



Festival de la Terre

March 2009

PRESS KIT

WORLDWIDE EARTH FESTIVAL **from June 12th to 28th, 2009** (5th edition)

www.festivaldelaterre.org

⇒ Prestigious Supporters:

- Edgar Morin
- Yann Arthus Bertrand
- Albert Jacquard
- Bernard Werber
- Jean-Marie Pelt
- Pierre Rabhi
- Jacques Séguéla
- Arnaud Desjardins
- Nicolas Hulot Foundation
- Amnesty International
- Greenpeace
- Plan International

and hundreds of Associations and personalities throughout the world

⇒ 20 participating countries:

ALGERIA, ARGENTINA, AUSTRALIA, BELGIUM, BURKINA FASO, CAMEROON, CANADA, CHILE, COLOMBIA, ECUADOR, FRANCE, HAITI, INDIA, KENYA, MEXICO, SWITZERLAND, TOGO, TUNISIA.

⇒ in France:

- 20 Towns mobilized
- 200 events programmed

The Earth Festival was classified in 2009 by the UNESCO as :
**" Event of the Decennia of Sustainable Development,
in favour of Education "**

Association TERRALLIANCE

Maison des Associations – Boîte No 16 – 181 av Daumesnil - 75012 Paris

Tel: 01 49 77 71 30 - Fax: 01 43 75 67 00 - info@festivaldelaterre.org - www.festivaldelaterre.org



Festival de la Terre

March 2009

I take action for my Planet

A call to citizen's mobilization

Environmental alerts and health aggressions are multiplying, peace in the world is more and more threatened and economic unbalances are constantly on the rise.

Before it's too late, women and men have mobilized themselves to create a major event: the **Worldwide Festival of the EARTH.**

It's purpose:

Gathering men and peoples to create a new relation with the EARTH who feeds us.

In the program of this initiative: concrete actions in favor of the environment, symbolic marches for peace, forums, concerts for the Earth, collective picnics. ... and dancing circles all around the Planet ... !

Together ... for the EARTH

The Festival of the EARTH will end with giant dancing circles all around the Planet... !!!

Bearing the symbolism of the planetary circle, the great dancing circles convey the essential values of solidarity and harmony between men.

These great human chains express more concretely the power of the bonds which men can create among themselves in the framework of concerted collective actions.

They are bearers of hope and enable us to assert that a better future is possible with openness, tolerance and respect for differences.

To dance around a circle, is to declare oneself to be a child of the EARTH and to unite oneself with others to start a vital dynamic.

At the end of the giant picnic on Sunday June 28th, placed under the sign of sharing, the people taking part in the picnic of each city of the participating countries are invited to create the largest human circle possible.



Festival de la Terre

March 2009

THE WORLDWIDE FESTIVAL OF THE EARTH

(5th year)

The Association Terralliance is organizing **from June 12th to 28th 2009** the **Worldwide Festival of the Earth**, an operation of national and worldwide mobilization in favor of **the planet and of its inhabitants.**

The Festival will be taking place simultaneously in France and in nearly 20 other countries, through the initiative of NGOs and Associations in each participating country.

The Festival's intention is to federate the many initiatives already in existence or created for this occasion, in favor of the protection of the Planet and national and international solidarity.

The objectives of the Earth Festival are to:

- **raise the awareness of each citizen to have more respect for our Planet, and to encourage each of us to become more responsible so as to insure its sustainability.**
- **communicate about sustainable growth and its introduction at the level of our day-to-day actions and behaviour.**
- **creating bonds of solidarity between individuals and peoples on a planetary scale.**

The Worldwide EARTH Festival is a call to become aware of how urgent it is at this time to preserve our Planet, and an invitation to connect with one another and to move into constructive action.

This is the spirit in which Terralliance is **asking for Associations and various associative groupings** already involved in the field of environment preservation, ecology, sustainable growth and solidarity **to undertake symbolic and concrete actions during this weeklong Festival.**

Edgar Morin, Yann Arthus Bertrand, Jean Marie Pelt, Pierre Rabhi, among many prestigious personalities in France, are among the Supporting Committee, along with the Nicolas Hulot Foundation, Amnesty International, Greenpeace, Plan International, Max Havelaar, and many other national and international NGOs also.

This year the general thematic for the Earth Festival is HOW TO BE A GUARDIAN OF THE EARTH ; each participating country is invited to communicate about its specific problems linked with earth damages (forests destruction, different pollutions, etc..) and possible solutions.

Around 20 countries have already announced their firm intention to take part in the Worldwide EARTH Festival 5th year by creating their own national Festival based on the principle of the 7 theme-specific days described hereafter.

Association TERRALLIANCE

Maison des Associations – Boîte No 16 – 181 av Daumesnil - 75012 Paris

Tel: 01 49 77 71 30 - Fax: 01 43 75 67 00 - info@festivaldelaterre.org - www.festivaldelaterre.org



Festival de la Terre

March 2009

The Heart of the Festival (June 12th to 28th, 2009)

Each day corresponds to a theme reflecting the Festival's basic values

- **SOLIDARITY ON EARTH**

Individual and collective initiatives of solidarity, participation in national fund-raising events targeted towards disadvantaged countries.

Driving theme for the day: **HELPING**

- **CHILDREN'S EARTH**

Priority to children's rights and to their future, and help for the various organizations supporting them. Children draw their Planet, in the framework of a national drawing workshop.

Driving theme for the day: **HOPING**

EARTH IN CHOIR

Concerts for the Earth are celebrated in all participating countries.

Children's and adult choirs sing the Festival Hymn. Worldwide poetry day.

Driving theme for the day: **CELEBRATING**

- **CLEAN EARTH**

Collective actions to cleanup our Planet and raise awareness about sustainable growth; round tables on the red-hot issues of ecological current events.

Driving theme for the day: **RESPECTING**

- **ARTISTS for the EARTH**

Artists express themselves on the themes of the EARTH and of solidarity. The realization of a collective work of art on the themes of the Festival is proposed to artists' groups in each village, town and city of the participating countries.

Driving theme for the day: **CREATING**

- **PEACEFUL EARTH**

Celebration of the World Peace Day and of the Music Festival.

Peaceful gatherings and round tables in favor of Peace in the World.

Driving theme for the day: **HARMONIZING**

- **NOURISHING EARTH**

Collective picnics in meeting points in touch with nature, sharing the produce of the EARTH, symbolic distribution of seeds and planting of trees.

Large human dancing circles bearing hope will conclude the Festival.

Driving theme for the day: **GETTING CONNECTED**

Association TERRALLIANCE

Maison des Associations – Boîte No 16 – 181 av Daumesnil - 75012 Paris

Tel: 01 49 77 71 30 - Fax: 01 43 75 67 00 - info@festivaldelaterre.org - www.festivaldelaterre.org



March 2009

Festive and grassroots participation:

Each of us is concerned by the future of our planet; what is at stake is the heritage we leave behind for future generations.

Each citizen is thus solicited to create an event, at his own level, with his friends, his business or his not-for-profit organization or association for any one of the theme days during the weeklong Festival, and to put this event on line on the Earth Festival official website.

Specific watchwords for each theme day will be regularly broadcast as the Festival will be coming closer, through the press and the main media.

Interactivity of the Festival website www.festivaldelaterre.org:

The Festival's website is the nerve center of the event. .

It lists in real time the events organized by the regional associations, and classifies them by date, theme, county and type of public.

It enables the public to have access to the events in their own area and to have a global overview of all of the planned events, both in their own country and in the other participating countries.

Promotional Products for the Festival:

The following products will be available to all the groups creating events and to the general public, in order to reinforce the impact of the Festival and to disseminate its image to the largest possible audience:

- * nation-wide poster for the Festival
- * Festival post cards
- * Festival T-shirts
- * Musical CD for the Festival
- * Festival advertising streamer

Conditions to participate:

⇒ **To create an action in your region:**

on the Festival website www.festivaldelaterre.org, select your country name and contact the Local Partner who is specified.

⇒ **To offer your services as a volunteer** (if no Local Partner appears)
contact the Association thru email: info@festivaldelaterre.org

(see the official website of the EARTH Festival : www.festivaldelaterre.org)



Festival de la Terre

March 2009

TERRALLIANCE Association **« Before it's too late... »**

Confronted by the fact that the energy resources of our planet are running short, aggravated by sometimes careless consumption and pollution, as well as the acuteness of North-South imbalances, we just cannot remain indifferent.

The harmful effects of the climate changes currently under way, the environmental and health problems (water pollution, chemical products), those 30% of the world's population living under the poverty line force us to consider innovative solutions for the future.

A few active grassroots militant groups might sometimes seem isolated, next to the large mainstream public, often very poorly informed about the real stakes in terms of ecology, the protection of the planet and of the heritage to be handed down to future generations.

Faced with the various alarmist scenarios and before it's too late, TERRALLIANCE has decided to take action and to alert as many citizens as possible, through an event with a global impact.

The EARTH FESTIVAL's goal is this twofold consciousness raising,, individually and globally.

At an individual level:

Each individual, organization, association or company will be able to advertise and promote its concrete initiatives and actions in favor of sustainable growth.

The Festival week, from June 12th to 28th, 2009 includes theme-specific days (solidarity, children, environment, pollution, arts, contact with the Earth) which the ecocitizen can easily appropriate into his everyday life.

On a worldwide level:

The intention of the EARTH Festival is to **create connections between peoples to help alternative solutions emerge** thanks to an international realization and to **increase the level of equity in the management of our world's resources.**

Its intention is to **shed more light on the great ethical debates which are bound to shape the future of our planet.**

Terralliance and its network of national and international partners, constitute the organizing structure of the EARTH Festival, every year revolving event around the summer solstice.



Festival de la Terre

March 2009

Useful Contacts

TERRALLIANCE Association

Tél. : + 33 (0)1 49 77 71 30
E-mail : info@festivaldelaterre.org
terralliance@orange.fr

Websites :

www.terralliance.org
www.festivaldelaterre.org
www.villagedelaterre.org

Please take note that these telephone numbers are exclusively reserved for the press and are not to be displayed on documents intended for the general public ; the public is invited to communicate through the website.

Association TERRALLIANCE

Maison des Associations – Boîte No 16 – 181 av Daumesnil - 75012 Paris

Tél: 01 49 77 71 30 - Fax: 01 43 75 67 00 - info@festivaldelaterre.org - www.festivaldelaterre.org