12. Mind Factory

Sustainable Agriculture. Communicating with farmers and the public to protect the landscape
PRESENTATION OF THIS MIND FACTORY

FEW CRUCIAL NEWS ABOUT AGRICULTURE

OUR TIME TOGETHER (14:00 – 17:00)

CASE STUDY PRESENTATION by the EUROPARC Transboundary Area Binntal Veglia Devero + Questions & Answers

BREAK around 15:30

DEBATE

FINAL CONSIDERATIONS (AND PREPARATION FOR THE YOUTH INTERVIEW)
This Mind Factory will look at how communication and collaboration can help improve biodiversity and landscape protection.

We will especially dive into the communication between Protected Area managers and farmers.

For sustainable agricultural practices, the public and consumers will also need to be involved in the dialogue.

How can we do that effectively? How can we best utilize implicit information, personal attitudes, new technologies and traditions?
Conclusions/feedback of this afternoon will be collected by special youth “Conference Ambassadors” that will interview the facilitator of this Mind Factory asking the follow:

- What are the key issues related to your topic?
- What are the problems/challenges of participants?
- What were the solutions / main topics discussed?
- How can EUROPARC help?

SO, IN YOUR DISCUSSION, PLEASE CONSIDER THESE QUESTIONS AND THINK WHAT WOULD YOU LIKE TO COMMUNICATE TO THE YOUTH ABOUT SUSTAINABLE AGRICULTURE IN PROTECTED AREAS?