



EUROPEAN ORCHARD DAY

European Orchard Day 2022
29 April - EUROPE celebrates diversity

www.orchardseverywhere.com/en/



ORCHARD
NETWORK

European Orchard Day 2022

29 April – EUROPE celebrates diversity

On Friday, 29 April, we will launch the world's largest Orchard La-Ola wave.
For this we need numerous hands to join in.

Out of the
filter bubble -
into society

Under the hashtag **#streubstueberall** we inspire the whole of Germany, Austria and Switzerland. But that's not all: our motto can also be used internationally: **#orchardseverywhere**. Because there are also orchard heroes in the United Kingdom, Slovenia, Luxembourg and many other countries - with great passion. It is precisely this passion that we must finally show to ALL people. Now it's time to get out of the Orchard filter bubble and into society. We inspire people for our work, the wonderful trees and Orchards and, last but not least, for taking part.

Call to Action – Organise actions

The European Orchard Day is a worldwide day of participation and action around the intangible cultural heritage of orcharding. Orchard heroes organise exciting events in the midst of our cultural landscape. What to do?

- Organise your own event on Orchard and invite numerous visitors.
- Post a photo of the enchanting blossoms, mum's jam jars or her Orchard smoothie with our hashtags.

We at Hochstamm Deutschland e.V. coordinate the European Orchard Day, record all the actions of the orchard heroes and include them in our public relations and press work. On the joint website (www.streubstueberall.de / www.orchardseverywhere.com) we present all actions and partners. You want to become a partner and/or offer an action? On the homepage you will find forms where you can register yourself and your action. We invite everyone to join in, no matter whether you are an individual farmer, an association or a marketer.

No idea? We offer inspiration:

- Orchard rallies
- Fruit variety identification or tastings (e.g. also online)
- Panel discussions or coffee talk
- Social media campaign or photo competition

Orchard Love is tried and tested

We are celebrating Orchard Day for the second time in 2022. On the initiative of our friends from the Arbeitsgemeinschaft (ARGE) Streuobst Österreich (Orchard Working Group), the day of action always takes place on the last Friday in April. We are overwhelmed by how many people followed our joint call last year. Orchard heroes organised colourful actions, invited consumers to join in and celebrated our beautiful landscape. Together with numerous partners, we are now making this day a tradition - all over Europe!

The biggest
Orchard-
La-Ola -wave

We are many -
all over Europe

www.orchardseverywhere.com

www.streubstueberall.de





Hochstamm Germany supports all partners

- We will collect all actions and partners on the new website www.orchardseverywhere.com.
- We are creating an interactive map with the events all over Europe. The map can be integrated into existing websites if desired.
- Logos, posters, draft texts and press releases for your press work can be found at <https://orchardseverywhere.com/en/service/>.
- Joint press release and international press conference on 27 April, 10 a.m.

After Orchard Day is before Orchard Day...

We want to celebrate the European Orchard Day with you again in 2023. But we want even more: a European orchard network. Make a note of it now: In autumn 2022, we invite all partners to a European network meeting - digital and multilingual, of course.



Background information Organisers

ARGE Streuobst Österreich e.V.

Since the year 2000, ARGE Streuobst has been concerned with the conservation and renewal of Orchard stands throughout Austria. A number of renowned scientists and proponents from various institutions as well as private interested parties work intensively to achieve the association's goals. ARGE Streuobst is structured as a non-profit association, works on a voluntary basis and is financed by membership fees, donations and project funding. By organising events, participating in research projects, issuing publications, setting up working groups and preparing position papers on Orchard cultivation and the conservation of fruit genetic resources, ARGE Streuobst achieves success and offers the prospect of promoting Orchard cultivation and the conservation of fruit genetic resources. www.argestreuobst.at

BirdLife Europe

BirdLife Europe and Central Asia is one of the six regional offices of BirdLife International. BirdLife International is a global Partnership of autonomous, national non-governmental conservation organisations, with a large grassroots membership in 120 countries and territories. BirdLife International's mission is to conserve wild birds, their habitats and global biodiversity. BirdLife Europe has an international team of permanent staff responsible for conservation, science, policy, advocacy, capacity building, fundraising, communications, finance and administration. The staff is supporting the 48 European and Central Asian BirdLife Partners. Through its unique local to global approach and partnership of national conservation organizations, BirdLife Europe and Central Asia delivers long-term conservation solutions for the benefit of nature and people. With its more than 875,000 members and supporters, in Germany NABU is one of the oldest and biggest national partner organisations of BirdLife. www.birdlife.org/europe-and-central-asia/

Hochstamm Deutschland e.V.

Hochstamm Deutschland e.V. is a non-profit, nationwide association that campaigns for the preservation of meadow orchards. Hochstamm Deutschland is backed by Orchard initiatives, local authorities, associations and private individuals. The aim of the association is to support orchard enthusiasts in preserving the remaining orchards and to provide ideas for their further development - through networking, exchange and participation. Hochstamm Deutschland, together with more than 1.3 million supporters, managed to get orchard cultivation listed in the Federal Register of Intangible Cultural Heritage in Germany. This has brought orchard cultivation increasingly into the public spotlight. Following this success, the European Orchard Day was established by various initiators. It takes place annually on the last Friday in April. www.hochstamm-deutschland.de

UK Orchard Network

The UK Orchard Network is a partnership of organisations across the British Isles working together to actively promote the conservation of orchard trees and their varieties and in their many forms; as individual trees, traditional, orchard meadows and orchards and to conserve the biodiversity of the orchard habitat. The Network aims to reverse the decline in orchard and wildlife biodiversity in the British Isles; promote a wider understanding of the value of orchards and traditional varieties for the benefit of wildlife, people and heritage; build strong relationships between interested organisations; promote best practice in management; advise and assist in the conservation, maintenance and planting of orchards; and act as a focal point for policy development and government agencies. www.orchardnetwork.org.uk





Intangible cultural heritage Orchard cultivation

Intangible cultural heritage is a form of cultural expression that is directly supported by human knowledge and is passed on and developed from generation to generation. Intangible cultural heritage is not tangible, but is bound to people and kept alive by the commitment of its bearers.

Orchard landscapes in the form of fields, meadows or avenues with tall, large-crowned fruit trees are the result of agricultural and cultural development and are thus directly linked to human knowledge. The planting, cultivation and care of orchards, the cultivation of fruit varieties and the harvesting and processing of fruit are based on extensive empirical knowledge in dealing with nature. In addition to cultural expressions such as harvest festivals and rituals, special handicraft techniques, e.g. for the care of orchard trees, have been developed and refined over centuries. The cultural characteristics of Orchard are consistent with the UNESCO criteria in the following respects: Knowledge and customs related to nature and the universe, traditional craft techniques, customs, rituals and festivals.

The idea of adding Orchard to the list of Intangible Cultural Heritage in Germany was born back in 2015, and the initiators have been carrying this idea forward and discussing it ever since. Hochstamm Deutschland e.V. took the initiative in 2019 in Germany to organise the application as a nationwide cooperation project. In 2021, the application, which was joined by over 1.3 million supporters, was approved and scattered fruit cultivation was included in the nationwide register of intangible cultural heritage in Germany.

**Hochstamm Deutschland e.V. supports ALL partners in Europe on the way,
to apply for the inclusion of orchard cultivation in the list of intangible cultural
heritage.**

Our goals:

Orchard Day as a recognised world day!

Orchard cultivation as INTANGIBLE CULTURAL HERITAGE of the EU and UNESCO!



www.orchardseverywhere.com

