

Spreading the word about the LIFEGENMON project – the Greek teams’ dissemination approach

Chryse Sarvani¹, Ermioni Maliarou², Emilia Georgiadi¹, Pavlos Hasilidis¹,
Pavlos Bekiaroglou¹, George Rousakis¹, Fotios Kiourtsis¹, Phil.A.Aravanopoulos²

1. Decentralized Administration of Macedonia & Thrace - General Directorate of Forests and Rural Affairs, T. Oikonomidi & Kath. Rossidi 11, 54655, Thessaloniki, Greece, sxrysi@dmf.gov.gr
2. Laboratory of Forest Genetics and Tree Breeding, Faculty of Agriculture, Forestry and Natural Environment, P.O. Box 238, Aristotle University of Thessaloniki, Thessaloniki, 54124, Greece, aravanop@for.auth.gr

INTRODUCTION

Science dissemination is a planned process of providing new scientific information, ideas, initiatives, findings, and results to the public at large. It is duty of the scientists to make sure that their work is heard by the public and to assist in creating a society that thinks for itself, filters all information and isn't gullible and naive. The dissemination activities of the project LIFEGENMON provide a tool for communicating the project, its outcomes, the profiles of the participants, and creating synergies with other stakeholders and initiatives. Thus, they contribute to informing the general public, stakeholders and important policy makers who can apply its outcomes and improve future management. The pedagogical methods that were used to reach out to children and their families were based on the most recent dissemination methods and techniques.

DISSEMINATION APPROACH

People have the need to know where and how their taxes are spent and to feel that they also contribute to the greater good. Throughout out the six years of the LIFEGENMON project, we have shared our knowledge, experiences and results through oral presentations, workshops and publications. These actions enticed the attendees and readers to seek further and more detailed information about the project.



FIGURE 1: Yultide celebration, Kalamaria, Thessaloniki, December 2015



FIGURE 2: Visit to the plot with families and children.



FIGURE 3: Dr. Nikitas Fragkisakis presents the project to the former Deputy Minister of Rural Development and Food, Giannis Tsironis



FIGURE 4: Participating in the Half Night Marathon in Thessaloniki



FIGURE 5: Stakeholders' event, Thessaloniki, Greece

Acknowledgments

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CONCLUSIONS

Our goal, to reach the general public and specified target groups in order to increase their awareness concerning the importance of forests and forest genetic resources, their necessity and the need for continual conservation has largely been met.

