



“PRESENTING THE BIODIVERSITY OF LAKE BALATON REGION”

Making and displaying a roll-up poster



Introduction

With the help of the internet and digital technologies it is easy and simple to raise awareness about the importance of biodiversity, as long as people are familiar with the online world and smart devices. However, a certain part of the population, especially the older generation, may not be familiar with using the internet and digital devices. A great way to grab their attention is to use a roll-up poster, which is not only an eye-catching solution, but it is also stylish in design. It attracts the eye and can provide a long-lasting experience with a harmonious combination of visual elements and text.

A big advantage of roll-up posters is their easy portability. Usually a carrying case is also available, into which the holding structure fits. The multi-piece rod can be easily fitted together to stretch the printed surface. With a little practice, anyone can easily do this. Taking it apart is also similarly easy.

Another advantage of the roll-up poster is its customizability. Any graphic that you imagine can be displayed on it, even logos, images, typographies, graphic elements, can be mixed and matched. If the text and visual elements are properly displayed on the poster, even in non-conventional combinations, the success can be guaranteed. The roll-up will attract attention and make a long-lasting impression on people.

Last but not least, it is also important to highlight the durability of roll-up posters. As long as the message that we want to forward does not change, we can use the poster for years.

Roll-up posters can be used in many areas, even for promotional or educational purposes. With proper ambition and imagination, we can create eye-catching and unforgettable roll-up posters. Beside the elaboration of roll-up posters, it is also an important aspect how we will use them, where we will display them. In this description, we aim to give assistance to the elaboration and application of this tool.

Similar to the other pedagogical tools elaborated in the framework of the "Inspiring for Biodiversity" project, unfortunately we did not have opportunity to produce a separate roll-up poster presenting the biodiversity of the Lake Balaton region, due to the lack of financial resources. Therefore, in the description of the tool we will introduce the experiences of the Lake Balaton Development Coordination Agency gained through the elaboration of a former roll-up poster. Moreover, showing good practices we will also present some relevant roll-up posters made by our regional partner organisations.

Making and displaying a roll-up poster - as a pedagogical tool

The aim of this pedagogical tool is to raise the awareness of the local residents and increase their knowledge about biodiversity, in particular reaching the older generation who do not use smart devices or use them only rarely. The roll-up posters are recommended to be displayed in different community spaces, at community events such



as village fairs and festivals, and in places which are visited by the elderly population frequently, such as shops, markets, doctors' surgeries, libraries, post offices, etc.

The Lake Balaton Development Coordination Agency has prepared several roll-up posters in the course of its activities, presenting the activities of the organisation, the Lake Balaton region, the development goals, and the projects and investments implemented in the area. The following roll-up poster is an example for this:



The roll-up poster is a combination of textual information and visual elements to capture the attention of the public. In order to show the biodiversity of the area, the graphic elements may include not only images of species, but also diagrams showing the relationships and interactions of the local ecosystem.

Showing the interrelationships between species is important to understand that every action and every decision can have an impact that the population may not even think about. Simple interfaces with visual elements and explanations can help to understand this. They can also help to resolve issues raised by the use of previous tools, resolve human-nature conflicts and demonstrate good practices.



Roll-up posters can be used to introduce previous tools and the results they have achieved. The presentation of the biodiversity of settlements and their environment, with colourful pictures and descriptions of species, is a useful tool for knowledge transfer. The aim of knowledge transfer is to make the public learn about the opportunities for understanding, conserving and enhancing biodiversity and to put the local ecosystem in safe and caring hands by learning about local good practices and by bringing the community together. By sharing access to the results achieved so far, the app, website, online presentations and publications will be made available to everybody.

How to make a roll-up poster?

Making a roll-up poster is not as easy as it first seems. It requires a lot of careful planning in terms of the information to be displayed, the graphic elements, and the font size.

Actually, the roll-up poster is a greener and more sustainable form of a poster. You can save a large proportion of printing cost if you carefully plan the design and application of your roll-up poster.

The roll-up poster is a printed information channel, a form of advertising, which in this case can be used to promote the biodiversity of the Lake Balaton region. Roll-up posters can be displayed in places, which are usually visited, by a lot of people. For example, in the streets and squares of busy towns and cities, in libraries, cultural institutions, theatres, event venues, etc.

Main features of roll-up posters:

- Eye-catching headline or slogan
- High quality photos
- Short and concise sentences, to introduce key messages
- Key information about plants and animals
- Colourful design or a monotone template
- Key graphic element or image to emphasise the text
- If these elements are used properly, you can create attractive, unique information material. However, remember that sometimes less is more!
- The aim is for the roll-up poster to raise attention and to share relevant information. However, do not overload the poster with unnecessary information!

People select from the information. They are not willing to spend time or they will not pay attention to roll-up posters if the design is too complicated and content is too comprehensive.

Where to display the roll-up poster?



In order to reach the target group – in this case the older and younger population – it is not an easy task to decide where to display the roll-up posters. Regarding the retired people, and those who are not familiar with the application of modern technologies and who do not use the Internet frequently, we have to find those community areas, which are visited frequently by this target group.

Our target group can be subdivided into smaller groups. Retired residents who see these pedagogical roll-up posters when they spent their time with their grandchildren can discuss the content of the poster with the children. They can exchange ideas – in many cases, the pre-school age group already has more accurate information than the older generation has.

It is easy to transport the roll-up poster. Thereby they can be easily integrated into the programme of a community event, representing a great added value to the programme. Roll-up posters form the attitude in an invisible way, transfer information and provide an aesthetic experience. It is also suggested to display roll-up posters as an independent exhibition. Therefore, if you design your roll-up poster, it might worse to produce not only one, but also more posters to display them next to each other, like an exhibition. Thereby, even a travelling exhibition can be organised between the municipalities located around the Lake Balaton.

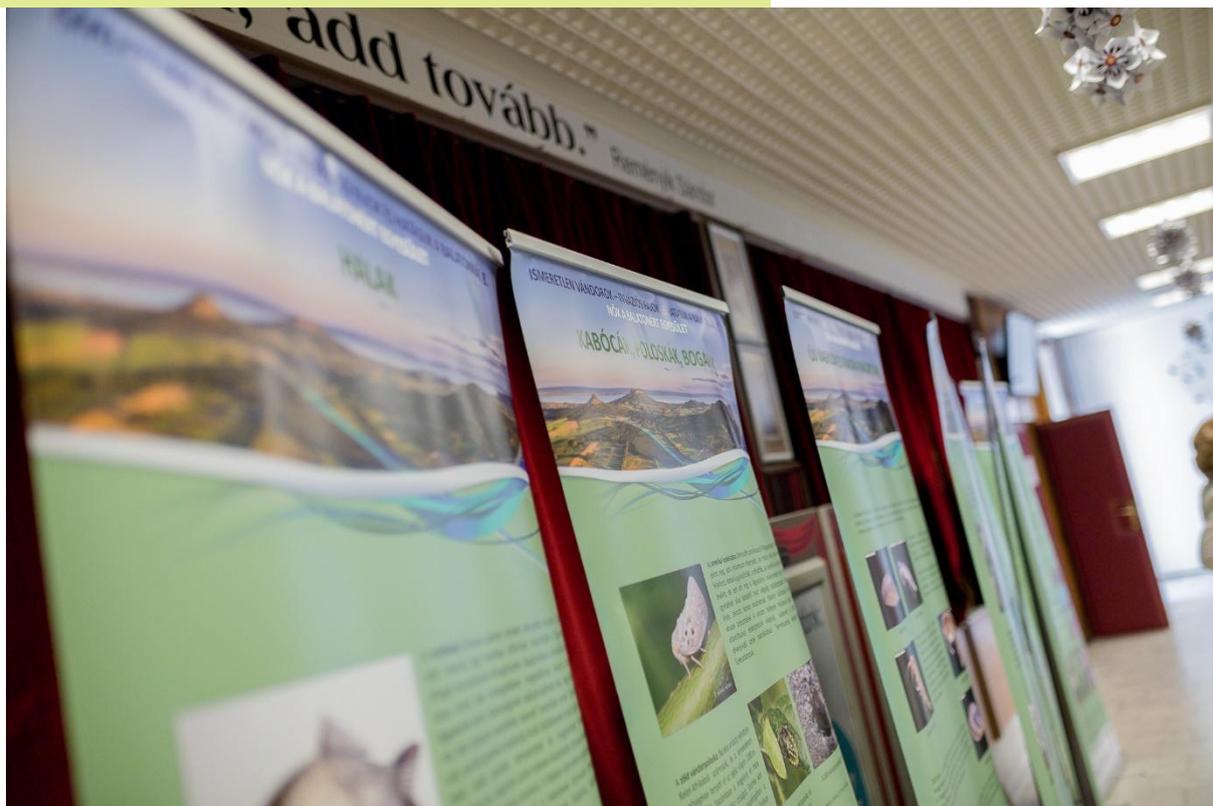
Good examples and opportunities for cooperation

The aim of the **Association of Women for Lake Balaton** (Nők a Balatonért Egyesület – NABE) is to preserve and protect the environmental, natural and cultural values of Lake Balaton. They aims to develop an environmentally conscious attitude in the people who live in the area and love the lake. They are working in particular in those areas where women – through their specific role – can do the most: by organising information events, actions, programmes, and building relationships in the Lake Balaton region, in the country and beyond its borders. In relation to their activities, they have made a series of roll-up posters introducing the biodiversity of the Lake Balaton region in details. They display the roll-up posters at various community events.

The roll-up posters on biodiversity made by the Association of Women for Lake Balaton, displayed at a community event







The aim of the **Hungarian Ornithological and Nature Conservation Society** (Magyar Madártani és Természetvédelmi Egyesület) is to contribute to the preservation of human quality of life and biodiversity in Hungary by protecting wildlife. To this end, they cooperate with the public, local governments, farmers and the nature conservation authorities. With their volunteers, they carry out research and conservation actions, organise awareness-raising presentations and camps, and prepare publications. In connection with the campaign "Reptile of the Year: the viviparous lizard - 2018", the association has prepared a travelling exhibition to raise awareness about the local lizard species.

The travelling exhibition consists of 8 roll-up posters, which can be set up as a stand-alone exhibition. The travelling exhibition is available for educational institutions free of charge. On request, the Association also delivers an educational presentation on lizards.

If the cooperation is extended to other similar exhibitions and institutions, the material of the roll-up exhibition can be expanded and the range of the accessible population and the amount of information transferred can be broadened.

The travelling roll-up poster exhibition of the Hungarian Ornithological and Nature Conservation Society





Conclusion

The roll-up poster can be produced in different sizes and can be used both indoors and outdoors. Using it as a communication tool, we can easily and simply grab the attention of the public with it. Through the combination of texts and visual elements, we can present the biodiversity of a given area in an interesting and eye-catching way, and we can also present the relevant news and updates about the other pedagogical tools we developed. For instance, we can use the roll-up poster to announce when and where our next online presentation will take place, we can briefly describe the topic of our upcoming article, we can promote our smartphone app, or we can even publish the contact details of our online community space. It is important to spend appropriate time and effort to design our posters and plan in advance how we would like to use them and where we would like to display them. Following these recommendations, we can successfully use roll-up posters to raise the awareness and increase the knowledge of the public.



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