



MEETING WITH MR TARNOWSKI - SWIPER CEO - 08/17/2017

POSITION: CEO

INSTITUTION: Swiper

The goal of this meeting was to get some information for the Interactive Map.

SUMMARY

Construct a social database which means giving data to firms and their projects. The use of the embassy's network can be useful as it can be spread worldwide and it is possible to get maximum data.

Establishing a partnership with Greenpeace or other association in order to get more traffic can be interesting, as it can bring more views to our map (Suggesting to do advertisement for us in exchange of doing it for them). If needed, a contact from Greenpeace is accessible.

The idea would be to have a general homepage and it is possible to click on each country in order to have a preview of information, then, in order to have more info they would have to fill our survey.

Example of associations: Semence paysanne, WWF, Greenpeace, carrefour that does anti GMO actions (they give funds for student's project). Creating a community for the database is important, and the persons must be well targeted. Data must be centralized for the regulatory aspects.

Help can be obtained using Wikipedia and Google. Always produce a prototype website in order to evaluate the behavior of the visitors (minimum available product). The website would be consisted of : The google page with our map and the wiki with G20 countries plus the survey between the map and the wiki. Two weeks are estimated to get the work done, and two days of work for the map only. Spreading the #GMO on social media can be very useful.

Realizing short videos of 30 seconds in each country can be interesting. Creating the buzz with vegan or without gluten but GMO can be interesting. The platform could be done for Europe countries only (G20 countries).