriculture, gardening, public roads, green spaces, houses, textiles etc...)

2- Non violence

Actions will have to take place in accordance with the principals of non violence (physical integrity of any person and no destruction of material goods) and non discrimination.

3- But non-commercial

No event can be held nor supported by any firm producing or marketing pesticides.

In case if these commitments were not stood by, the coordinators would cancel the action registered on the website without notice and would ask the participants not to register their action as part of the Pesticide Action Week anymore.



STEP N°4

HOW TO COMMUNICATE

DOWNLOAD THE COMMUNICATION KIT





You will find every usefull resources to communicate in the organizer homepage : especially texts models and every kind of PAW imageries (posters, logos, social media banners, etc...)



<https://www.Pesticideactionweek.org/organize-an-event/tools/>



Here are some leads to communicate around you :

-  **Send a newsletter or a mail to your contacts, your network to keep them informed about your involvement in the Week for pesticides alternatives and about your event.**
-  **Write an article in one of your newsletters**
-  **Write an article on your website**
-  **Post the informations on social medias (you can create an event on Facebook, etc...)**
-  **Contact local papers**
-  **Print a flyer to put up in your local cinemas, organic food shops, local associations, your town hall, local schools...)**

Text-Model

For emails, articles or posts on social medias.

The **17th Pesticide Action Week** (PAW) will take place from **March 20th to March 30th** .

During the first 10 days of spring, a symbolic period of chemicals spreading in the fields, hundreds of events will take place all over France and other countries : movie debates, meetings, exhibitions, farm visits, walks, workshops, markets... Various events having the same goal : demonstrate that pesticides are not inevitable and how to get rid of them.

The 2022 occasion topic is ONE HEALTH, meaning global health, which is referring to the existing links between human health and biodiversity protection. Health and environmental effects of pesticides concern the all of us, whatever we do, whoever we are : consumers, farmers, elected representatives, citizens, gardeners, cooks ... We all can choose to support alternatives to pesticides in our everyday lives !

We hope this year that the health crisis will let us organize many field experiences ! Discover the programme and every usefull resources on www.pesticideactionweek.org

The Pesticide Action Week also can be found on social medias :

Facebook : @SemaineAlterPesticides

Twitter : @Alter_Pesticide

Instagram : @alternatives_pesticides

The PAW is coordinated by Générations Futures association and gather 50 French and international partners. Don't hesitate to contact Guilhem, the PAW coordinator : alternatives@generations-futures.fr / +33 (0)9 70 46 79 19

Social Media

Some examples of social medias posts.

*Enjoy spring's coming promoting alternatives to pesticides ! From March 20th to March 30th, the 17th **@PesticideActionWeek** will take place everywhere in France and is related to the subject ONE HEALTH : only one health for our territories. Movie debates, meetings, natural gardening workshops, shows, farms visits or walks.*



*Ten days to make the pesticide action week noticeable, ten days to make local initiatives and national levers known : Let's grow tomorrow together !
Check out the complete events' programme : www.pesticideactionweek.fr*



***@Alter_Pesticide** is back from March 20th to March 30th 2022 with the theme **#onehealth#santéglobale** ! It's time to display the various events to promote the **#alternatives to #pesticides** www.pesticideactionweek.org*



You would like to make your children or your pupils mindful of the existing links between human health and biodiversity ? Get them registered to the contest « Graine d'Artiste » to let them imagine and think about environment protection.

*Every infos are on www.pesticideactionweek.org
@Alter_Pesticide #alternatives #YestoAlternatives*



*Go on **@Alter_Pesticide** to sign up the European Citizen Initiative supporting a respectful agriculture and a healthy environment. Here it is : <https://www.generations-futures/actualites/eci-pesticides/>*



*You would like to get rid of **#pesticides** but you don't know how to reduce your exposure ? Join the Week **@alternatives_pesticides** to discover every **#alternatives #YesToAlternatives***



*Spring's coming back is also time for chemicals spreading in the fields. The Week **@alternatives_pesticides** starting from from March 20th up to March 30th reminds us that numerous **#alternatives** exist. Let's grow the future together !*

CONGRATULATIONS



That's a wrap ! All you have to do now is create and register your event to the PAW website.

For 16 years you have given life to the Pesticides Action Week. And with each year that passes, more and more people work together for a world without pesticides. We would very much like to thank you for your motivation and fervor !

Together let's plant a seed for a better futur.



CONTACT

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