



DYNAVERSITY

*DYNA*mic seed networks for managing European *di*VERSITY

Grant agreement n°: 773814

H2020 – Coordination and support action

D5.5 Design of 10 concept cards

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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

Part of the communication strategy of Dynaversity is to produce a series of objects designed to facilitate communication face to face, training activities and deliberative games and discussions. We have proposed to design and produce a series of **10 concept cards** to be printed and used during events and during parks activities with their public and schools.

These cards are very effective in highlighting a specific keyword or concept for a very broad dissemination to the general public as well as to specific audiences during live events, parks' open days and activities, Summer schools, trainers' training, market and public initiatives (such as the ones described in WP3).

1. What is a concept card

What are concept cards: cards that briefly summarize a topic or present a concept, widespread in the educational field to review or as support to training activities.

Originally, the Dynaversity concept cards should have displayed the photo pictures developed in 5.2.1 and a graphic explanation of a concept.

However, after a discussion with the editorial committee, we decided that the concept cards are an opportunity to further explain basic Dynaversity concepts and that this explanation can be then complemented by one question to facilitate discussion. They are basically conceived as an independent communication product that can be used on its own during an event or distributed as a memorandum after a field visit or a natural park visit.

The final product is thus assimilated to game cards or conceptual cards used in the educational field. They can be used independently or assembled in a more complex game fostering deliberation over a topic, on the same line of the very successful and popular [PlayDecide](#) game, that enable people to explore a topic and express different points of views and thoughts.

The Dynaversity cards are easy to translate in each partner language, due to their simple format, and can thus easily be printed in at least 1000 copies in each of the 3 project languages beside English. They will also be translated in any other EU language if required and necessary.

2. Dynaversity concept card design

How Dynaversity concept cards will be: printed cards with a short text on one side and an image on the other respecting the project coordinated graphic style. The text will also contain a question, to facilitate the discussion on the subject.

Workflow of concept cards production:

- defining the concepts (the choice has been done accordingly to the videoscribes topics, to reinforce or integrate concepts). A list of potential topics has been circulated among the editorial committee and discussed. Suggestion from the co-lead of this specific task, Urgenci, have been included in the list as well as adjustments suggested by other partners;
- elaboration of the texts;
- combination of text and graphic by the graphic designer;
- one round of correction within the editorial committee
- printing phase and distribution

List of concepts that are the focus of the concept cards:

- 1) in situ/on farm conservation
- 2) crop wild relatives
- 3) DUS and VCU test
- 4) resilience
- 5) community seed bank
- 6) evolutive mixture
- 7) family farming (2019-2028 UN decade of family farming)
- 8) organic agriculture
- 9) plant breeding
- 10) FAO plant treaty

3. Prototype of the first concept card design

We decided to develop a prototype for the first concept card to test it within the editorial committee. We selected topic n.5, the community seed bank. A short text has been prepared:

A community seed bank is a facility that stores and manages seeds to supply community members. It keeps seed stocks that can be useful in case of adversity, but also keeps seeds of varieties adapted to local conditions and difficult to find on the market, contributing to the protection of agrobiodiversity. Community seed banks are present all over the world, with different legal forms and functions.

A question to find out more about the topic: why did the community seed bank come into being?

The text has been used to develop a design that looks like the one in the image below:

