



BERAS *implementation*
Baltic Ecological Recycling
Agriculture and Society



Part-financed by the European Union
(European Regional Development Fund
and European Neighbourhood and
Partnership Instrument)

Changing consumer behavior –role of NGO

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Chapter



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Polish Ecological Club
City of Gliwice Chapter

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Historical background

- Silesian environmental problems
- Heavy metals in root vegetables
- The need of people to be involved in social movements



- The first ecological program: “Organic food for citizens of the industrialised area” which was provided in 1995-96.



Historical bacground

- The aim of this project was to raise awareness among citizens of the industrialised area on food polluted by heavy metals.
- The organic food was proposed as the best choice.



Historical bacground

- 25 shops were cooperating with PKE Gliwice within this program. They provided stands with ecological food. In this time, it was the first contact for Silesian consumers with ecological food.
- We had also contact with 20 kindergarten, where organic vegetables were introduced.



Next step – Coalition to Support Organic Agriculture

- The Coalition was founded in 1998. The main area of Coalition's activities is support for development organic agriculture through:



1. increasing awareness of organic agriculture;
2. developing initiatives for creating organic agriculture priorities;
3. promoting organic consumption. The Coalition's members include 25 representatives from non-governmental organisations (NGOs), research institutions, and organic farming associations.



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Coalition to Support Organic Agriculture

- PKE Gliwice acts as an umbrella organisation for the Coalition and its President and Secretary are in Gliwice. For strengthening agriculture activities in 2002 PKE Gliwice established non-governmental Information Centre about Organic Agriculture in its office which was the only one in Poland at that time.



Main achievement:

- establish organic regulation in Poland in cooperation with Parliament Commission of Agriculture
- The regulation was signed by Polish President in 2001, three years before accession to EU



Next activities

Polish Ecological Club activities cover three main topics:

- promotion of sustainable agriculture and rural development,
- promotion of sustainable consumption model,
- promotion of sustainable development



Promotion of sustainable agriculture and rural development

- Series of trainings for farmers on
 1. organic agriculture,
 2. Processing
 3. Promotion of their products and logo



- Training of agricultural advisors
- Providing infrastructure (small investments) for better availability of organic food



Farmers trainings





Promotion of sustainable consumption model

- Introducing ecological food in kindergartens
- Education on organic food for school children



Promotion of sustainable consumption model

- Every year organic fair (in this year 16th)
- Creating direct connection between farmers and consumers
- Producing information materials and dissemination it between consumers



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Promotion of sustainable development

- Sustainable consumption - Green Consumerism Campaign (laundry detergents, packaging)
- Sustainable waste management



Promotion of sustainable development

- Food sovereignty
- Water protection with special highlight of Baltic Sea environment
- Ecological tourism



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Kid's Education





Basket from Lipnica Murowana



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