

#orchardseverywhere

The orchard holiday in Europe. Celebrate with us!

Benefits for Supporters and Participants

www.orchardseverywhere.com



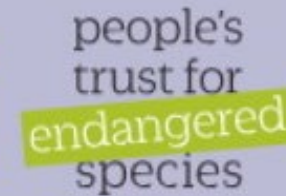
Conservation through use: MORE people consume MORE orchard products.

Hochstamm Deutschland e.V. is a non-profit organization. We are committed to orchard meadows. Together with our partners, we organize the European Orchard Day. All over Europe. Because we have something to show!

Goal: We support everyone in preserving orchard meadows and provide new ideas for further development - through networking, exchange and participation. The European Orchard Day is a matter close to our hearts, because the proud orchard meadows, the people behind them and the products are worthy of great attention.



WHO



The European Orchard Day - The holiday of orchard cultivation

364 days and one public holiday. All over Europe. Whether in bloom in spring or at harvest time - an orchard meadow is a very special place. On European Orchard Day, we show this to all those who don't know it yet.

We celebrate the flowering meadows, the delicacies, the cultural heritage and the diversity throughout Europe. With a product tasting, guided tour of the meadows, information event, photo competition or picnic with concert - every local event helps to raise awareness of the importance of our orchards.

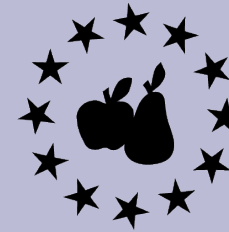
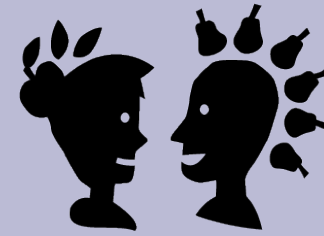
WHY



Diversity: Large fruit trees of many species and varieties, such as apple, walnut and olive trees, grow in rows and at irregular intervals in orchards. They are home to a large number of animal and plant species, some of which are endangered.

Culture: The orchards are a man-made cultural landscape and only survive through cultivation. Our traditional knowledge about the care and processing of the fruit and much more is the fertile soil of orchard cultivation. This is why orchards are listed as intangible cultural heritage by the German and Austrian UNESCO commissions.

Europe: In many places in Europe, orchards characterize entire natural and cultural landscapes, but the number of fruit trees is dwindling. The Day of the Orchard Meadow shines the spotlight on the blossoming orchards and the delicious products that are created from the fruit.



WE CELEBRATE TOGETHER



When: since 2021 annually **on the last Friday in April** and the following weekend

Where: all over **Europe**, in the meadows, under the trees, with orchard growers and committed people

Who:

- Orchard stakeholders, groups and associations from all areas (nature conservation, art, education, administration, etc.) are **hosts** for interested consumers
- Multipliers from the participating countries as **partners**

HARD FACTS





2023: over 220 events
in 8 European countries - hashtags shared
millions of times



Network: regular online meetings ensure
knowledge transfer and new ideas



> 10,000 guests on site

> 120,000 visitors to the website



Preservation through use: attention ensures
rising sales figures



Over 40% growth in social media

220 events in 8 countries
=> 100% growth



Over 150 press reports in D and AU alone

Over 8,000 printed advertising materials
for branding

SUCCESSSES



Raising awareness of nature - that is one of our main motivations

"The beer mats were great. Pens could be a good addition/variation"

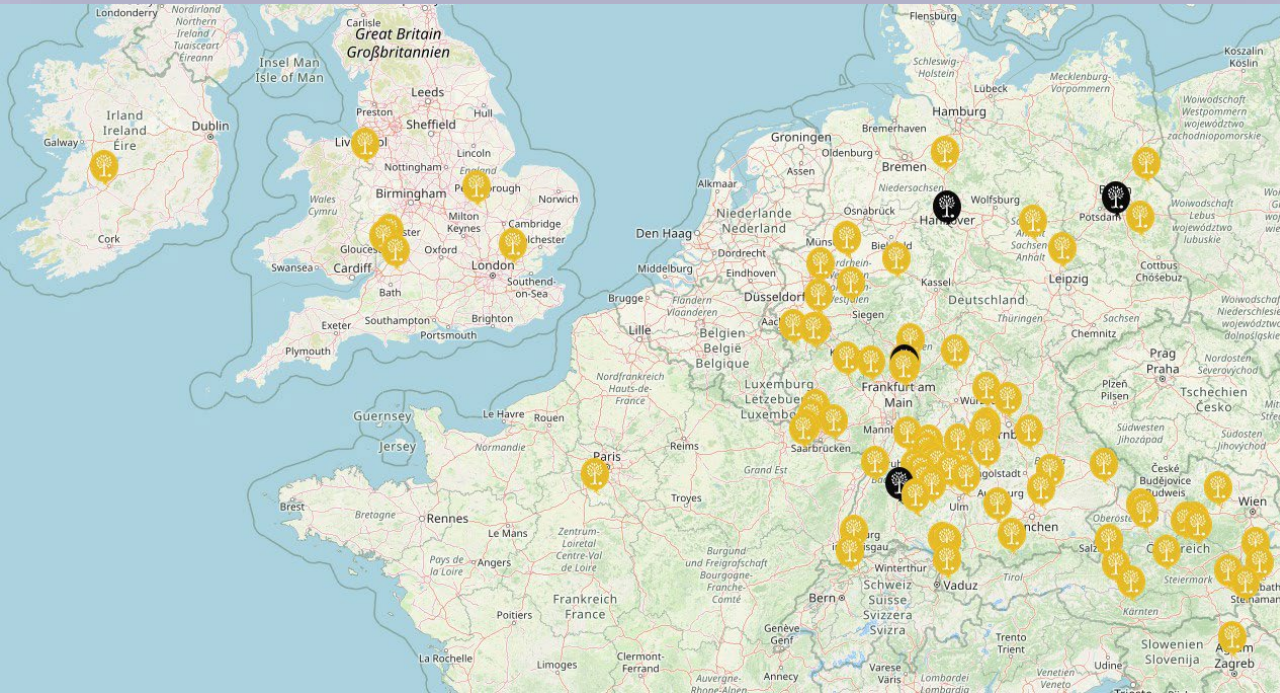
"You can't get much more public relations work than that!"

"Taking part in the events was easy in my case, everyone wanted to join in"

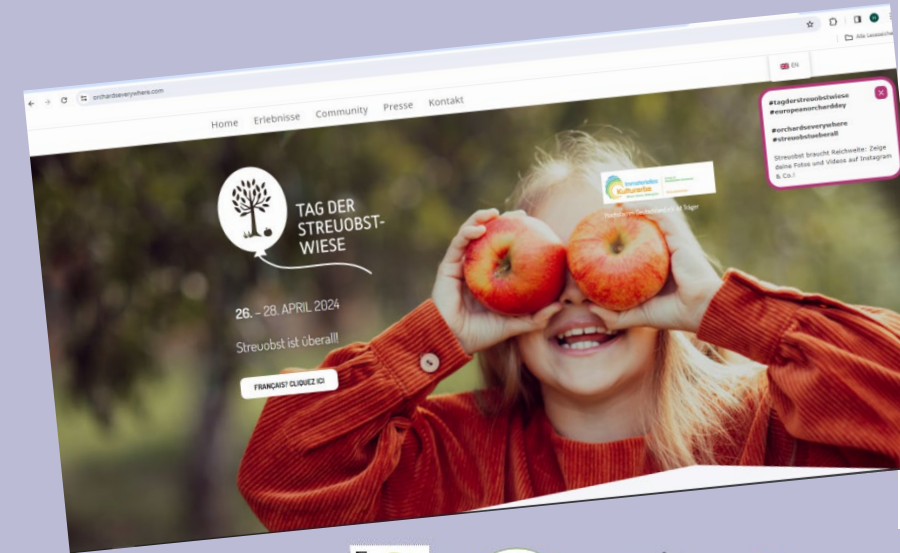
VOICES OF THE HOSTS



<https://orchardseverywhere.com/>



COMMUNICATION Website



#orchardseverywhere

#streuobstueberall

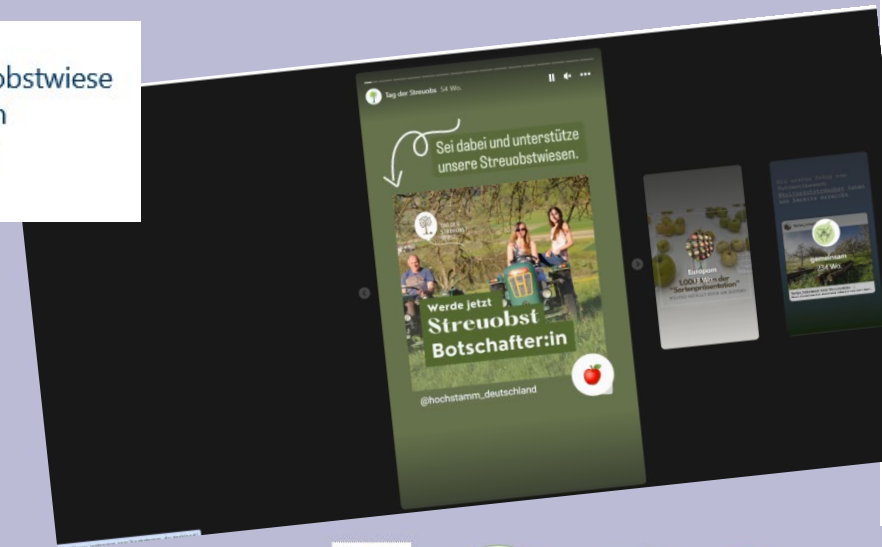
#day of the orchard



#orchardseverywhere #streuobstueberall #tagderstreuobstwiese
#europeanorchardday #mitmachen #justdoit #mitfeiern
#celebrate #schützen #protect #gemeinsam #together

55 Wo.

COMMUNICATION HASHTAGS





COMMUNICATION ON SITE



Hands-on materials for hosts

- Flyer DIN A5 - for guests
- Posters DIN A2
- Drinks coaster
- „Thank you" postcards



COMMUNICATION PR-MATERIAL





GIORNATA
EUROPEA DEI
FRUTTETI



TAG DER
STREUOBST-
WIESE



JOURNÉE
EUROPÉENNE
DU VERGER



EUROPEAN
ORCHARD
DAY

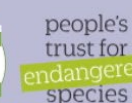


DAN
TRAVNIŠKIH
SADOVNJAKOV



DZIEŃ SADU
TRADYCYJNEGO

EUROPE-WIDE COMMUNITY



- orchardseverywhere.com as the central website for the European Orchard Day
- Visibility: interactive map makes orchards and people visible, shows all activities at the European Orchard Day
- Reach: press, internet, social media
- Innovativeness
- Strong network
- Press material (texts, images, logos)
- Comprehensive public relations work by Hochstamm Deutschland e.V. and partners
- Joint preparatory meetings
- Suggestions and sample actions

BENEFITS FOR HOSTS



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The orchard holiday in Europe. Celebrate with us!

Contact Hochstamm Deutschland e.V.

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Thank you for your
commitment!



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WIESE



people's
trust for
endangered
species



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