

**The European Agrobiodiversity Day (EAD)**  
(A special day for forgotten and neglected breeds and seeds)

**Ark and Rescue Centres**  
29<sup>th</sup> September 2008

**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 fund-raising
- 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 forth EAD are “**Ark and Rescue Centres**” Here we aim to promote the concept of Ark and Rescue Centres and the ELBARN Project – 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 change some examples in the text to 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.

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 this third 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)*

Please ask us if you need more information or some other support.  
And please keep us informed about what activities you have planned  
and about the great success you have on the 29<sup>th</sup> September 2008!