

On the way to Utrecht

In Zurich and in Berlin we have intensively been dealing with the question on how we can strengthen the position of the allotment garden movement in the future. In order to be able to do this we have asked people from outside of our movement for help, who have then shown us our reflection in a mirror. It is now our task to actually implement all the suggestions to improve our image. Next year, the results of the meetings in Zurich and Berlin will have to lead to a joint strategy. Within the frame of the preparation of the international congress 2014 in Utrecht, we would like to ask you to summarize the results of the meetings in Zurich and Berlin in a visual presentation.

As I mentioned already yesterday all our members are invited to produce a visual presentation for the international congress 2014 about the allotment garden movement in their country in form of a PowerPoint presentation, a video film or a home video. The objective is to use audio and video means to show how you want to draw the attention to the allotment garden movement.

Imagine that the existence of the allotment gardens in your country, your region or your city is in danger. You are given five minutes at a political gathering to show why the endangered gardens have to be protected. You can use audio and video means and decide which aspects you want to focus on.

In the last decades increased interest could be noticed for allotment gardens in various parts of Europe, but in particular in urban areas. However, in these areas the already rare grounds are more and more coveted. This is why it is important to more clearly show the added value of the allotment garden sites in a sustainable urban development.

During the international congress 2014 in Utrecht we hope to add the last pieces of the puzzle to determine a joint strategy for the future.

The allotment garden associations of Utrecht would be happy to welcome you in 2014 on their allotment garden sites. Most of the allotment garden associations in Utrecht have an active PR strategy and in addition to gardening events they also organize other activities on their sites. The associations in Utrecht would be happy to exchange thoughts with you about this in 2014.

I would be really happy to welcome you all next year in Utrecht.

Extract from the conclusions of the seminar of the International Office held in Berlin from 22nd until 25th August 2013 by Ton THUIS

