

Results

- production of the documentary "Die Welt spricht Bio"
- production of the talk show "ÖKO kontrovers"
- development of a print campaign in German available for free usage among IFOAM members
- internal communication structure and communication management studies within IFOAM



Tasks

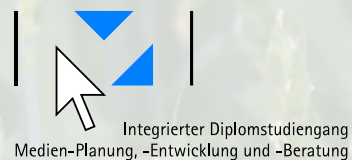
To achieve the project goals the following tasks are scheduled:

- production of an image film for IFOAM
- presentation of the documentary "Die Welt spricht Bio" and of the talk show "ÖKO:kontrovers" to an international audience
- development of an international print campaign for IFOAM
- presentation of project results at the BioFach fair in Nuremberg/Germany and at the Organic World Congress in Modena/Italy
- production of another documentary
- survey on the use of media and internal communication within IFOAM

Further information:

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ÖKO:global
organic concepts

IFOAM

IFOAM (International Federation of Organic Agriculture Movements) is the international umbrella organization for organic movements.

IFOAM's main goal is the worldwide adoption of ecologically, socially and economically sound systems based on the principles of organic agriculture. IFOAM gives advice to governments, to the EU and the United Nations. Committee meetings and conferences are organized around the world. In this way, IFOAM facilitates the ongoing and constructive dialog about the future and the status of Organic Agriculture.

One of the main tasks is the development of international quality standards in terms of production and handling of organic products.

IFOAM took a relevant part in the preparation of national and European agricultural legislation.



Situation

IFOAM is practically unknown by the majority of consumers of organic products despite its increasing international and political importance.

Moreover, the general public is not familiar with the reality of organic farming today and does not know much about the socio-economical advantages of the organic economy.



Therefore, the global network of the organic economy, ecologically sound production systems and fair trade deserve much more attention to better understand the role and mission of IFOAM, and the importance of certifications and quality standards.

Project

Supporting IFOAM with media and communication services is the major objective of the course "ÖKO:global – organic concepts" held at the University of Siegen.



Students from the media studies department develop concepts and campaigns to better present the concerns and benefits of IFOAM to an international public.

Basic information about organic farming, fair trade, standards and certification is communicated through claims, text and visualization linking IFOAM's complex mission with the present ecological, ethical and political consumer philosophy.

IFOAM in response allows for deep insight into its working structures and strategies, and supports the project with information and contacts.