

Photo Exhibition Information



commissioned by
Federal Ministry
for Economic Cooperation
and Development



Where Nature and Culture Meet: People, Food and Biodiversity

Focus on Nature



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Dear Customer,

Does your organisation or enterprise subscribe to the principles of sustainable development, global responsibility for our planet's resources, and maintenance of biological and cultural diversity?

Would you like to present your set of values effectively, in a form certain to make an impression on visitors or your employees? Are you planning an event of some kind for which you need an appropriate setting?

We can provide you with just such a setting: a high-quality photo exhibition with attractive brochures supplying background information. At present, we can offer material on the following topics:

- **Where Nature and Culture Meet: People, Food and Biodiversity**
- **Focus on Nature**

You can arrange the exhibition material to suit your own specific needs. We would be happy to help you find the right mix for your target group and to advise you on how best to use the space you have available.

These pages contain any further information you may need.

Yours truly,

Dr Rolf Mack, Ms Annette von Lossau
Biodiversity Team
Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ)
– German Technical Cooperation –

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Where Nature and Culture Meet: People, Food and Biodiversity

The purpose of these pictures is to inform you about the importance of maintaining biological and cultural diversity. We want to alert you to this issue and give you some insight into German development cooperation activity in this field.

- Sustainable development needs biodiversity, the diversity of animal and plant species.
- The diverse human culture is closely connected to biological diversity.
- The conservation of this diversity of life is a global challenge that concerns every human being on the planet.

The photo exhibition has already been shown with great success at a variety of different institutions:

- Earth Day 2004, United Nations Headquarters, New York
- United Nations (UNEP), Nairobi
- German Federal Press Office, Berlin
- Travelling Exhibition China
- Travelling Exhibition Africa
- Main Train Station, Mainz

Are you interested in using this high-quality photographic exhibition at your institution, company or organisation? If so, please get in touch with us.

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Photo exhibition



© photo: gary a. hancock - www.photographyonline.de

1. Purpose and concept of the exhibitions

The photo exhibitions and accompanying brochures address a broad public. The subject of biological diversity is presented in a manner that is understandable and emotionally appealing to make people interested in development policy, including young people. The material in the exhibitions is designed to make people aware of the importance of maintaining biological and cultural diversity; and it provides insight into the activities of German development cooperation in this area.

Exhibition content

*Approaches in the field of biodiversity maintenance and nature conservation must focus on people: **only if people are consistently involved** a contribution can be made to maintaining biodiversity.*

*The conservation of **biodiversity is a global challenge**. Eighty percent of the world's biological diversity is to be found in developing countries, that is, in regions marked by instability and poverty. One cannot expect the populations of these regions to assume global responsibility for maintaining biodiversity. Many developing countries have set aside vast stretches of land as protected areas, but without assistance they will not be in a position in the long run to supply the funding necessary for their preservation. Only a very few protected areas have succeeded in becoming financially self-sustaining through income from tourism, etc.*

*The principle of **conservation through utilisation**: What is useful acquires value in people's eyes. In poor countries, this precept often translates into generating short-term gain from utilisation. Nature conservation areas, which by definition involve a relinquishing of utilisation, can acquire popular appeal and support only if their potential is exploited and fairly apportioned. Income from photo tourism, sustainable hunting tourism, and trade in wild animals in strict accord with the law are often the only way. Domesticated plants and animal breeds cannot survive in the wild and depend for their continuance on the human beings who use them - who plant and cultivate them and see that they flourish and multiply. The rule that applies here is: whatever is not in demand - and cultivated, processed, eaten, or used in some other way - is lost.*

***The contribution** made by small-scale farmers in developing countries to the generation, evolution and maintenance of biological diversity in agriculture merits greater consideration in terms of value added. Small-scale farmers and stock-herders in developing countries are not just "the poor" - the general impression in industrialised countries - they are also proud creators and custodians of a veritable treasure of agricultural biodiversity that is important to all of us.*

*Biological diversity in agriculture is aesthetically pleasing. It is a **tangible expression of local culture**. The exhibition seeks to arouse interest in and curiosity about other societies and their cultures, including their cuisine. And it seeks to inspire us to give some thought to our own behaviour as consumers in our societies.*

*Promotion of biodiversity conservation must proceed **cross-sectorally**. The promotional concepts of German development cooperation involve economic development, nature conservation, forest management, fisheries, agriculture, trade and policy-making. This kind of holistic approach is what permits us to react appropriately and effectively to the challenges facing us.*

GTZ developed the **concept** of the exhibitions jointly with Mr Guenay Ulutunçok as photographer and design consultant.
(see <http://www.mediaproductiononline.de/>)

2. How the exhibition has been used so far

Our clients have always been more than satisfied. Let the following pictures inspire and help you to gather ideas for your own purpose and presentation.



Beijing, China

August 2006

The travelling exhibition "When man meets nature. Food security, biodiversity and traditional culture" opened in Beijing at the Chinese National Library in August 2006. It consists of 70 displays with photos and text on the subject of agrobiodiversity in China.

The exhibition was enhanced with examples of agricultural equipment and items of clothing worn by ethnic minorities in the villages of Hainan and Hunan.

It was opened by the Resident Development Cooperation Expert of the German Embassy in Beijing and the Deputy Director of National Libraries. The exhibition was later shown in some of China's 100,000 national libraries as well. The same exhibition will come to the Palm Garden in Frankfurt in the summer of 2007.



Palm Garden,
Frankfurt

July 2006

An exhibition on South Africa, organised jointly by GTZ, KfW and South African Airways, was on display at the Palm Garden in Frankfurt from the 5th of July to the 27th of August, 2006. South African landscapes and flora were presented in the Palm House gallery along with South African artworks. African artwork was also for sale. GTZ contributed not only large-scale pictures from its collection, but also films, as well as posters on the Millennium Development Goals. A stand with books and brochures was at hand so that visitors could inform themselves about the work of GTZ and development cooperation projects in southern Africa.

Travelling exhibition, Namibia



June 2006

Photo and poster exhibition on the environment and Millennium Development Goals in Namibia

A combined photo and poster exhibition by the Namibian Ministry of Environment and Tourism focused on the interrelationship between environment and poverty. The travelling exhibition, developed by Namibian photographer and environmental ministry employee Lousia Nakanuku, opened on the occasion of the World Environment Day on the 5th of June at the National Art Gallery in Windhoek, Namibia.

The exhibition, made up of 48 large-scale photos, depicts the challenge the eight Millennium Goals pose in light of real-life circumstances in Namibia. It is supplemented by 11 posters that show how local environmental and resource management projects - from municipal forest management to trade in natural products like "devil's claw" (*Harpagophytum procumbens*) - contribute to poverty reduction and the achievement of the Millennium Development Goals.

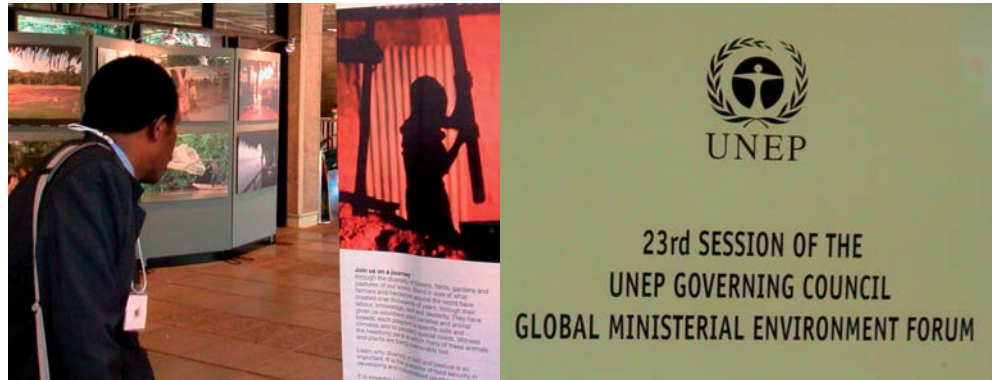
Main train station, Mainz



May 2006

The exhibition "Where Nature and Culture Meet: People, Food and Biodiversity" was shown for the first time in a train station, where it reached a particularly large audience. Passers-by could look at the pictures as they strolled about; the time passed more quickly for people waiting for a train connection. The exhibition at Mainz main station was so successful that other stations will be presenting it in 2007.

United Nations
Environment
Programme (UNEP)
Nairobi, Kenya



February 2005

From the 14th to the 26th of February, 2005, both exhibitions on biological diversity were shown at the 23rd Governing Council of UNEP in Nairobi. More than 1000 persons from UN member states took part in the meeting.

Travelling exhibition,
West Africa



December 2004

A special exhibition in Benin on the occasion of the German President Horst Köhler's tour of Africa

Together with the President of Benin and the national Director of the Pendjari biosphere reserve, the German President opened the exhibition in Cotonou, Benin.

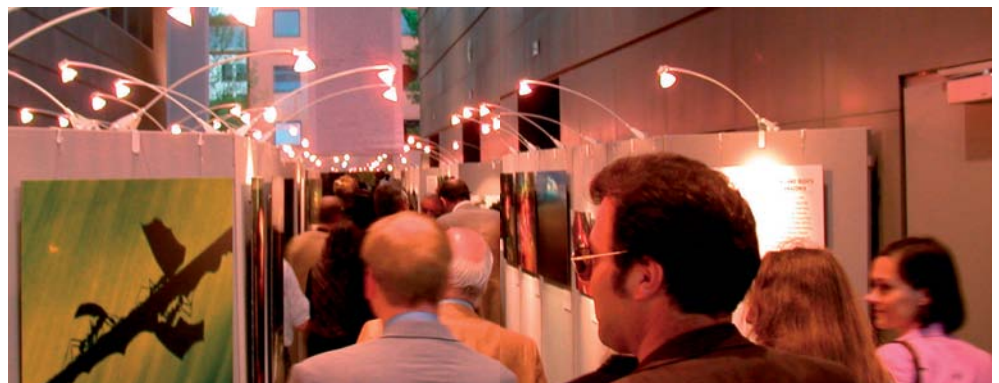
UN Headquarters,
New York



April 2004

Opening by the German Minister of State Kerstin Müller (German Federal Foreign Office – AA), Ruth Eichhorn (Photo Editor-in-Chief of GEO magazine) and Zéphirin Diabré (Associate Administrator and Under-Secretary-General, UNDP). The double GEO/GTZ exhibition "Focus on Nature" and "People, Forests, Development" opened on the 22th of April, 2004, on the occasion of Earth Day 2004, at UN Headquarters in New York.

Federal Press
Office, Berlin



June 2003

On the 5th of June, 2003, at the German Federal Press Office in Berlin, an event was held by the German Federal Ministry for Economic Cooperation and Development (BMZ), GTZ, GEO, the UNDP Equator Initiative and InWent (Capacity-Building International) on the topic "Biodiversity and Poverty Reduction". The high points of the programme were the opening of the joint photo exhibitions "Focus on Nature" and "People, Forests, Development" (GEO/ GTZ) and a panel discussion with international experts. The exhibition was officially opened by Mr Peter-Matthias Gaede, Editor-in-Chief of GEO, and Dr Uschi Eid, Parliamentary State Secretary, BMZ.

An overview of exhibitions to date:

30.10. - 14.11.2006	GTZ Head Office, Eschborn, Germany
26.10. - 30.10.2006	Slow Food Festival, Turin
27.09. - 12.10.2006	Rathaus (Town Hall), Stuttgart
19.09. - 21.09.2006	International Conference Centre of the French Foreign Ministry, Paris
14.08. - 28.08.2006	BMZ, Bonn
05.07. - 11.08.2006	Palm Garden, Frankfurt
02.05. - 12.05.2006	Main Train Station, Mainz
13.03. - 17.03.2006	World Health Organization, Geneva
17.02. - 07.03.2006	Zoo, Frankfurt
06.02. - 14.02.2006	BMZ, Berlin
05.12. - 22.12.2005	Foyer of the Bonn Stadthaus
14.11. - 28.11.2005	Daimler Chrysler, Sindelfingen
14.11. - 19.11.2005	InWent, Berlin
11.10. - 12.10.2005	GTZ Head Office, Eschborn
12.09.2005	International Center for Information Technology, Bonn
08.07. - 15.07.2005	District School, Landshut
16.07. - 31.08.2005	InWent, Feldafing
18.06. - 02.07.2005	German Pavilion Biovision BUGA, München
30.05. - 16.06.2005	Bavarian State Parliament, Munich
14.04. - 22.04.2005	MS Swaminathan Foundation Chennai, Indien
06.03. - 01.05.2005	Natural History Museum, Bamberg
09.03. - 16.03.2005	International Tourism Trade Fair (ITB), Berlin
03.02. - 06.02.2005	Tourism Forum International (TFI), Hannover
14.02. - 26.02.2005	United Nations Environment Programme UNEP, Nairobi
08.11. - 19.11.2004	FAO, Rom
15.10. - 05.11.2004	Federal Press Office, Berlin
22.04. - 02.05.2004	United Nations Headquarters New York
05.06. - 15.06.2003	Federal Press Office, Berlin

3. Service package

3.1 Advisory assistance with selecting your material, mounting, dismantling and presentation of the exhibition

The photos in the exhibition "Where Nature and Culture Meet: People, Food and Biodiversity" may be presented either separately or in combination with the GEO-GTZ exhibition "Focus on Nature". You can select as many or as few pictures as you need and your exhibition space allows. We would be glad to give you tips on how to arrange and mount your exhibition, and we help you organise shipping. Expert speakers can be provided from the field of German development cooperation (German Federal Ministry for Economic Cooperation and Development (BMZ) and the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) – German Technical Cooperation), and we can supply you with background information on the exhibition that might be helpful for an opening speech, for example, and also further project material as needed – DVDs², films³, publications, brochures, reports on various issues. Special events can also be arranged, such as an Ethiopian coffee ceremony, or cooperation with other institutions such as the One World Shops. Millennium Development Goal (MDG) posters have proved to provide an especially suitable initiation to an understanding of GTZ's generally complex development projects. They portray in comprehensible, readily understandable terms GTZ projects and accomplishments regarding their achievements of the MDGs. We would be happy to supply these posters as well.

3.2 Producing special advertising material and photos for the press

Would you like to draw attention to your exhibition with posters or fliers? Would you like to offer people leaflets with further information on the pictures you have chosen to display? Through our subcontractor, *Media Production* in Cologne, we can fill this kind of special order for you, or arrange for a photographer to take pictures of the exhibition opening.

² DVDs "People, Forests, Development: Protecting Tropical Rainforests in Africa". This medium is appropriate for large-scale projection, with pictures combined with sound and informative text. It enables a virtual stroll through the tropical forest.

³ Films or film excerpts on individual protected areas or parks are also available. The films are top quality and were made in cooperation with the German television stations ARD, ARTE, and 3Sat. They are not purely nature films. Instead they also take into consideration the values and ways of life of the people living in these areas.

4. Exhibition lending conditions

We offer you the exhibition photos – taken in the course of German development cooperation – free of charge. **One to three weeks** has proved to be the optimum amount of time for the exhibition. Longer periods cannot be scheduled due to the great demand for the exhibition, and shorter periods are not advisable for economic reasons.

Up to 50 **brochures for the exhibition** are provided free of charge. Additional brochures cost EUR 5 each. Photos in various formats may be reprinted for a fee through *Media Production*.

In order to avoid damage to the pictures during transport, only fully packed transport crates are sent (with 24-25 photos per crate). That is, at least 24-25 photos, or multiples of two, three or four times this amount, should be ordered.

The cost of services such as consulting and individualised arrangement of the pictures, support with mounting and dismantling, and organisation of transport depends on the magnitude of the exhibition. Costs come to **about EUR 2,000** (ca. 50 photos, including 2 displays, 1 HD plasma display (21”) including DVD player), or **about EUR 3,300** (ca. 100 photos, including 4 displays, 2 HD plasma displays (21” and 50”), including 2 DVD players and a large-scale photo), assuming that display partitions are available. The exhibitor/ client is liable for damages to the exhibition materials during shipping, mounting and dismantling, as well as during the exhibition itself.

In the event that display partitions are not available, GTZ’s own exhibition system (with optional audio and lighting installation) may be leased. The total costs then amount to **about EUR 3,100** for the small exhibition and **about EUR 5,200** for the larger exhibition.

All incidental costs (shipping, transport insurance, insurance during the exhibition period, display partitions, lighting, travel expenses, per diems, etc.) are to be borne by the exhibitor/ client.

All rights to the photographs are reserved by GTZ. Please take this into consideration in the event of any further utilisation of the material.

Media Production is required to include the BMZ, GTZ, and One-World logos in all advertising material produced.

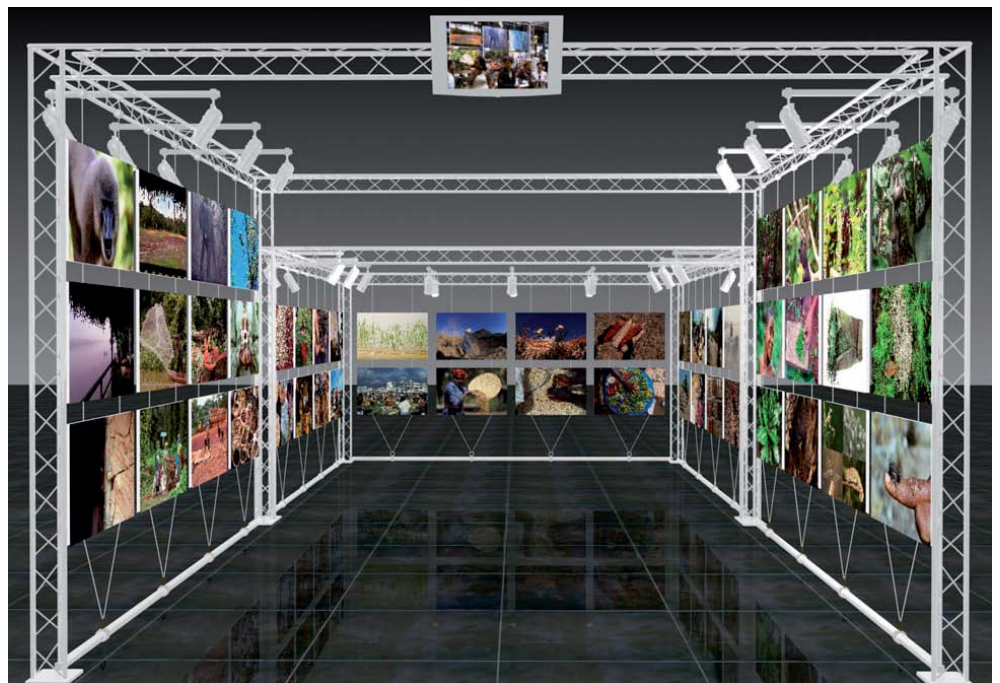
Media Production places a small surcharge on the sale of photographs (EUR 200 for the picture plus EUR 50 surcharge) and brochures (EUR 3.80 per brochure plus EUR 1.20 surcharge). These funds will be used to expand our collection to encompass further topics. This benefits, for instance, our educational work within the framework of the UN Decade of Education for Sustainable Development from 2005 to 2014. Your children thus stand to gain from this as well.

Ms Jadranka Saravanja of the GTZ and Mr Guenay Ulutunçok of *Media Production* are at hand to answer any further questions you may have.

5. Exhibition system

Modular display system (2x)
440 x 440 x 240 or
300 cm
with optional lighting and
audio installation

max. 100 - 150 m²
display surface



6. Exhibition materials

6.1 The following individual items are available at GTZ:

Item 001

Display
(225 x 225 cm)

Item 002

Display photo
(225 x 225 cm)
German, English

Item 003

Display photo
(225 x 155 cm)
German, English



Item 001

Display
(225 x 225 cm)

Item 004

Display photo
(225 x 225 cm)

Item 005

Display photo
(225 x 155 cm)
German, English

Item 006

Display projection surface
(225 x 225 cm)



Item 007
 Display
 (120 x 200 cm)

Item 008
 Display photo
 (120 x 200 cm)
 German, English, French

Item 007
 Display
 (120 x 200 cm)

Item 009
 Display photo
 (120 x 200 cm)
 English




Menschen, Wälder, Entwicklung: Schutz tropischer Regenwälder in Afrika

People, Forests, Development: Protecting tropical rain forests in Africa

L'Homme, la forêt et le développement: la protection des forêts tropicales d'Afrique

GTZ logo and other institutional logos are visible at the bottom.

9/10 Flex-display system



Virgin forest giants and gorillas

People, Forests, Development: Protecting tropical rain forests in Africa

GTZ logo and other institutional logos are visible at the bottom.

9/11 Flex-display system

Item 007
 Display
 (120 x 200 cm)

Item 010
 Display photo
 (120 x 200 cm)
 German, English

Item 007
 Display
 (120 x 200 cm)

Item 011
 Display photo
 (120 x 200 cm)
 German, English



Zwischen Natur und Kultur: Mensch, Ernährung, biologische Vielfalt

Where nature and culture meet: People, food and biodiversity

GTZ logo and other institutional logos are visible at the bottom.

9/12 Flex-display system



Where nature and culture meet: People, food and biodiversity

GTZ logo and other institutional logos are visible at the bottom.

9/13 Flex-display system

Item 012

Photos (90 x 60 cm)
(here a small selection
from our gallery)
mounted on Dibond
panels (including
hanging- system and
clamp spots for the
partitions)



Please see our photo gallery:

http://www2.gtz.de/agrobiodiv/ausstellungen/ausstellung_mev/index.htm and

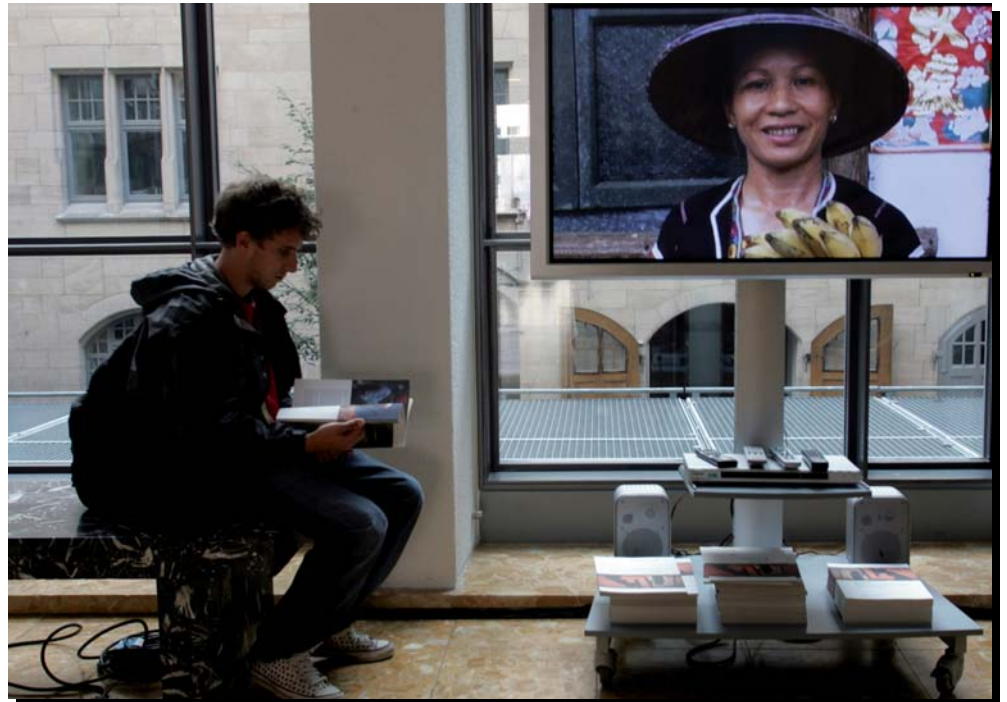
http://www2.gtz.de/agrobiodiv/ausstellungen/ausstellung_mwe/index.htm

Item 013

HD plasma display (50")
free-standing

Item 014

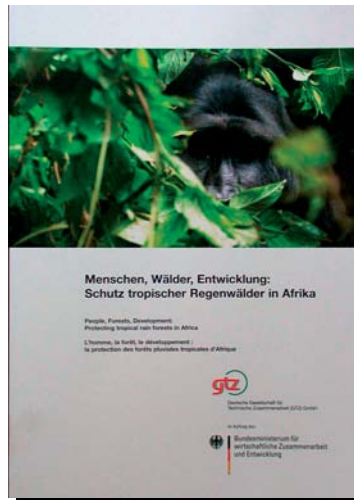
HD plasma display (21")
integrated into the
traverse system



Item 015

Brochures:
People, Forests,
Development: Protecting
Tropical Rainforests in
Africa

Where Nature and
Culture Meet:
People, Food and
Biodiversity



Item 016 (see above)

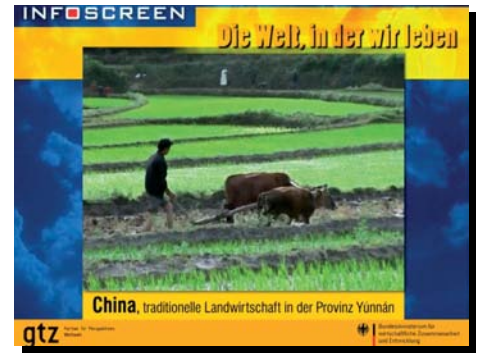
DVD/VHS video on the
exhibition

Item 017 (see above)

VHS video films,
ARTE/ARD selection

Item 018

Information screen
background for
presentation on the
HD plasma displays



6.2 We have the following individual items on offer from the Geo exhibition *Focus on Nature*:

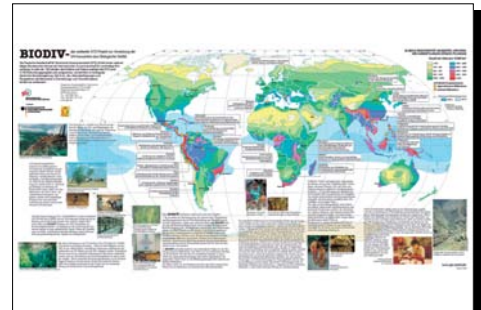
Item 019

Starting photo (120 x 180 cm); (incl. info text board 9.5 x 20.5 cm)



Item 020

33 photos (90 x 60 cm); (incl. info text board 9.5 x 20.5 cm)



Item 021

50 photos (60 x 40 cm); (incl. info text board 9.5 x 20.5 cm)

Item 022

map
GTZ - BIODIV - projects
(150 x 295 cm)

Item 023

5 photos (60 x 90 cm); (incl. info text board 9.5 x 20.5 cm)



Item 024

(not illustrated)
6 info text boards
(40 x 60 cm) German

Item 025

(not illustrated)
1 photo (40 x 60 cm); (incl. info text board 9.5 x 20.5 cm)

7. Shipping information



7.1 Dimensions/ weight of individual items

• Where Nature and Culture Meet: People, Food and Biodiversity

	Weight per item
Photographs, 90 x 60 cm, mounted on Dibond panels	1,40 kg
Amptown Case – shipping crate (empty), 104.0 x 68.5 x 62.7 cm, (overall dimensions including rollers)	27,00 kg
Amptown Case – shipping crate with 25 photographs (104.0 x 68.5 x 62.7 cm)	62,00 kg
3 Flex displays – Textual introduction to the exhibition: (rolled up into a carrying case, 120 x 13.5 x 5 cm)	5,00 kg
2 x folding display IQ line 33, 225 x 225 cm, printed on both sides with photos and the exhibition title (carrying case for display, 110 x 45.0 x 45.0 cm)	13,50 kg
Brochures: “Where Nature und Culture Meet: People, Food and Biodiversity“ (Din A4, 50 pages)	270,00 gr

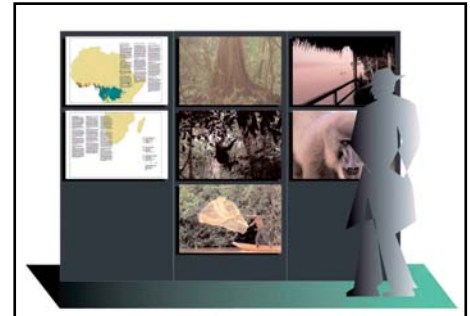
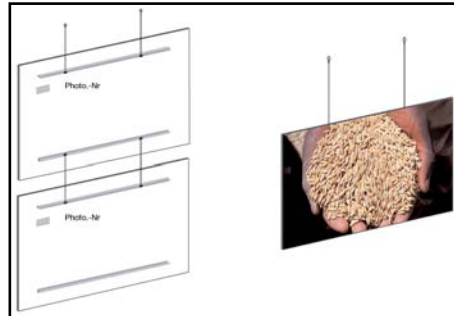
7.2 Dimensions/ weight of individual items

• Focus on Nature

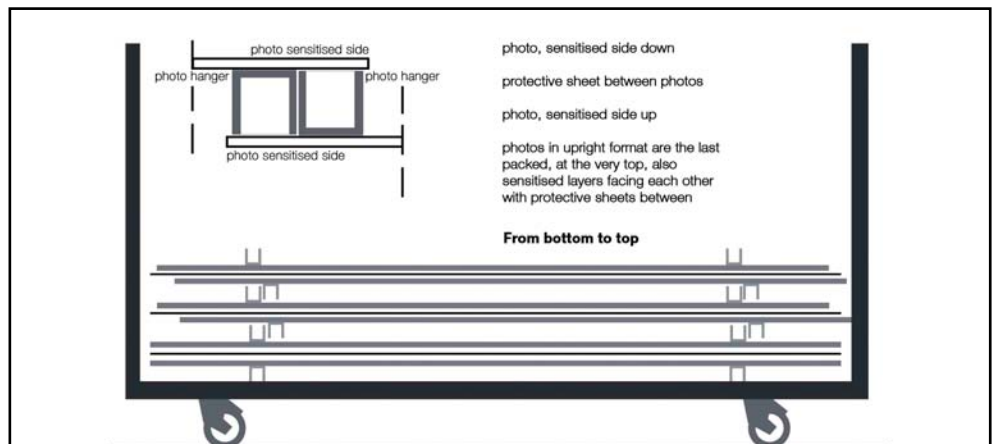
	Weight per item
Photographs, 90 x 60 cm, mounted on Dibond panels	2,75 kg
Photos, 60 x 40 cm	1,3 kg
Info text board, 40 x 60 cm	0,5 kg
Starting photo, 120 x 180 cm	10,4 kg
GTZ map – biodiversity projects, 150 x 295 cm	1,6 kg
Wooden crate, 117.5 x 73 x 47.3 cm	93,0 kg
Amptown case – shipping crate (empty), 104.0 x 68.5 x 62.7 cm, (overall incl. rollers)	27,00 kg
Amptown case – shipping crate with 20 photographs (104.0 x 68.5 x 62.7 cm)	80,00 kg
Wooden crate, picture captions in German (90 photos), 20.4 x 9.6 cm	3,5 kg

8. Mounting and technical information on partitions

8.1 Hanging system



8.2 Storage and shipping of pictures in Amptown Case shipping crates



From bottom to top:

- photo, sensitised side down
- protective sheet between photos
- photo, sensitised side up
- shipping crate: interior
- photos in upright format are the last packed, at the very top, also sensitised layers facing each other with protective sheets in between

