

Case Study 3: Exhibition at Gardening Show.

The occasion: Castle Cary's Annual Show is always well attended. The Primary School had entered some of the vegetables it had grown in its new "Moat Garden" (and indeed won several prizes). The school is linked with Muleya Basic School in Kankoyo, a poor suburb of Mufulira in Zambia, where, despite all the school's effort, it is impossible to grow vegetables except some rather second rate bananas because of sulphur dioxide pollution from the nearby copper smelter. There are lots of local community links with Mufulira, and the aim of the exhibition was to raise awareness of the pollution issue and encourage pressure on Glencore, the enormous international corporation which is the major shareholder.



The venue: The local village hall. I was put in the foyer, which I thought would be difficult as people would not want to stop to look, but proved ideal as they had to pass the exhibition on the way in and out of the hall, and also I had the children's vegetables to sell which proved a real draw.

The expected audience: People attending the event. I also thought the emphasis on the Moat Garden would attract interest, which it did.



The message we were trying to put across: The contrast between the clean air and the successful vegetable growing in Castle Cary with the polluted air and soil in Kankoyo. We wanted people to reflect on

Glencore's responsibilities, and also our own – and whether we can have a voice.

The bite: Active Display. The exhibition was small, with a few photos and large labels. The central panel was about the mine and its role in the community; on one side panel there were pictures of the moat garden, and on the other its equivalent in Kankoyo, and also pictures of unpolluted areas of Mufulira, showing lush vegetation. (These were necessary as the stereotype of "Africa" is that it is always in a state of brown, dried out drought!) In front were three "clouds" giving different scenarios for helping the situation, and viewers had to stick spots on to show how they would distribute £5,000,000 of aid.

What happened: There was considerable interest in the exhibition, and it engendered significant discussion of the issues, and certainly raised people's awareness of the link and increased their understanding of where and what Mufulira is. Many had to be persuaded to stick their spots on, as they found it so difficult to decide.

Our evaluation: The exhibition was successful largely out of serendipity. We would have preferred a stand in the hall itself, but in fact where we were was better as people had to walk past us. Interest in the Moat Garden and in the vegetables for sale drew some of our "customers" in the first place, but they stayed to find out more. The size of the exhibition was just right – not too much to absorb quickly.

What we would keep or change if we did it again: We should definitely have had handouts to cover what the exhibition explained. Some copper artefacts or Zambian garden tools or similar would have helped to attract interest.