



Seeds of **freedom** Screening Toolkit

Helping to Sow the Seeds of Freedom

Thank you for your interest in hosting a screening of Seeds of Freedom.

Film is a powerful medium through which knowledge can be broadened and debate can spread. We believe that knowledge puts the power back into the hands of the public, and that it's the public who really have the power to demand change within our food system. Through showing and sharing Seeds of Freedom, you can help us to raise public awareness around the impact of GM and industrial agriculture. Our food systems should be democratic and decentralised; they should provide healthy food through sustainable and ethical means. They should promote the path towards food sovereignty. You will be helping us to spread this important message by sharing and screening the film.

Whether you're looking to organise a public or private screening, a screening within university, school or the local community, we hope that you find this toolkit useful and we look forward to hearing from you!

To access the film for your screening you can simply download the film directly from Vimeo as an Mp4. You can then burn to a DVD or play it directly from your computer. Alternatively, you can contact us directly by emailing info@gaiagnet.org or calling (0044) 207 428 0055 to arrange for a DVD to be sent to you. DVDs of the film cost £10, plus postage and packaging (this will vary depending on your location). If you'd like to raise money by selling DVDs at your screening we can also arrange to send you a larger quantity depending on where you are in the world!

The Gaia team is here to make sure that your screening goes smoothly. We are very happy to guide you through the process and help you promote your event, and we'd love to know when and where the screening is taking place!

Planning your screening

If you're organising a public screening of Seeds of Freedom, you may find the following tips and tricks useful in your event planning

- When choosing a date and time for your screening remember to consider your audience and their habits. This will help you to decide whether to host the event on an evening after work, or over the weekend perhaps.
- Try to estimate how many people you would like to be attending the event when choosing a venue. It may be better to start small if you haven't organised a big event before.
- Make sure the venue is appropriate for screenings. You'll need to be able to block natural light to show the film to full effect, and you'll need space for equipment such as a projector and screen. See if the venue can provide equipment, or consider loaning or renting the projector and screen.
- Remember that sound is vital at the screening. Try and ensure that you have good speakers for the screening so that the whole audience can enjoy the film to full affect. If you're able to test sound beforehand we recommend you do so that there are no technical surprises on the day!

Venue Logistics

Here are a few things you may wish to consider if organising a large screening event:

- Refreshments. You may or may not want to provide refreshments at your event but if you do, try and ensure that they are local, seasonal and organic, in fitting with the films messages.
- Car parking and transport advise. If audience can walk, cycle or take public transport to your event, encourage them to do so!
- Wheelchair access
- Lighting, location of fuse box and electrical sockets.
- Signage
- Toilets
- Fire alarms, fire exits and fire extinguishing equipment

Guest Speakers

A great way to engage people in discussion after the screening is to have a guest speaker (or a few!) who can lead the debate around the films issues and answer questions from the audience. The best way to find relevant guest speakers is to contact a local organisation who campaign against GM or industrial agriculture, or who promote positive solutions towards food and seed sovereignty. You may also want to consider approaching farmers or gardeners, or local authorities who conduct work around sustainable agriculture. Local farmers' associations could also be a great way to find out about local organic farmers who would support the film and speak up, first hand, about some of the issues it raises.

Food, biodiversity, climate change, gardening, farming and even human rights, are all themes which can be drawn out through the Seeds of Freedom story, so there should be no shortage of speakers you could approach to draw one or more of these issues to the fore as a discussion thread following the screening.

If you're based in London or the Southwest, and one of the Gaia team members is available to speak at your screening, we would love to participate. Otherwise here are a few organisations that you may like to look into or contact for speakers or for further information on the issues featured in the film:

www.viacampesina.org/en

www.europeanfooddeclaration.org

www.gmfreeze.org

www.foodandwaterwatch.org
www.foeeurope.org
www.greenpeace.org.uk
www.nyelenieurope.net
www.centerforfoodsafety.org
www.foodandwaterwatch.org

And don't forget you can also find out more by visiting www.africanbiodiversity.org and www.gaiafoundation.org

Promoting Your Screening

Social networks

The easiest way to promote your event is to use social media such as twitter and facebook. Social media is free and can have a huge reach. Both twitter and facebook can be a great way to connect with like-minded individuals and organisations, as well as friends and family.

You can set up a facebook event page, invite your friends and encourage people to invite their friends as well. This is a great method by which to contact hundreds of people.

If you're using twitter, try and link into groups or threads of conversation which echo the films messages. You can also use #seedsoffreedom to join directly into the films conversation thread.

Local listings

Contact local magazines and newspapers – both online and print – and have your event featured as a listing.

Posters and Flyers

Promote your screening by distributing flyers and posters in key public spaces such as libraries, universities, newsagent's windows, and cafes. The screening resources page on our website includes a template poster which you can print and use for your screening.

Email

Another great way to publicise your event is to send out emails announcing the event. You may want to use the following template to provide details to your audience...

Sample email announcement

We invite you to come to a special screening of Seeds of Freedom, a film that charts the story of seed from its roots at the heart of traditional, diversity rich farming systems across the world, to being transformed into a powerful commodity, used to monopolise the global food system. Visit www.seedsoffreedom.info to find out more about the film.

Date & Time

Venue

[Cost or suggested donation]

For more info contact _____

Your Email & Phone

[Screening followed by discussion/ Q&A]

[Speakers]

What's next?

We hope that those who watch *Seeds of Freedom*, will be left with a sense of outrage, and obligation, prompting them to take action and demand change. Although the film presents a story of hope towards the future of global agriculture, we are aware that some people might feel demoralized in face of the grave facts presented in the film. That's why it's important to make sure that your audience leaves knowing how they can "get involved" - let them know about our [Take Action](#) and [Support Us](#) pages on our website where they can find more about how to be part of a wave of change.

Screening kit

The following screening kit, which you may like to use for promotion or to help create materials for the night, includes the following:

1. Film synopsis
2. Endorsements and sound bites from the film
3. Learn more
4. Posters and flyers
5. DVDs

Film synopsis

Seeds of Freedom charts the story of seed from its roots at the heart of traditional, diversity rich farming systems across the world, to being transformed into a powerful commodity, used to monopolise the global food system.

The film highlights the extent to which the industrial agricultural system, and genetically modified (GM) seeds in particular, has impacted on the enormous agro-biodiversity evolved by farmers and communities around the world, since the beginning of agriculture. *Seeds of Freedom* seeks to challenge the mantra, promoted by the pro-GM lobby, that large-scale, industrial agriculture is the only means by which we can feed the world. In tracking the story of seed it becomes clear how corporate agenda has driven the take over of seed in order to make vast profit and control of the food global system.

Through interviews with leading international experts such as Dr Vandana Shiva and Henk Hobbelink, and through the voices of a number of African farmers, the film highlights how the loss of indigenous seed goes hand in hand with loss of biodiversity and related knowledge; the loss of cultural traditions and practices; the loss of livelihoods; and the loss of food sovereignty. The pressure is growing to replace the diverse, nutritional, locally adapted and resilient seed crops which have been bred by small-scale farmers for millennia, by monocultures of GM seed.

Endorsements and sound bites from the film

The voices that feature in *Seeds of Freedom* are environmentalists, government representatives, food advocates and farmers. Depending on the event you are planning, the audience and the key themes you wish to address or discuss, you may wish to use some of the following soundbites from the film...

"Once a company starts to see royalty collections from every seed, it pushes its genetically engineered crops, to replace the native crops that farmers and peasants have grown over millennia.

"To put in a gene for herbicide resistance: you now have a monopoly on the chemical, as well as on the seed which is married to the chemical. It's because genetic engineering is being brought to us by the

old agrochemical industry, which is interested in maintaining its agrochemical sales of herbicides and pesticides, while also establishing a monopoly control of the seed - that genetic engineering has gone in the totally wrong direction as far as agriculture is concerned.”

“We need to decentralise our food system, and if we need to decentralise our food system, decentralise seed provisioning. Seed sovereignty must become very central to food sovereignty.”

Dr Vandana Shiva, Physicist and internationally renowned activist.

“They are chemical companies first, but they are seed companies second. If you can control the seed, you control the profit from growing food.”

John Vidal, Environment Editor, The Guardian.

“With the loss of diversity you lose your security. Because, diversity is synonymous with security. It also means improved livelihood. It means improved nutrition. It means improved division of labour. All this would be lost to one crop.”

Dr Melaku Worrede, Ethiopian plant geneticist and Right Livelihood award winner

“We plant seeds to welcome new life. When a boy becomes a man we shower him with seeds. And when a person dies we plant seeds on their grave. Our indigenous seed builds towards the future. Because you don’t plant it alone, and leave others starving. You plant it together and share it.”

Chief Vhutanda. Local Chief and traditional farmer from the Venda region of South Africa.

“Our traditional crops are good for eating, whilst the modern crops can be exported. But we can’t eat coffee.”

Norman, Elder and traditional farmer from Karima in Kenya.

“By controlling the seed you control the farmer. By controlling the farmer you control the whole food system. And that’s the legacy of genetics in farming”.

Liz Hosken, Founder and Director of The Gaia Foundation.

“The real concern is that there is an increasing corporate control of the seed chain, and increasingly that means that a very small number of people, are having a massive influence over the way in which farmers are able to farm. Traditional practices of saving seed are now under threat, and what that does essentially, is to put corporate profit ahead of the ability of farmers to feed themselves and their communities.”

I don’t think the public should ever underestimate the potential power that they have should they choose to use it. Who’d have thought that Murdoch’s empire could be brought down?”

Caroline Lucas, MP for Brighton Pavilion and leader of the Green Party of England & Wales.

“You create a monopoly when you’re providing the seeds which have been engineered to be resistant to the pesticides that are used on those seeds. The net effect of that, is that we’re seeing a vastly increased use of pesticides, which is one of the things that GM was supposed to be tackling.

So it's nothing to do with feeding the world. It's nothing to do with tackling some of these huge issues we're facing today. It's about control of the food sector, of the food economy."

Zac Goldsmith, Conservative MP and long-standing environmentalist

"We have to realise that diversity means survival. Diversity means being able to continue to produce. Being able to continue to be a farmer. And without that I think it's very important to realise that we're simply not going to be able to produce the food that we need if we allow that this kind of diversity is further eroded."

Henk Hobbelink, Coordinator of GRAIN International

Learn more

We have created facts sheets and information about the information in the film. These can be accessed from the Learn More page of www.seedsoffreedom.info

Posters and flyers

We've created template posters for you to download, print and enter your own event details.

DVDs

To access the film for your screening you can simply download the film directly from Vimeo as an Mp4. You can then burn to a DVD or play it directly from your computer. Alternatively, you can contact us directly by emailing info@gaianet.org or calling (0044) 207 428 0055 to arrange for a DVD to be sent to you. DVDs of the film cost £10, plus postage and packaging (this will vary depending on your location). If you'd like to raise money by selling DVDs at your screening we can also arrange to send you a larger quantity depending on where you are in the world!

Please contact the Gaia Team with any questions you might have at info@gaianet.org.

Thank you and Good Luck!

A landmark film from

In collaboration with...



**Navdanya
international**