

The scarecrow caravan

Once a upon a time, a bunch of scarecrows had gathered their forces to take actions and wanted to warn the world against the dangers of GMOs.

The scarecrow caravan will travel through rural areas of Portugal.

The activities of the caravan are threefold:

1/ The prior activity is to deliver workshops towards schoolchildren. The target group's age will range between 6 and 18 years old.

2/ Secondly the caravan will organise informational activities towards farmers.

3/ As a third category of activities the caravan aims to put those municipalities in the spotlight that already declared themselves GMO free zones (mainly the ones that gathered the club just recently).

So raising awareness within the different groups that are connected with the GMO issues is the main goal of the project.

With this format, getting local (media) is also main objective. On the other hand we aim to reach media on a broader level as well by highlighting the travelling aspect of the caravan, physically connecting different groups within the GMO issue to each other (consumers, produces and decision makers)