

*An idea to also increase the visibility of allotment gardening in your country?*

### Visibility action in Belgium

In 2017 the Flemish federation Tuinhier surveyed its 2000 volunteers who are active on a local board. This survey resulted in a lot of feedback and ideas. One of the needs we had to address according to our volunteers was 'Visibility'.

In 2018 a poster was created in a working group. This poster was launched in 2019 with our first magazine of the year. We asked all our members to put up the poster in a visible spot.

Afterwards, we asked our local volunteers if they liked the campaign and how they had used the posters. 28 % used the digital version on Facebook. 61% of our local boards put up extra posters in public spaces. 50% actively promoted the campaign with their members. Some made a contest out of it; others added their local contact information or used the same image on their programme and flyers.

In general almost all our boards asked for a repetition or a similar campaign in the following years. The quote we used on the poster means: "garden pleasure? That grows here!"

