

Name of Issue: How to improve public awareness in PGR conservation?

Convenor: Juozas Labokas

Participants:

Juozas Labokas, Martine Mitteau, Agneta Börjesson, Siegfried Harrer, Luis Ayerbe, Aasmund Asdal, Lars Landbo, Beate Schierscher, Elinor Lipman, Lars-Åke Gustavsson

Highlights from the discussion:

To open discussion to a wider public & how to bring an item more familiar to the general public
Even officials/ politicians do not know enough in order to make decisions.

We have to convince young people to be in contact. It is a good topic for teachers.

In Sweden they use open-air museums, botanical gardens, cultural heritage to improve public awareness.

Participatory approach to make inventories & we should work in all levels beside the normal work.

Video films and other multimedia demonstrating PGR activities.

Teaching programs should be amended starting from primary schools.

Writing in the daily papers, raising issues in newspapers.

To have a co-operation with plant breeders, including visual demonstration.

Importance of international co-operation for national PGR conservation.

ECP/GR resources should be used more efficiently.

It is not easy to measure usefulness of PGR conservation.

The idea of sustainability is that everything should be sustainable, particularly agriculture.

Invite people to taste fruit.

In Sweden they add interesting histories related to the particularly PGR material.

The role of NGOs, which is different in different countries.

Common projects for research.

To substitute 'genetic resources' with 'cultivated diversity' for better understanding for general public.

To indicate bad examples also comparing with good examples, conserving PGR.

To try to indicate high value/price of PGRs.

Establish 'Open door' days in gene banks and field collections.

Set PGR courses in universities.

Public awareness should be raised even among scientists.

Future/Next step:

To appeal to ECP/GR to bring attention to the item.

To arrange a workshop with different state stakeholders involved

To apply to national coordinators with request to better organise information disseminate within their countries.