



M.Cvetković, G.Djurić

Public Awareness as a tool in promoting sustainable use of genetic resources

SEEDNet the Way Ahead
CropSustaIn Workshop
Ljubljana, November 5th and 6th, 2014

☞ Raising concern in **different target groups** related to the genetic resources conservation creates social corpus which contributes to the quality of work and allows diversification of the process.

☞ Conservation of plant genetic resources in the long term implies involvement of the **broader community** and its active participation.

PUBLIC AWARENESS vs PUBLIC EDUCATION

👍 Public awareness ☞ informing, sensitizing,
drawing attention to genetic resources
seminars, brochures...

👍 Public education ☞ imparting knowledge,
know how
workshops, training courses...

Education is more interactive (2-way communication)

☞ In addition to cooperation with producers and general adult population, there has been a large number of activities aimed at younger generations in order to familiarise them with this issue.

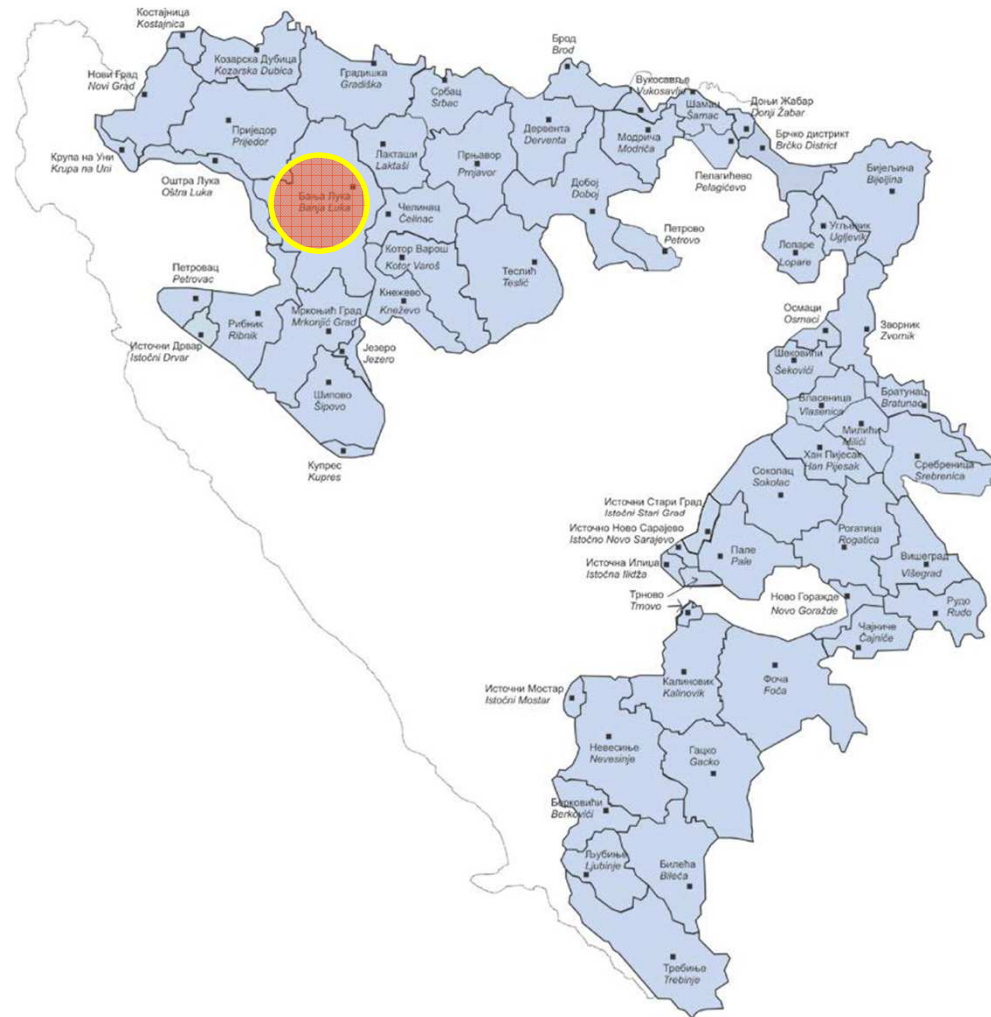


☞ Work with younger generations aimed at promoting the conservation of genetic resources is a CHALLENGE for itself, primarily due to the **specific age** of the target population, hence the **specific approach** to the work.

Starting from year 2006/2007, in Republic of Srpska a continuous work with various populations of children from primary and secondary schools took place in order to motivate them to understand the importance of genetic resources conservation. All activities were done through **working group**.



The first in the series of projects titled "*Zapis u oku*" (Written in the eyes) was aimed at primary school pupils from grade six to grade nine from primary schools in Banja Luka. The project targeted the issue of **plant genetic resources** conservation and is carried out through a number of various activities.



THE PROJECT IN BRIEF

- ☞ Project duration 8 months
- ☞ 10 primary schools in Banja Luka
- ☞ Over 600 participants
- ☞ 300 winners (bags, shirts, pencils, notebook)
- ☞ The best 30 spent 3 days at an educational workshop on Kozara mountain
- ☞ Best drawings were exhibited in the city park

METHOD

- ☞ Access workshops on the importance of plant genetic resources
- ☞ Competition for the best drawing on this topic
- ☞ Commission of the Academy of Arts has selected 300 drawings that had been awarded, and among them selected the best 30
- ☞ The best 30 spent three days in Kozara participating in workshops with the theme: conservation of genetic resources
- ☞ The best drawings from the competition and workshops were presented at the exhibition in the city park

A large number of participants



Learning - by - doing approach



Drawing - a successful working tool to present topic



Intensive work with pupils



RESULTS

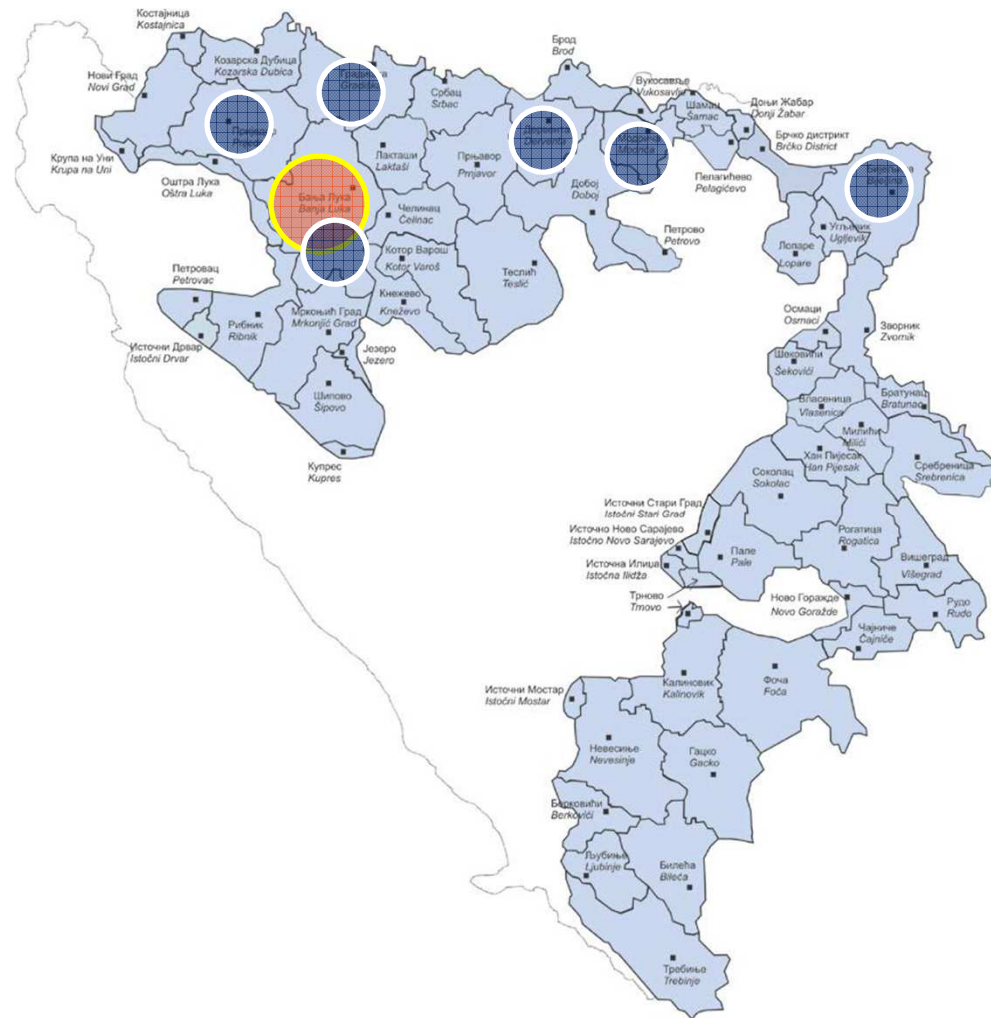
PROMOTION – Among colleagues, professors, parents...



PROMOTION – Through media

RESULTS

Thereafter, project "*Sačuvaj stare sorte voćaka*" (Save old fruit varieties) was implemented in cooperation with students of secondary agricultural schools, which emphasized the importance of conservation of the **fruit trees and vines genetic resources**.



THE PROJECT IN BRIEF

- 👉 project duration 7 months
- 👉 6 secondary agricultural schools from Banja Luka, Prijedor, Gradiška, Derventa, Modriča and Bijeljina
- 👉 over 130 participants
- 👉 60 winners (shirts)

METHOD

- 👉 Access workshops on the importance of fruit and vine genetic resources
- 👉 Competition for the best **photo** on this topic
- 👉 Commission of the Academy of Arts has selected and awarded 60 of them
- 👉 Best photos exhibited in the office of the Ministry of Education with special opening ceremony and awards from Ministry for the best participants.

A large number of participants



Promotion of fruit and vines genetic resources



RESULTS

Strong cooperation with high agriculture schools





RESULTS



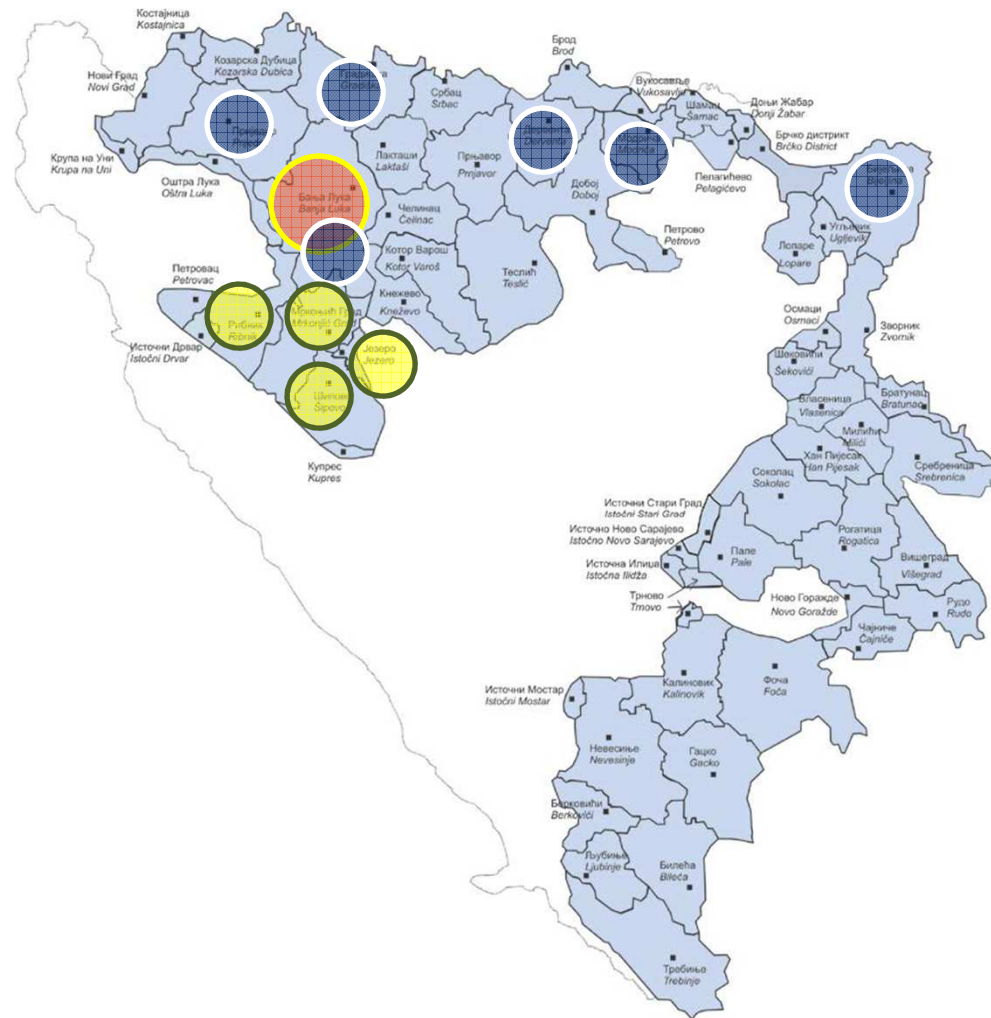
PROMOTION - Trough media



RESULTS

Cooperation with Ministry of education - PROMOTION

The latest in a series is the project "*Zauvijek biljke*" (Plants forever), which was implemented in primary schools of the eastern part of Republic of Srpska which is specific for its **rurality and the abundance of genetic resources.**



THE PROJECT IN BRIEF

- ☞ project duration 6 months
- ☞ 10 primary schools in Mrkonjić Grad, Šipovo, Jezero and Ribnik municipalities
- ☞ over 200 participants
- ☞ 150 winners (shirts)
- ☞ 10 winners – special present
- ☞ educational presents for the best school
- ☞ study visit for the best participants – visit to Ministry of Education, Faculty of Agriculture, Faculty of Forestry, Genetic Resources Institute.

METHOD

- ☞ Access workshops on the importance of plant genetic resources
- ☞ Competition for the best **collected sample** (accession) on this topic
- ☞ Selection of accessions
- ☞ Best samples were awarded (pupils and schools)
- ☞ Best participants came to visit Banja Luka and institutions related to topic of competition

A large number of participants in a very rural area



RESULTS



RESULTS

A large number of new accessions from this region (mainly fruits, grains, aromatic plants, vegetables...) Old recepies

A good partners for cooperation in coming period



RESULTS



RESULTS

Connection with other antiquities from particular region (old clothes)



RESULTS

STRONG PROMOTION – Trough media

PA in 3 (1) stages

PA

Promotion of program and opportunities to **engage new people** interested in the conservation of genetic resources - very important stage.

PE - PA

Education and training of new people for genetic resources activities among the program.

GR

PA-PE

Genetic resources activities at local level coordinated by GRI and leaded by local focal point people.

GENERAL CONCLUSIONS

PA IS DEMANDING AND COMPLICATED.

THE METHODS MUST BE ADAPTED TO THE TARGET GROUP.

SIGNIFICANT RESULTS CAN BE ACHIEVED WITH RELATIVELY LITTLE INVESTMENT.

THE ACTIVITIES SHOULD NOT STOP AFTER THE RESULTS OF PA PROJECTS ARE ACHIEVED!

PA is a puzzle that is most easily solved
with colleagues and friends!

