



LAB 4 “CAMPAIGNING FOR BIODIVERSITY: HOW TO ENGAGE CITIZENS”

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Overview



Part 1

- What is public communication? What is campaigning?
What campaigning is not
- Basic elements for public communication
- Basic elements for campaigning

Part 2

- One example for campaigning for biodiversity and seeds:
“Freedom for Diversity” Campaign on EU seed marketing law (ARCHE NOAH & Global2000)
- Public communication & campaign opportunities for the upcoming reform of EU seed marketing laws
- Outlook for Friday



What is public communication?

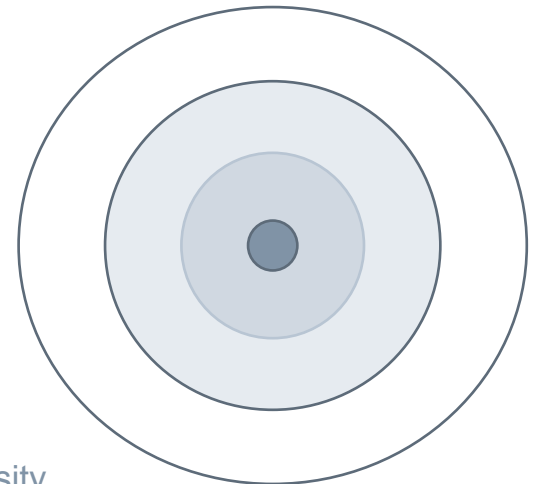


Public communication ...

... is a “*conversation*”/interaction
with (*parts of*) the *broader society*
often with *the goal to inform and/or persuade*.

With which parts of society do we want to communicate? We have to choose!

- Not „everyone“ – but also not just our bubble
- E.g. the „circl“ of people concerned about food,
the environment, human rights.



Basic elements for public communication



- **Initiator** of communication: You (+ allies?)
- **“Audience”**: (Part of) the public
- **Purpose**: Why are we communicating? To inform, to persuade?
- **Message**: Keep in simple!

Message should matter to your audience: To their lives, their values and/or broader interests (e.g. food is connected to the daily experienced life of more people than seeds)

Advice: The bigger your audience, the simpler the message

Medium: E.g. Social Media, print, TV, radio.

We want to reach minds & hearts! This is often already what we do when we talk about our work 😊

Wherever there is communication, there is feedback!



What is campaigning?



Campaigning (in civil society contexts) involves public communication, but has a specific goal to **motivate**:

*Someone (and/or many!) should take **action**
to **create** (social and/or ecological) **change**.*

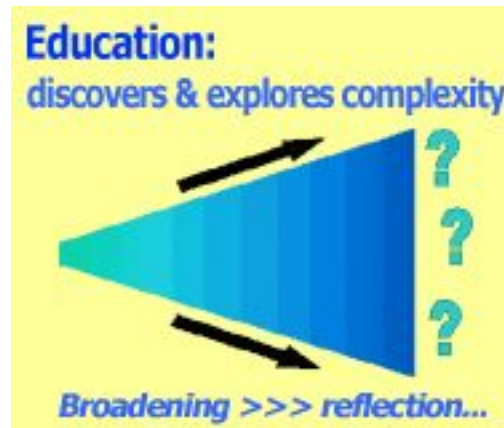
We need a vision (of the “new normal” after the change).

“If politics is the ‘art of the possible’, campaigning is the science and art of changing what is possible. Campaigning lowers the barriers and increases the incentives to take action.” (Chris Rose, campaignstrategy.org)



What campaigning is not

- **Education**



- But campaigning can be “education by doing”.
(Source: Images + Quote: Chris Rose, campaignstrategy.org)

- **Lobbying** (but lobbying can be part of a campaign!)
- **Creating fears/scandals/superficial messages without a broader vision or analysis**

When do you campaign?



- Short answer: Only when you have to ;)
- “Technical”, smaller problems: Try lobbying first!

Campaigning can follow when lobbying does not work – it usually takes more resources or more people. But it usually also motivates more people to join!

- Campaigning is **needed for shift the balance of power** and create big changes towards transformation (e.g. of the food system)

Big changes need people power!



Elements of a campaign



- **Analysis of status quo/context/problem**

Who are the actors? Who benefits from the status quo? How?
What is the history of the problem? Who is interested in change – maybe for different reasons than you?

- **Vision/solution**

How should the world look like in 10 or 20 years? What has changed?

- **Action**

What needs to be done to get from problem to vision? Who needs to take action?



Elements of a campaign 2



Connect these elements to a story:

- Who are the characters representing the problem and the solution?
- What is the conflict (of interest)?
- What emotions does the story create? Which values are in the story?

Challenge yourself: 3-5 sentences are enough for the basic story!

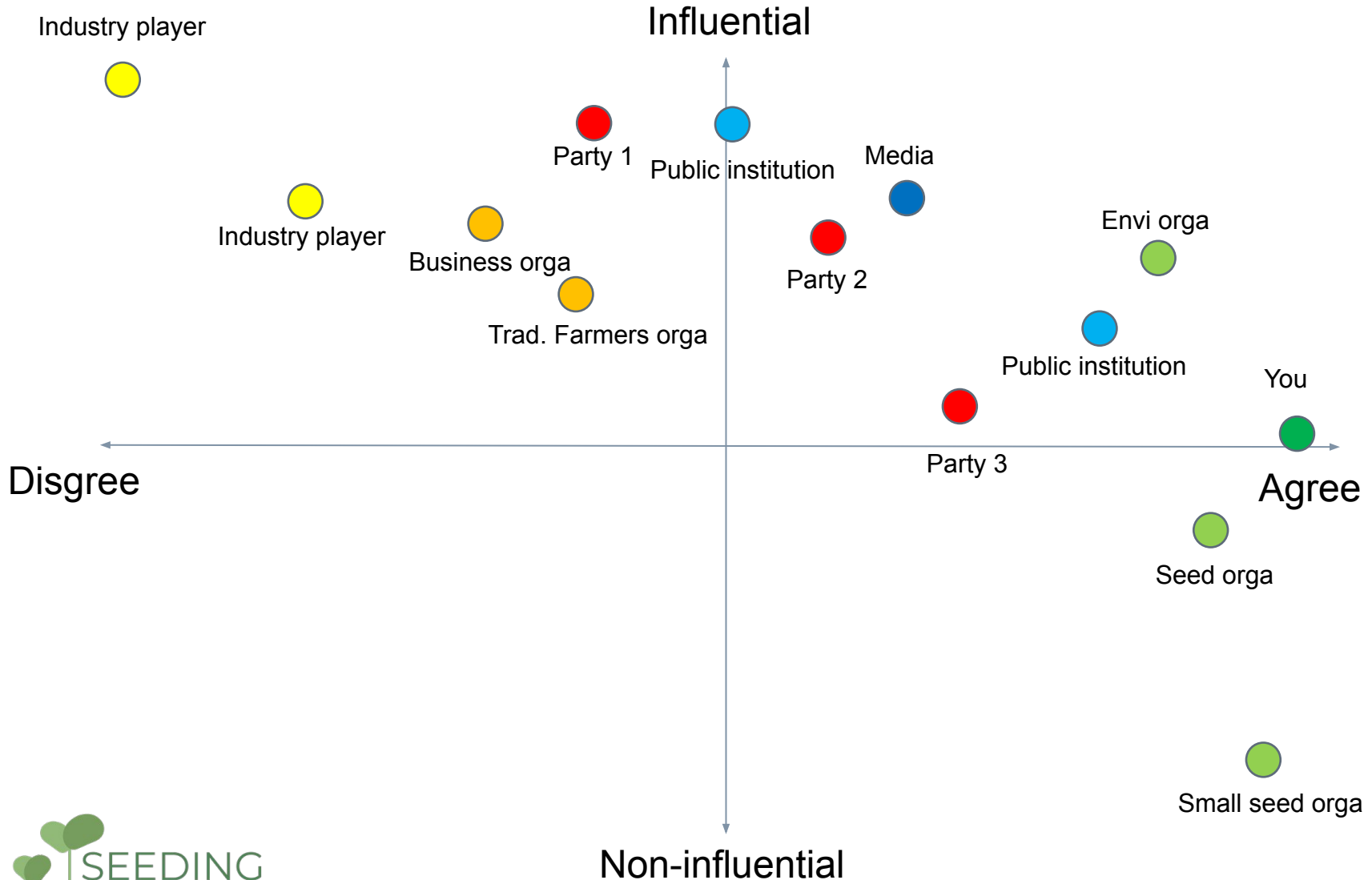
Elements of a campaign 3



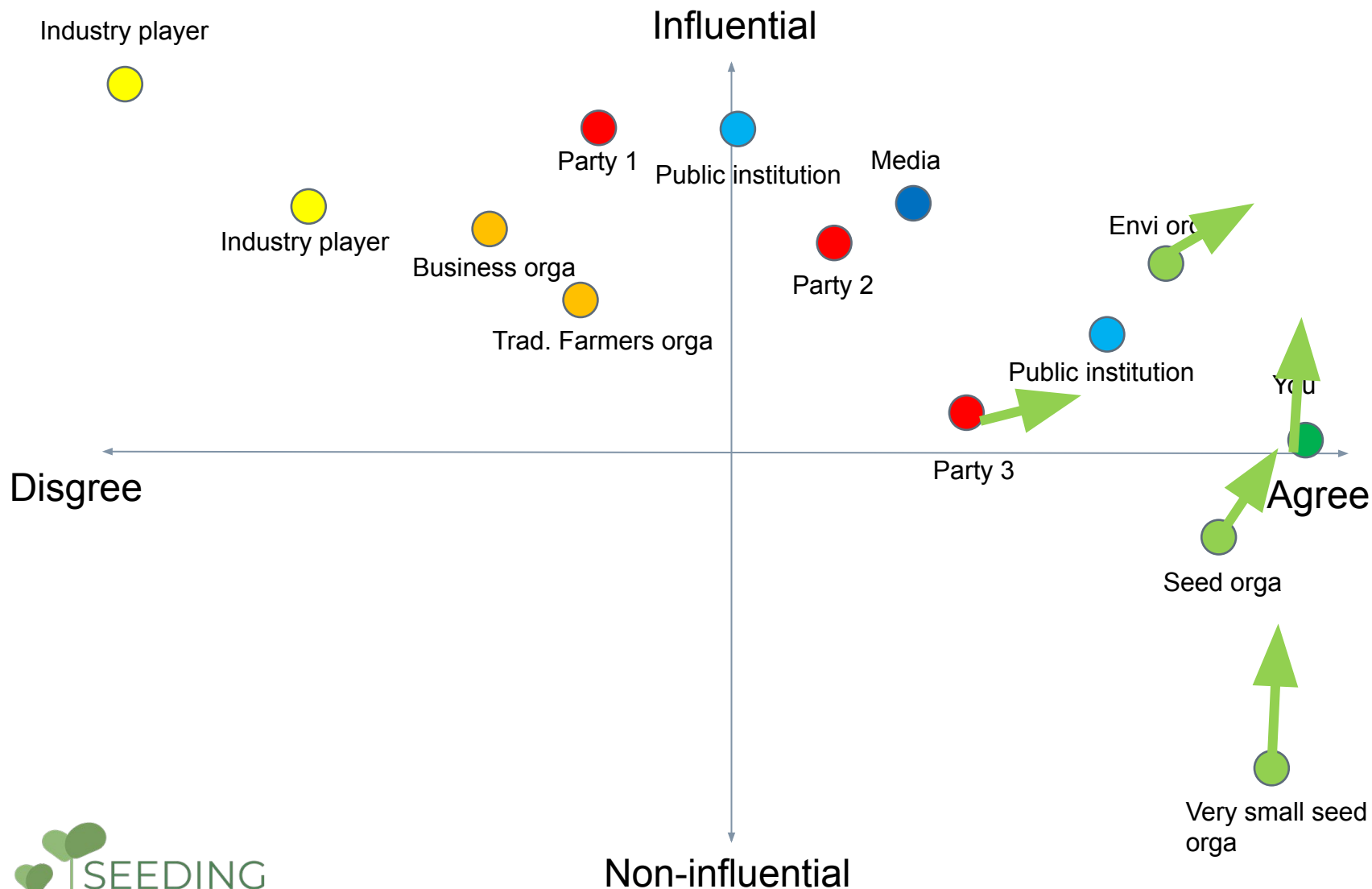
- **Strategy:** How do we get create the change? Who to we need to pressure? With whom (= for this concrete issue, can change over time and issues)? What are the roles in the campaign for allies, supporters? How do we support/create alternatives?

Helpful tool: Power Map

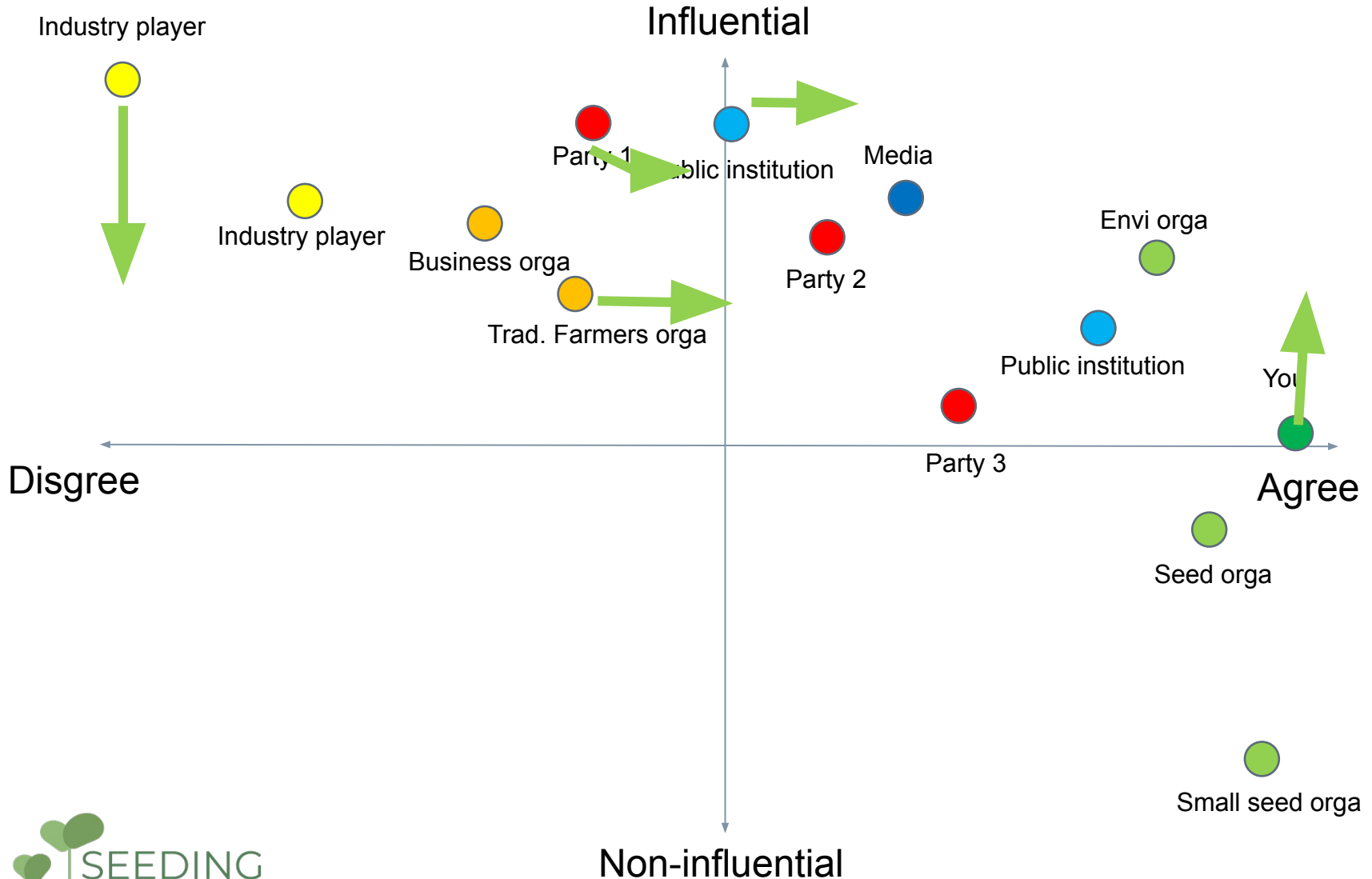
Power Mapping: Issue-specific



Power Mapping: Changing dynamics 1



Power Mapping: Changing dynamics



Elements of a campaign 4



- **Tactics:** Concrete actions/mobilisation calls etc.
 - Different tactics possible from low engagement (e.g. read newsletter or sign a petition) to higher engagement (e.g. send a seed package, call your MEP)
 - Can be centralized (media outreach of an organization) or decentralized (e.g. toolbox that is used all over Europe)

For all elements from story to tactics: Go out there & try – get feedback – go out there again – ...

“People powered campaigns” use this strategy already for planning!



Questions?

Short Break



Overview



Part 1

- What is public communication? What is campaigning?
What campaigning is not
- Basic elements for public communication
- Basic elements for campaigning

Part 2

- Two examples of campaigning for biodiversity and seeds:
 - Last reform of EU seed laws: “Freedom for Diversity” Campaign on EU seed marketing law (ARCHE NOAH & Global2000) & other campaigns
 - „Sprouting from Disaster“/Philippines (Greenpeace & others)
- Public communication & campaign opportunities for the upcoming reform of EU seed marketing laws



Campaigning on Biodiversity & Seeds



- Seeds are a crucial part of the food system – but the “politics of seeds” often do not play big part of the public debate on the future of agri & food (yet!)
- But successful campaigns + huge potential, relates to different values and perspectives:
 - From “*conserve*” to “*transform*”,
 - from “*right to have & circulate*” to “*freedom from overregulation*”
 - Social, economic, and ecological aspects
 - Stories of seeds take place along the whole food system, from gardeners & farmers to every piece of food on the plate of consumers
- We need to save seed diversity – but we also need seed diversity as our life insurance



Last EU Seed Law Reform (2008-2015)



- Big civil society campaigns led to rejection of reform proposal by EU parliament = big impact!
- 900.000 signatures in Europe, 500.000 for the campaign „Freedom for Diversity“ (mostly AT), 150.000 for „Campaign for Seed Sovereignty“ (mostly DE)
- But also 50.000 emails to MEPs + seed packages sent
- AT campaign messages: Protect democracy and farmer's rights + choice and transparency for consumers



Last EU Seed Law reform: Common Declaration



ARCHE NOAH

Declaration of the 5th European Seed Meeting, „Let's liberate diversity!“

From March 25. to 27, 2010, 160 representatives of the European seed networks gathered in Graz, Austria, for the 5th European Seed Meeting “Let's Liberate Diversity!”. They included groups that work on the conservation, use and distribution of plant diversity, civil society organizations, gardeners, breeders, and men and woman farmers from over 20 countries. For the first time, the conservation of livestock diversity was discussed in the context of this meeting, since diversity loss is also very advanced within animal husbandry. A declaration on livestock diversity is annexed to this text.

Graz Declaration: Freedom for Diversity

Each human being has the right to live without hunger and to eat adequately. This human right includes access to productive resources, in particular seeds.

In the long term, Food Sovereignty can only be achieved through a culturally rich, ecological food production, based on locally-adapted varieties and on the collective care and development of this diversity.

For thousands of years, people all over the world have been creating livestock and crop diversity. This bio-cultural diversity emerged on our planet as a reciprocal process between human beings and nature, in many localities, through pastoralist grazing and over long periods. The fact that people all over the world have access to it is fundamental for our daily bread and for the food sovereignty of all peoples and communities. This diversity is an elemental part of the human right to food; it must remain a common good, belonging to everyone.

We defend farmers' rights to obtain seeds from their own harvests, to breed them and to distribute them.



Last EU Seed Law reform: Petition





Freiheit für die Vielfalt!

Lesen Sie mehr zum Thema

GEFAHR FÜR SAATGUT DURCH NEUE GESETZE

2013 wird das EU-Saatgutrecht überarbeitet. Die Industrie betreibt Lobbying für Gesetze, die kleine Samenhändler, Baumschulen, bäuerliches Saatgut und die Sortenvielfalt gefährden.

Saatguttausch: Bald illegal?
Der freie Tausch von Saat- und Pflanzgut zwischen Bauern und Gärtnern könnte strafbar werden. Auch gefährdete Sorten dürften ohne aufwändige amtliche Zulassung nicht weitergegeben werden.

ARCHE NOAH und GLOBAL 2000 setzen sich für ein nachhaltigeres EU-Saatgutrecht ein. Zum Schutz der Vielfalt, der Konsumenten und der bäuerlichen Saatgut-Kultur.

Achtung! Aufgrund des großen Interesses an der Petition kommt es zeitweise zu Störungen an deren Behebung wir auf Hochtouren arbeiten. Wir bitten um Verständnis!



Eine gemeinsame Kampagne mit Arche Noah



Gemeinsam erreichen wir 160.000



Last EU Seed Law reform: Tactics



ARCHE NOAH

Ihre Botschaft an das Europa-Parlament

Englische Version für EU-Abgeordnete aus nicht deutschsprachigen Ländern

*The Future of seeds
lies in your hands!*

Dear Member of the European Parliament!

*I am worried. The diversity of crop plants is at the very
basis of our civilization, and now endangered by the new
EU seed regulation!*

*Today, I am sending you precious freely propagated seeds.
I really hope that my concerns fall on fertile ground:*

*Please send back the proposal to the EU Commission in the
coming votes on the EU seed regulation.
Bureaucracy and industry standards must not ban diversity
from the market, and the free exchange of seeds must
remain possible, to protect diversity, the freedom of choice
and farmers' rights.*

Thank you! Sincerely yours

name

address / email address

*The sachet
contains
seeds of*

ATTENTION

„Freedom for Diversity“ 2



Elements of Strategy & tactics:

- Austria: Cooperation ARCHE NOAH & Friends of the Earth Austria/Global 2000
- Conflict: People against seed laws (& industry + partly EU Commission). Solution: Sustainable law/totally different law
- Had a strong consumer angle & support from retailers, cooks, a comedian, well-known farmers
- Work on European level, campaign work in several countries (e.g. Germany)
- Mass mobilization, but also more targeted actions + lobbying in Brussels and on national level
- Mobilised politicians from different parties: Conservatives, Social Democrats, Greens etc.
- Challenges: Different national situations before proposal



Example 2: „Sprouting from Disaster“/Philippines (Greenpeace & others)



Greenpeace volunteers prepare to distribute rice seeds for planting, to farmers whose fields were totally destroyed by Typhoon Ruby (Hagupit). A group of farmers from the islands of Cebu, Bohol and Negros – strong movers of sustainable and ecological agriculture – came together in the spirit of 'Balaynihan' (communal work) to aid fellow farmers by collecting ecologically farmed rice seeds, root crops, vegetable seeds and organic fertilizers. The seeds were presented to 125 of the most affected farmers by typhoon Hagupit in Dolores. ©Charlie Saceda / Greenpeace

See full report: Greenpeace South East Asia – Philippines: [Sprouting from disaster](#).
Institutionalizing Farmer to Farmer Ecological Seed Response for a Sustainable and Ecological Seed and Food System in the Philippines

Example 2: „Sprouting from Disaster“/Philippines (Greenpeace & others)



- **Different context and organisations:**
Greenpeace Southeast Asia – Philippines, in collaboration with farmer groups, civil society organizations, and local government units from 2014 to 2016
- **Farmer to Farmer Ecological Seed Response** after a natural disasters = “build back better” principle. Communication by action! Political demands follow the action
- Farmers shared rice seeds, root crops, vegetable seeds and organic fertilisers – different organisations (Greenpeace, Rice Watch Action Network, #IAmHampasLupa Youth Movement for Ecological Agriculture & others) mobilised helpers and logistics – hundreds of farmers got seed packages
- Developed political demands for sustainable and ecological seed and food system + demand for “default response” from government

Upcoming reform of EU seed laws



- EU Commission will make a **proposal for a new reform of the EU seed laws ~ June 7, 2023**
- **Vision** of many diversity actors from 2021:
https://www.arche-noah.at/files/common_vision_for_cultivated_plant_diversity.pdf

Campaigning & public communication: Many opportunities, some challenges

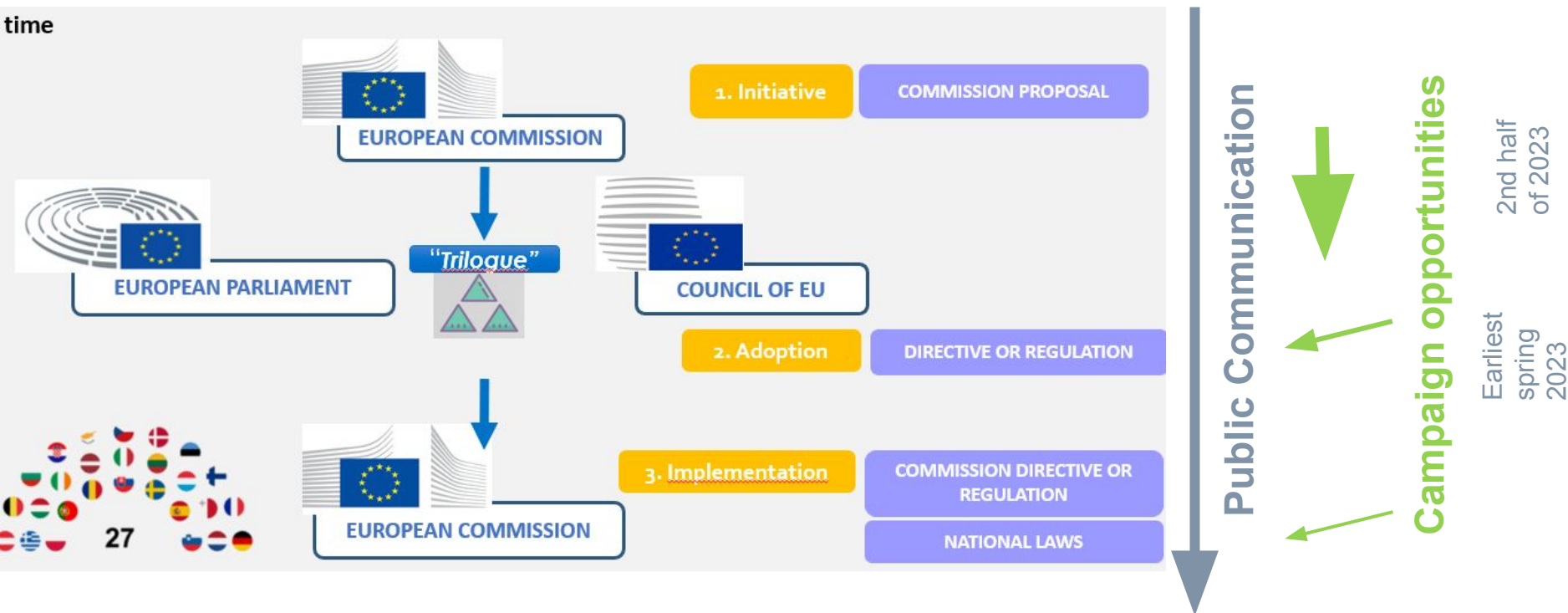
- Loss of crop diversity = loss of our „life insurance“. Conservation and sustainable use even more important in times of climate change
- Higher awareness and stronger social movements for ecological issues and for sovereignty/independence
- UNDROP declaration, „Farm to Fork“ strategy, international commitments. Current seed laws are not fit for this context!
- But „Fake solutions“ and short-term productivity pushed by industry



Upcoming reform of EU seed laws 2

When is the right time for public communication & campaigning?

Lab 3:



Upcoming reform of EU seed laws 3



What can you do?

1. **„Test“** stories around seed laws in your community and also beyond. Who could be allies for the reform?
2. **Raise awareness** on Social Media + with journalists you have contact to
3. **Be ready** for working on/joining a campaign in the second half of 2023 if needed

At the meantime: Lobbying is needed to raise awareness with decisions makers!



**Questions? Comments & your experiences
with campaigns on seeds diversity?**

Draft outlook for session 2 of the Lab



Friday, January 27, 1-2pm CET

1) **Quick Recap**

2) **Questions and Answers .**

3) **Your coice:** What do want to practice, learn more about?

Tell us! Go to [menti.com](https://www.menti.com) and use Code 3401 766 1

<https://www.menti.com/al93g69g4a9o>

4) **Overview:** Seeding Europe Activities + outlook for EU seed laws reform



**Thank you
& see you on Friday!**

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