

Project Title: Festival: Greenpride

Description of the project including the project's goal * (no more than 200 words)

"Greenpride" happens every year in Paris and is about environment and health. It comprises a 2-days event, followed by conferences during a few weeks/ months, open to everyone, that take place in universities (principally in Paris). The first edition took place in 2011.



What is it like ? Watch this short video about the 2012 edition.

<http://www.youtube.com/watch?v=p71lbOZMQn4>

The goal is to reach people that do not usually think about the environment and the impact of its degradation on health, in a fun way instead of a moralistic, distressing way.

Please list the project's objectives that were designed to reach the goal. Then describe the project's activities and achievements, including any changes that were made in your local community or nationally (with any existing indicators)?

2012 edition (theme: endocrine disruptors):

Project's activities:

1. Concert (on Saturday, October 6th evening): the performers were Ornette, What About Penguins and Please Call Me Madame. Videos from Greenpeace and the teaser of the last movie by Marie-Monique Robin were shown, and two exhibitions displayed: one on endocrine-disruptors by the member organisation "Réseau Environnement Santé" ("Environment and health network", <http://reseau-environnement-sante.fr/>), and the other a photographic exhibition on air pollution by the member organisation "Respire" ("Breathe", <http://www.respire-asso.org/>)
2. Organic brunch (on Sunday morning), with exhibitions, costume and make-up booths, etc
3. Parade (on Sunday afternoon): the theme was "Animals, vegetables, super-heroes". It included many organisations (member of the Appel de la Jeunesse or not), families,

batucadas, and a concert and associative village (Greenpeace, Sea Shepherd, France Nature Environnement, Réseau Environnement Santé, Artisans du Monde).

4. Website: www.greenpride.me

5. Conferences:

- October 25th – Greenpride / Tchendukua: “Regards croisés sur ce monde qui vient – Que faire de la Nature ?” (“Perspectives on the coming world - What to do with nature?”) - ASIEM (400 people)

- November 2nd – Greenpride / Climates: side Event - “Les perturbateurs endocriniens” (“Endocrine disruptors” - Sciences Po Paris (25 people)

- November 29th – Greenpride / Alter Eco /DREAM: “Dynamisation des aliments : quels impacts sur le goût et la santé ?” (“Dynamizing food: which impacts on taste and health?”) - La Sorbonne (80 people)

- December 3rd – Greenpride: “Let’s Talk About Sex” - Maison des Initiatives Etudiantes (40 people) (SEE ABOVE)

- January 29th, 2013 – André Cicoella: “L’impact de notre environnement sur notre santé : Les perturbateurs endocriniens” (“Impact of the environment on our health: endocrine disruptors”) - Ecole Nationale Supérieure Ulm (80 people)

Achivements:

1. Concert: sold out, 400 people

2. Brunch: sold out, 250 people

3. Parade: 500 people

4. Website: 8500 viewers

5. Conferences: see above

Press coverage: 110 (+45% since the first edition of Greenpride)

Please describe how young people were involved. For example, in your description include whether the project was inspired by young people or others; was the project’s planning and implementation youth-led? What did young people do? How were young people recruited? Was the project an element in ongoing youth participation activities? Please include any relevant indicators.

The project was inspired by young people of the Appel de la Jeunesse.

The project’s planning and implementation was youth-led.

Most of the organizers were volunteers, except 2 persons working part-time for a year and 2 volunteers allmost full time for 6 months.

Describe the project funding. In your answer include how much was needed, where it came from and how it was acquired? Who was responsible for raising the funds and for giving it out? Did the funder require a project report? If so please send it.

Budget: around 70 000 euros.

Funding came from public funds (subsidies), private funds (sponsors and partners), concert tickets, brunch.

A project report was made for the funders and each of them was meet before and after the event. There were also a lot of non-financial partners.

Many countries have a national agenda for environment and/or health. What (if any) were the project's connections to national or international environment processes (e.g. strategies, programs, etc)? Please explain either if yes or if no.

What (if any) were the project's connections to national or international health processes (e.g. strategies, programs, etc)? Please explain either if yes or if no.

Please describe if the project is complete or ongoing. Describe what follow up is planned, how the outcomes will be or have been publicized and what plans (if any) there are for the project's outcomes to lead into more activities?

2012 edition is complete.
2013 edition will be slightly different as this project is going out of the Appel de la Jeunesse is becoming too big for volunteers only), which means that Appel de la Jeunesse will be a partner and not the organizer next year.

Why not developing Greenprides in other countries ?

- *** A project should have one overarching goal which will be achieved through a range of objectives**