

PROJECT

Agriculture
Biodiversity
Health
Soil
Water

Online Information Service: Environmentally Compatible Plant Protection



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What environmental impacts does the application of chemical pesticides have in private and small gardens, and how can consumers help to avoid these? In this project an online information portal and a brochure were created to answer these questions. Besides the environmentally relevant side effects of chemical pesticides, the project also focused on alternative and preventive measures.

Methodological Approach

At the beginning of the project, existing information portals as well as the mass media's reception of the topic was analyzed, in order to identify the most important questions and themes. Additionally, expert interviews and an online survey were conducted. Finally, after defining the target groups with the help of these results, the information portal and the brochure were developed. The contents of the portal and the brochure are illustrated by numerous photos and infographics.

Tasks of the Ecologic Institute

The Ecologic Institute co-ordinated the project and was responsible for the analysis in the first part of the project. The texts for portal

and brochure were written by Dr. Martin Hommes (Julius Kühn-Institut) and Mascha Schacht (Schreibwerkstatt Aquilegia). The Ecologic Institute's tasks included: editorial management, research and selection of photos, development of nine infographics, graphic design of the brochure and content management of the portal. Additionally, the Ecologic Institute supported the press and public relations work of the Federal Environment Agency to disseminate the portal and the brochure.

Main Link

UBA internet portal: "Pflanzenschutz im Garten" (German only)

Related Articles

- Gartenlust statt Gartenfrust
- Umwelt-Checkliste für chemischen Pflanzenschutz im Hobbygarten
- Potenzielle Umweltwirkungen chemischer Pflanzenschutzmittel
- Gezielt Nützlinge zum Pflanzenschutz einsetzen
- Verborgene Helfer im Hobbygarten
- Nützlingsfreundliche Gartengestaltung
- Clever Unkraut jäten
- Diese Zierpflanzen kennen keine Schneckenprobleme
- Fruchtfolge mit vier Beeten - Ein Beispiel
- Fruchtfolge planen: Nährstoffbedarf und Pflanzenfamilie beachten
- Internet Portal on "Plant Protection in your Garden"

Further Links

- Press Release of the Federal Environment Agency: Spanische Wegschnecken im Römersalat (German only)
- UBA Weekly Issue 33 (2016) Umweltfreundlich gegen Gartenschädlinge (German only)

Funding

Federal Environment Agency (UBA), Germany

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information, online, information portal, internet, website, brochure, social media, press,
public relations

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Links

[1] https://www.ecologic.eu/sites/files/project/2014/fotoliac_k.-u._hassler_xs.jpg