

# PESTICIDE ACTION NETWORK

2023  
2024



## Pesticides and youth engagement



### Project summary

With this project, PAN aimed to design a campaign aimed at engaging young people with the problems surrounding pesticides and pesticide usage.



Margriet Mantingh

Chair Pesticide Action Network

*"The project has delivered more than we could have imagined. In addition to various concepts and products, we have been able to expand our network with educational institutions and students. We are in contact with a large group of students who have joined us as a think tank and a group that can develop media products for us."*

### Achievements



**5 educational institutes** showed interest.



**65 students** engaged in discussion on pesticides and youth engagement.



**6 student groups**, each consisting of approx. 6 male and female students of the HAN developed a pesticide campaign.



PAN-NL is in contact with **two groups of students** to collaboratively develop their campaign concepts.



The students allowed PAN-NL to use the developed materials; one video "**Ja, lekker dan**" was shared on social media.