

PESTICIDE ACTION WEEK

Edition 2023 :

Alternatives to pesticides, organic farming

ORGANISER'S GUIDE

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#SPAP2023

SOMMAIRE

STEP 1

CREATING AN EVENT.....

4

STEP 2

ORGANISING AN EVENT.....

6

Covid restrictions.....

6

A few tools.....

7

Funding.....

8

STEP 3

**REGISTERING TO THE WEBSITE AND
ADHERING TO THE COMMITMENT
CHARTER**

9

STEP 4

COMMUNICATING.....

11

CATALOG.....

15

CONTACT.....

16

INTRODUCTION

What is the SPAP ?

The Pesticide Action Week (SPAP in french) 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,

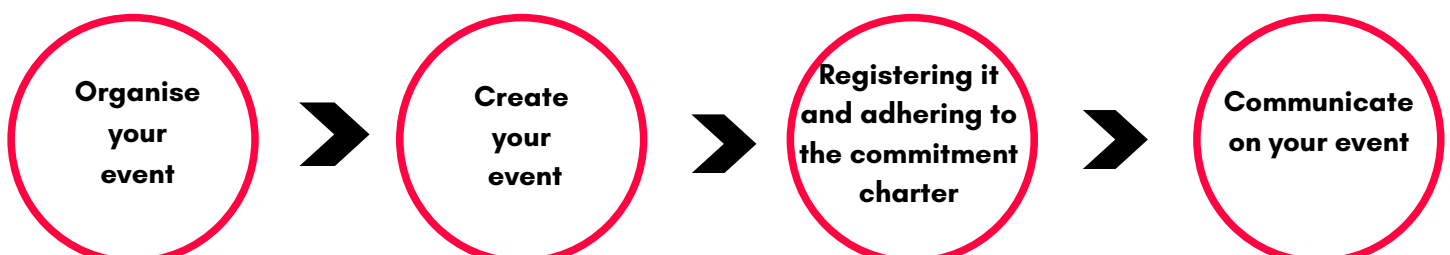
A farmer,
A citizen,
A gardener,
A restaurant,



Do you want to highlight alternative solutions to pesticides ?

Then this guide is here to help you organise one or more event during the SPAP

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, EXHIBITIONS

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 ?

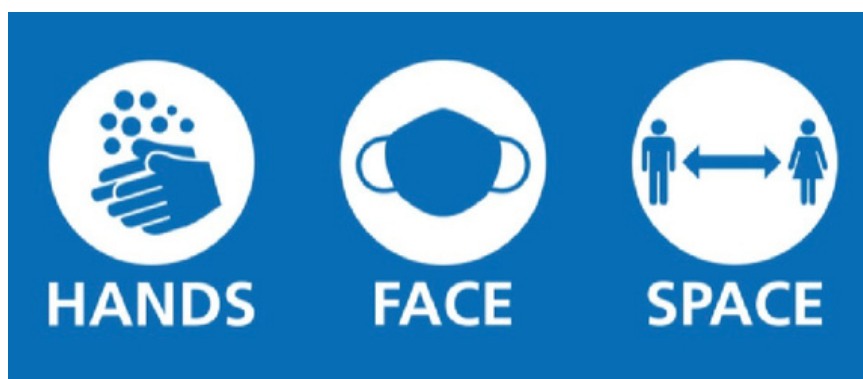
Go check the guide to organising festivals and public gatherings (in French) created by the Ministry of Culture, which gathers the main measures to set up:

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

We recommend that you pay attention to these two points in particular:

→ **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.

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



These guidelines may evolve depending on the Covid situation.

Some tools for online actions

Below are some digital alternatives that you will have the opportunity to implement. Here are some ideas of platforms/software you can use:

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



<https://quizz.net/>

To create an online quiz :

QRUIZ allows you to create free and fun quizzes. You can detail the explanations of the answers at the end of the quiz. Find the 10-question quiz created by Générations Futures by clicking here.

GENIALLY



<https://www.genial.ly/>

To create all types of visual contents :

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

CANVA



<https://lumen5.com/>

To create videos :

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

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

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!

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 SPAP 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 « SPAP» 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 SPAP 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

We list here all the resources needed to communicate in French and English.



You will find in this file all the visuals:

- The official poster
- The official poster to fill in
- A flyer to print or share as an attachment
- The banners adapted to social networks
- Stories to fill in with your events
- Visuals of publication to fill with your events
- The poster of the Graines d'Artistes contest
- The poster of the SPAP Challenges

[Click here to access the file](#)

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.

From March 20 to 30, the **18th Pesticide Action Week** (SPAP in french) will be held. During the first 10 days of spring and while pesticide spraying in rural areas resumes, **hundreds of events** will take place all over France and in several other countries: movies or filmed debates, conferences, exhibitions, visits to places that offer alternatives and are representative of the agricultural and food world that we want to see become the norm, workshops, information booths... A variety of events that share the same objective: to show that synthetic pesticides are not inevitable and that it is possible to do without.

In this year 2023, no theme but a return to the essence of SPAP: **alternatives to pesticides**. Together, let us show that these **alternatives work**, they protect us from the harmful effects of pesticides, they preserve biodiversity and keep us away from pollution, they are multiple, creative, exciting and abundant. Let's put an end to the prejudices and the attacks of the agrochemical lobbies against them. **These alternatives are everywhere and everyone can make good use of them**: farmers, amateur gardeners, teachers, students, elected officials, citizens... Together, let's cultivate the future!

This year, let's be more and more numerous to promote them!

Join SPAP's partners in organizing your event during this week, relay the information, and participate in the events held online or near you. To learn more, discover the program and all the useful resources on **www.semaine-sans-pesticides.fr**

The SPAP is also present on **social networks**:

Facebook: @SemaineAlterPesticides

Twitter : @Alter_Pesticide

Instagram : @alternatives_pesticides

SPAP is coordinated by the french association Générations Futures and brings together about fifty French and international partners.

Do not hesitate to contact Nadine, Émilie, Inès or Astrid, SPAP coordinators via the email alternatives@generations-futures.fr / +33 (0)1 45 79 07 59

Social Media

Some examples of social medias posts.



Take advantage of the arrival of spring to promote alternatives to pesticides! From March 20 to 30, the 18th [@PesticideWeek](#) takes place throughout France and in other countries. Take this opportunity to promote alternatives to pesticides and a healthy agriculture, respectful of the environment and of the health of everyone. On the program: film-debates, conferences, natural gardening workshops, drawing contests, shows, visits to places that promote alternatives and are representative of the agricultural and food world that we want to see become the norm... Ten days to seize the opportunity to discover alternatives to pesticides through events that suit you: Together, let's grow the future!

Consult the complete program of events: www.semaine-sans-pesticides.fr [#SPAP2023](#)



[@Alter_Pesticide](#) is back March 20-30, 2023 to promote an alternative agricultural model! It's time to check out the different events promoting [#alternatives to pesticides](#) www.semaine-sans-pesticides.fr [#SPAP2023](#)



Let's make children and students aware of tomorrow's agriculture without dangerous pesticides! Mix imagination and environmental preservation by having them participate in the "Artists' Seeds" contest. ➡ www.semaine-sans-pesticides.fr [@Alter_Pesticide](#) [#alternatives](#) [#SPAP2023](#)



Take advantage of the [@Alter_Pesticide](#) to discover alternatives near you! Go to www.semaine-sans-pesticides.fr [#SPAP2023](#)



Want to go [#pesticide-free](#) but don't know how to reduce your exposure? Come to [@pesticidealternatives](#) Week to learn about all the [#alternatives](#) [#YesToAlternatives](#) [#SPAP2023](#)



The arrival of spring also means the resumption of spraying in rural areas. The [@alternatives_pesticides](#) week from March 20 to 30, 2023 reminds us that [#alternatives](#) exist and there are many. Together, let's grow the future! [#SPAP2023](#)

Press Release

The 18th Week for Alternatives to Pesticides (SPAP) will be held from 20 to 30 March 2023.

During the first 10 days of spring, which symbolize the return of pesticide spraying in rural areas, hundreds of events will take place throughout France, but also abroad, with three objectives:

- INFORM citizens about the risks of synthetic pesticides for our environment and our health.
- PROMOTE alternative solutions to produce, consume and live more sustainably.
- FEDERATE a network of actors and mobilize an ever-wider public.

In 2023 : The urgency to promote, more than ever, alternatives to pesticides.

The dominant agricultural model, dependent on chemical inputs, is showing its limits. Its negative externalities impact our daily lives through the pollution of our environment (water, air, food, soil), the harmful effects on biodiversity and therefore inexorably on our health (certain cancers, neurodegenerative diseases...). The very good news is that alternatives exist. The proof: since 2005, thousands of citizens and hundreds of organizations promote them every year during the Week for Alternatives to Pesticides.

In 2023, this fight remains more relevant than ever! As an example, the European regulation on the sustainable use of pesticides has been under serious attack by the agrochemical lobbies and various Member States for months. The reason? Among other things, its objective of reducing the use of pesticides by 50% by 2030.

It is high time to go beyond the wait-and-see attitude that is wasting too much time!

We do not want to let the detractors of alternative models, such as those against organic farming, procrastinate and slow down the essential change that many people want to see. Farmers and all the sectors must be supported and accompanied towards these changes, that is the meaning of the future.

In concrete terms, SPAP consists of hundreds of events (online and in the field) organized by multiple actors (associations, local authorities, companies, unions, schools, associations, students): conferences, film-debates, visits to places that offer alternatives and are representative of the agricultural and food world that we want to see become the norm, workshops, information stands... SPAP is coordinated at the national level by the association Générations Futures and brings together dozens of partners. Everyone can set up an action during this important time. **The events are varied and share the same objective: to promote alternatives to synthetic pesticides. This year, even more than in 2005 when this event was created, it is urgent to mobilize!**

For more information, please visit: <https://www.semaine-sans-pesticides.fr/>

CONGRATULATIONS



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

For 18 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.



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