

Ambiente

# PARTNER SEARCH ENV-EU-BSGCSO-2

01 dicembre 2017

## PARTNER SEARCH ENV-EU-BSGCSO-2

ricerca partner di una fondazione francese, interessata a partecipare al Settimo Programma Quadro, FP7 -ENV.2008.6.4.2.2. "Engaging civil society in research on sustainable development".

[kubbinga@apre.it](mailto:kubbinga@apre.it).

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<Reference n.: ENV-EU-BSGCSO-2>

<Deadline: 15/02/2008>

<Programme: ><Project Title: 'Citizens and Biodiversity in everyday life'>

<Financial Scheme: >

<Description: The Foundation for nature and human intends to put forward the everyday link between man and biodiversity, and to make of it the entry point of a new citizen approach. Within the framework of this project, the Foundation intends to initiate some research on how to improve and enlarge citizen's awareness regarding biodiversity. Because Biodiversity is everywhere and not only confined in parks and natural reserves, because everyday, each human being depends on and has an influence on biodiversity and because Human is part of Biodiversity, to protect it is to protect the living and thus Human. In order to reach this objective, the project must implement pluridisciplinary researches to "develop tools to raise citizen's awareness to biodiversity"... and thus to enable citizens to influence, initiate, and support real commitments from their elected representatives and political leaders in terms of research and action in favour of biodiversity.

The project intends to answer the question "How to make everyone feel that, in their everyday lives, they are linked and dependant to every part of the living (Biodiversity)? "

To give a concrete dimension to the project, one of the basic

functions of human everyday life has been chosen: "To feed oneself". The project could thus try to recreate the interdependence between the citizen and the territory through the theme of "The plate". Indeed, the citizen can be questioned on his link with the living (domestic and wild), everyday renewed by his status of food consumer.

Project keywords: Biodiversity, consumer, food, impact>

<Organisation Type: CSO - Civil Society Organisation>

<Partner Sought: Role: Dissemination; "consumer watch" / feedback on learning tools created in the project.

Country / region: Any country except France, Israël, Turkey.

Expertise required: We are looking for SMEs working in the Food industry / food marketing to join this project

in order to act as a link between the project and food consumers. They will assist in the elaboration of pedagogic tools for food consumers in the project and act as a "consumer /market watch".

Example of SMEs which could join our project are:

- SMEs with particular focus in "ethical" markets or including an environmental message in their marketing strategy, for example: organic food, fair trade, etc.

- Consultancy companies working on market trends and consumer choices.

Any other Sme from the food sector interested by the project is also welcome to contact us.

Expertise keywords: Marketing, Merchandising, Food processing, Quality.>