

The annual European Agrobiodiversity Day (EAD)
29th September - to promote agrobiodiversity throughout Europe!

**“Preservation or Adaptation?
Conservation in the face of a changing environment”**
29th September 2011

Guidance notes:

The aim of the event is:

- to inform people about the situation of rare breeds and varieties in each country
- to promote awareness for agro-biodiversity
- to raise media awareness of SAVE and partner organisations, to facilitate fundraising
- to launch a “positive” message to governments: that local varieties and breeds have a special economic, scientific, social and environmental role.

The theme of this year’s EAD is **“Preservation or Adaptation? – Conservation in the face of a changing environment”** This year we wish to focus on climate change and what that means in the context of conservation of agrobiodiversity – see the information leaflet included in this package. Translate the text or parts of it into your national language, add to it information on your local projects, breeds and varieties, the special situation, problems or activities in your country and about your own organisation. It would be especially good to add some examples to the text to promote something supported by your organisation. Add some attractive pictures and also information about how people can help your organisation or support your aims. Send your information package as soon as possible to your National Government and all important newspapers, magazines, TV- and Radio producers in your country. Please send us details of any events you have planned – we can help draw attention to them via the SAVE eNews.

Promote your national activities as a part of the international network and inform the public about SAVE and your organisation’s activities to conserve endangered animal breeds and plant varieties. There are many different ways to make the European Agrobiodiversity Day a successful event. Here are some suggestions to choose from:

- preparing some small information stands in the big cities
- distributing leaflets or posters with information and pictures
- organising a Talk Show on “forgotten and endangered breeds and varieties” on the TV or Radio or a discussion in a University, at a meeting of an environmental organisation ...
- organising tours to farms to see real animals and plants
- inviting people to visit places with old breeds and varieties (farm-visit-day)
- organising a market, exhibition, tasting of specialities or another similar event
- preparing information about traditional products or farming systems to be used by teachers
- starting a competition for the best picture or photo of an old breed or variety in schools or magazines
- inviting TV and journalists to a press-conference. Prepare some fascinating stories and pictures (young animals and children, cute and fluffy!) about your rescue actions and problems involved in conserving old breeds for the future...
- promoting one type of traditional landscape or farming method (“landscape of the year”) showing how farming in this way helps to conserve rare breeds

!!Try to find a supporter to sponsor this day!!

(a bank, foundation or other)

And please keep us informed about what activities you have planned this year and how you have promoted European Agrobiodiversity Day 2011!