

**Project Title: Campaign : “Guinea pig generations : no thank you!”**

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

“Guinea pig generations: no thank you!” is a campaign that lasts a few weeks every year. There are two purposes: raise awareness among youth (18-25) to mobilize them, and bring the proof of this mobilization to our political leaders.

In 2011, the campaign focused on Bisphenol A.

In 2012, we decided to use the campaign to raise people’s awareness against GMO and pesticides after the major scientific study of Pr Seralini (Criigen).

We created a short “buzz” video about GMO, pesticides, health... and cats! Watch it here : <http://generationscobayes.org/>

We wanted to play with the trend of “LOLCAT” on the web. After that, people were invited to learn more by reading a dedicated website ([www.generationscobayes.org](http://www.generationscobayes.org)) and to sign a petition or to send us a picture of themselves with the inscription “Généralions cobayes ? NON MERCI”.

We finally send the proof of this mobilization to our ministries in charge of health, youth, and agriculture issues.



**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 campaign:**

**Project’s objectives:**

1. Spread the scientific messages on GMO and pesticides by adapting them to a “youth” target (18-30 yo).
2. Mobilize young people (18-30 yo) on this issue so they can take it over and express their worries publicly, as well as their will to change the situation.
3. Bring proofs of this mobilization to the National Assembly, the Senate and the current government to make the decision-makers react.

The three main messages of the campaign were:

- GMO are always associated with one or several pesticide that they absorb or produce themselves.
- Today, studies used for authorizing GMO are not sufficient to prove the non toxicity of these products on human beings.
- We consume GMO daily, which puts us potentially at risk.

**Project's activities:**

1. Spread the scientific messages on GMO and pesticides by adapting them to a "youth" target (18-30 yo).

- Buzz on the net with a "LOLCAT" campaign

One week before the campaign, a dedicated Facebook page was released to relay videos or photos found on the net, with a thing in common: cats. This teasing allowed to create an audience on Facebook and question our target (18-25 yo people), most of them fans of "cat-marketing".

On November 22nd, 2012 at 10am, a 1 minute viral video, "le complot des chats" ("cats plot"), was launched on Facebook, Twitter and the website [www.generationscobayes.org](http://www.generationscobayes.org), describing with humor the sanitary issues around GMO and pesticides, featuring cats as responsible of this plot against humans.

Within a few days, the facebook page and video were widely disseminated. Both were linked to the campaign website.

- Popularisation of the scientific content and summary of the stakes on a dedicated website. The website [www.generationscobayes.org](http://www.generationscobayes.org) (same address as for the previous campaign, on bisphenol A on 2011) was re-made to favor our message: 5 clear tabs to encourage action (discover, understand (what, where, how do they end up in our plates, which effects on health, we say stop!), act, follow, contact/press).

2. Mobilize young people (18-30 yo) on this issue so they can take it over and express their worries publicly, as well as their will to change the situation.

Young people could send us a picture of themselves with the inscription "Génération cobayes ? NON MERCI", and/or sign a petition.

3. Bring proofs of this mobilization to the National Assembly, the Senate and the current government to make the decision-makers react.

On December 12, 2012, each French senator and MP received a copy of the open letter (signed by 324 youth) to claim the application of the precautionary principle, and transparency on the GMO-pesticides studies. This also relayed the principles of the Call of the 130 NGO and 4 former Ministry of the environment. Personal mails were also sent to the Ministries of the environment, agriculture, health and youth.

**Achievements:**

On February 2013, for the GMO campaign:

303 "like" on Facebook, with active participation of the likers (11000 persons reached).

1775 visitors on the website, who stayed 2,40 min on average.

324 signatures on the open letter.

Video: 3183 views

Good press coverage.

**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 youth-led with the support of an agency specialisez in NGO campaign, for the website and the lolcat video.

**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.**

In 2012 we did it with only 1500 euros (10 000 in 2011). It came from a fundation : Fondatio Lea Nature Jardin Bio ([www.leanature.com](http://www.leanature.com)). And of course we did a report about our action and its results.

**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?**

The 2012 edition is complete. 2013 edition to come in a really bigger scale this time (creatio of a movement of youth and a campaign around it)

- \* A project should have one overarching goal which will be achieved through a