



DYNAVERSITY

DYNAmic seed networks for managing European diVERSITY

Grant agreement n°: 773814

H2020 – Coordination and support action

D5.3 Photo exhibition and booklet

Due date: M18 (30 April 2019)

Actual submission date: 30 April 2019

Project start date: November 1st, 2017 **Duration:** 36 months

Work package concerned: WP5

Concerned work package leader: Elisabetta Tola

Dissemination level:

☒ **PU:** Public (must be available on the website)

☐ **CO:** Confidential, only for members of the consortium (including the Commission Services)

☐ **CI:** Classified, as referred to in Commission Decision 2001/844/EC

Introduction

As part of Dynaversity communication strategy, to enhance the ability of people to see and appreciate the value and significance of agrobiodiversity in the fields, it is essential to convey a feeling of really 'being there'.

Dynaversity communication team has proposed to involve a professional photographer to produce a 50-pieces **photographic portfolio** of high quality and artistic pictures shot at locations significant for DYNAVERSITY's case studies, experiences and protagonists.

A selection of 40 pictures constitute a portfolio that is going to be used for a range of diverse products:

- 4 web photostories complemented by 5-min audio stories, to be circulated through social media, podcast platforms as well specialised and general media websites;
- one travelling photographic exhibition of large printed posters which can be used by FEDERPARKS, URGENCI, RSR and ECLLD during their public activities. The exhibition will be subscribed to photo awards of the kind of the World Press Photo or other international and national photo contests.
- a selection of the pictures will be used to produce a 16-page booklet with accompanying texts written in a journalistic style with the focus on good practices, experiences, stories and case studies describing and explaining dynamic seed systems. The booklet is a .pdf product to be translated in other EU languages to accompany the photo exhibition and to explain the project during events and training activities.

The photo exhibition: organization

In order to portraying the communities that experience innovative ways in agriculture, recovering varieties of plants, creating new ones and promoting new supply chains, six events across Europe organized by Dynaversity partners, or by other stakeholders part of the farmers networks that work with the project partners, were chosen as particularly representative. The photoshootings were taken between **July and November 2018** in Italy, Ireland, France, Spain and Hungary.

The six events portrayed:

- Palio of Wheat of Caselle in Pittari - Campania, Italy (thanks to Associazione Pro Loco - Caselle in Pittari).
- Meeting for the participatory selection of evolutionary population of SOLIBAM tomato in the experimental field at Rotonda - Basilicata, Italy (thanks to Pollino National Park and ALSIA).

- Great Irish Garden Open day in Scariff - County Clare, Ireland (thanks to Irish Seed Savers Association).
- Annual meeting of Réseau Semences Paysannes in Casteljalous - Lot-et-Garonne, France (thanks to Réseau Semences Paysannes).
- XV Andalusian Fair of Agrobiodiversity in Jodar - Andalusia, Spain (thanks to Red de Semillas).
- Looking at legumes through the consumers' eye, a workshop organized by True project in Budapest, Hungary (thanks to ESSRG).

The photo exhibition: concept

The exhibition is not organized geographically, to focus more on the thematic issues underlying Dynaversity projects rather than on the specific characteristics of each location and experience, although these come into play in the pictures and show the vast array of diversity within the wide network of actors.

The claim of the exhibition, “**Plants, people and the future of our food**” has been chosen for its immediacy that helps visitors and non expert public to understand immediately the focus and the theme of the exhibition.

The organization of the exhibition is along four thematic areas, to highlight the common elements underlying the many diverse experiences that are portrayed by the photos:

- 1) Knowledge
- 2) Innovation
- 3) Heritage
- 4) Networks

Knowledge indicates **knowledge**, but also the relationship between farmers and plants, as part of an environment with certain characteristics and climatic conditions. It is the fruit of daily observation and experimentation, as a "solitary" experience as well as of sharing through collective moments. This is true in many situations: cultivating vegetables in a family-run farm, managing a self-sufficient farm or recalling the ancient practice of hand harvesting as a cohesive experience for a community.

Those involved in recovering local plant varieties, which were once typical of a given environment and have then been substituted by uniform varieties, look to the future. They know that introducing diversity reduces the risks associated with climatic or parasitic adversities and aims to obtain quality products that open up new markets. They are protagonists of a strong **innovation** by becoming experimenters alongside agronomists and scientists, networking and sharing knowledge, adopting short supply chains and involving consumers.

The loss of biodiversity in agriculture, or agro-biodiversity, is a serious problem for food security, the environment and health, worldwide. Therefore the diversity of cultivated plants, but also of similar wild plants that grow in natural environments, of farm animals and of rural communities that protect diversity, must be considered as a real **heritage** to be preserved.

The creation of **networks** of farmers, agronomists, scientists, consumers, environmentalists, seed companies and other actors involved in the management of agrobiodiversity is a growing phenomenon throughout Europe. The activities of these associations range from aspects more linked to agricultural practice, such as experimentation aimed at the selection of plant varieties or the creation of community seed banks, up to public training and awareness events or direct sales of products.

The professional photographer

Italo Rondinella -- A lawyer by training, Italo Rondinella (www.italorondinella.com) has been working for about ten years as an independent photographer and filmmaker, producing social and anthropological reportages. He worked mainly abroad, first in Spain and then in Turkey, where he currently resides.

The photo exhibition: production

A selection of about 50 photo was yielded from each event. After a first selection of an overall group of 60 photos, done by the communication team, the editorial committee was involved in two further rounds of selection and discussion over the final group of photos that constitute the exhibition.

Forty pictures at very high quality for printing were finally selected, of which 36 were printed in a format of 30x45 cm and 4 on a bigger format, of 60x90 cm. Print was done on high quality paper (Fine Art Verona Natural White) and then they were displayed on panels Leger of 2 cm. A selection of pictures useful for web circulation has also been prepared to give to Dynaversity partners and the networks and protagonists of the shootings.

A first photographic exhibition, with the title “Dynaversity: crops, people and the future of food” was premiered in April 2019 in Italy.

Other exhibitions will be organized around Europe with the aim of maximizing the visibility of the project. The exhibition will also be available for the Dynaversity consortium to be used at public events, trainings and field days.

The photo exhibition: first public show

On the occasion of the first opening of the “**Casa dell’agrobiodiversità**” on April 6, 2019, the new headquarter of Dynaversity partner Rete Semi Rurali (RSR).

For this occasion, a printed poster to be attached at the entrance of the exhibition, with all credits, and a series of posters to explain in Italian the section of the exhibition have been designed and printed, as shows in the images below.



La mostra è realizzata da Formicablu srl in collaborazione con la Rete Semi Rurali, con il sostegno del progetto europeo "Dynaiversity", finanziato da Horizon 2020, il programma quadro per la ricerca e l'innovazione dell'Unione europea, con accordo di sovvenzione n. 773814.



DYNAIVERSITY



Mostra fotografica

DYNAIVERSITY.

Piante, persone e il futuro del cibo

Foto di Italo Rondinella

CASA DELL'AGROBIODIVERSITÀ

Piazza Brunelleschi - Scandicci

Inaugurazione

6 Aprile Ore 18.00

Aperta Al Pubblico

Da Martedì 9 A Sabato 13 Aprile 2019 Dalle 9.00 Alle 13.00

Ingresso Gratuito

DYNAVERSITY

**PIANTE, PERSONE
E IL FUTURO DEL CIBO**

Ritratti di comunità
che sperimentano vie innovative
in agricoltura, recuperando varietà
di piante, creandone di nuove
e promuovendo nuove filiere.

**IL PERCORSO DELLA MOSTRA
È DIVISO IN 4 SEZIONI:**

CONOSCENZA

INNOVAZIONE

PATRIMONIO

RETI



A cura di
Lisa Lazzarato

Coordinamento esecutivo
Elisabetta Tola

Fotografo
Italo Rondinella - www.italorondinella.com

Testi
Lisa Lazzarato

Progetto grafico
Valentina Marcon

Stampa
Professione Colore

Allestimento
formicablu srl
Rete Semi Rurali

Per informazioni su Dynaversity
www.dynaversity.eu
info@dynaversity.eu

Ringraziamenti

Questa mostra è stata realizzata grazie al contributo di tutti i partner del progetto Dynaversity: Arcadia (BE) - Cirad (FR) - The European Coordination for Let's Liberate Diversity (EU) - ESSRG (HU) - Federparchi (IT) - formicablu (IT) - INRA (FR) - Rete Semi Rurali (IT) - SEED-ULG (BE) - URGENCE (FR)

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Questa mostra è realizzata da formicablu srl nell'ambito del progetto Dynaversity, finanziato da Horizon 2020, il programma quadro per la ricerca e l'innovazione dell'Unione europea, con accordo di sovvenzione n. 773814.

**Fin dalle origini dell'agricoltura, circa 10.000 anni fa,
essere contadino ha significato osservare, sperimentare,
vivere un rapporto ravvicinato con le piante coltivate.**

I successi, gli insuccessi, le caratteristiche peculiari di ogni varietà in un determinato luogo e terreno, le buone e le cattive pratiche hanno costituito il patrimonio di conoscenze condivise che si è tramandato di generazione in generazione.

Questa tacita conoscenza delle piante e della terra è diventata meno centrale negli ultimi decenni con l'avvento di un sistema agricolo più industriale, ma oggi è in fase di riscoperta in tante comunità agricole in Europa.

CONOSCENZA



Ci sono agricoltori che hanno deciso di recuperare e rafforzare l'antico legame tra l'uomo e le piante: rispettano e superano la tradizione, promuovendo l'innovazione, privilegiando la qualità dei prodotti alla quantità del raccolto.

Vivono in aziende agricole che si concentrano sulla diversità delle colture, l'allevamento, la lavorazione dei prodotti e la vendita diretta al pubblico.

Scelgono varietà locali e creano nuove varietà contadine, portando avanti un prezioso lavoro di mantenimento collettivo della diversità.

INNOVAZIONE



C'è un fenomeno globale che colpisce anche le piante coltivate: la perdita di biodiversità.

Nell'agricoltura dell'ultimo secolo è stato il frutto di politiche che hanno favorito poche varietà ad alta resa, geneticamente uniformi, a discapito delle varietà locali.

A questa scelta si accompagnano diversi rischi, come la maggior vulnerabilità delle colture ai cambiamenti dell'ambiente e del clima.

Le piante coltivate fanno invece parte di un patrimonio agricolo strategico da preservare, insieme ai loro parentali selvatici, ai paesaggi e alle tradizioni culturali.

PATRIMONIO



La preoccupazione sui rischi della perdita di diversità agricola non viene solo dalla comunità scientifica: sono sorte in tutta Europa tante associazioni, eterogenee per composizione e struttura, ma che condividono un obiettivo comune: una gestione dinamica della biodiversità.

**Agricoltori, agronomi, scienziati,
piccole imprese sementiere, ambientalisti e consumatori
sono entrati in rete.**

Creano case comunitarie delle sementi e uniscono le forze per costruire filiere e modelli di sviluppo sostenibili. Organizzano incontri, fiere, eventi pubblici, per scambiarsi conoscenze e per sensibilizzare l'opinione pubblica sul ruolo chiave della diversità in agricoltura.

RETI



The photo exhibition live: some photos

The exhibition was part of the opening of the Rete Semi Rurali new headquarter in Scandicci, Florence. Therefore, many people from local, national and international networks took place and celebrated together with the RSR. Some picture to show the final exhibition and the people looking at it:





The photo booklet: a document to better explain the concepts

A selection of the pictures are used to produce a 16-page booklet with accompanying texts written in a journalistic style with the focus on good practices, experiences, stories and case studies describing and explaining dynamic seed systems.

The booklet is originally produced in English and will be translated in other EU languages whenever useful with the help and support by Dynaversity partners.

The booklet should be a tool to make a non expert person understand that: there is agrobiodiversity and it is important; a different approach from the industrial one is possible; there are networks of people and associations that work to conserve biodiversity and to propose sustainable models.

It is not intended merely as a catalog of the exhibition but rather as a more narrative tool that can be distributed to explain some of the basic concepts animating Dynaversity.

Two specific boxes are focused on the task of explaining the photographic project and the Dynaversity project itself. The overall text is organized in the same four sections chosen for the exhibition, to make it more binding and consistent with the selection and use of pictures.

A first draft of the booklet has been produced to be circulated among the editorial committee. Upon feedback and adjustments, a final design will be applied, consistent with the project graphic identity, to produce a 16-page final ePub high quality product.

The draft is available at this link:

<http://bit.ly/2J5pDh0>