WAYS OF WORKING

The Pesticide Collaboration, is a group of civil society organisations, academics, trade unions, farmers and consumer groups working under a shared Theory of Change to urgently reduce pesticide-related harms in the UK. Sometimes we work together with one voice as a show of strength. Sometimes our key messages are amplified through the work of the individual members and organisations. We collaborate strategically to apply constant pressure on the government through policy processes, media stories and public engagement. Throughout all our work we aim to tackle the root systemic drivers of pesticide reliance and overuse, and advocate for the solutions required to tackle them.

From January 2021 to December 2025, this work is generously funded by the Esmée Fairbairn Foundation, via the RSPB and PAN UK. As a result, membership organisations are not required to contribute financially in order to participate.

WE ARE GUIDED BY THIS OVERARCHING VISION:

By 2030, there will be a major reduction in pesticide-related harms to both human health and the environment. There will be more joined-up thinking that links agriculture to health, lifestyle, food and environment; and civil society organisations from across these sectors will be working collaboratively for positive change. Driven in part by pesticide reduction targets, agroecology will be adopted across the UK creating a more sustainable farming system which includes widespread adoption of nature-based Integrated Pest Management. This system will be supported by broader research and evidence on sustainable crop production and policies and regulations. Farmers will be happy and prosperous with support that enables them to champion reduced pesticide use. The public has access to safe and affordable food and are able to make informed consumer decisions within transparent supply chains.

Our aim is to influence policy to reduce reliance on pesticides and support farmers and other land managers to make alternative choices.

WHAT THIS LOOKS LIKE

- Directly influencing government through:
  - Joint consultation or inquiry submissions and key messaging
  - Coordinating public mobilization
  - Jointly lobbying MPs and Peers
  - Hosting parliamentary events
  - Meetings with key decision-makers and government departments
- Producing briefings on issues of concern

- **Media stories**
  - Responding to live issues on pesticide harms, and the solutions required to reduce pesticide use (for example responding to policy updates and amplifying the work and voices of farmers working with nature)
  - Investigative journalism (for example, vested interest exposés)

- **Convening conversations** to explore areas of work, for example identifying research gaps on impacts of pesticides and solutions, exploring pesticides and climate change and investigating the cost of pesticides on wider society.

- **Supporting and amplifying** each others’ work on pesticides where helpful and it adds value.

**BENEFITS**

If your organization agrees to the Pesticide Collaboration Vision and Theory of Change there are multiple benefits to becoming a member:

- A quick and easy way to keep up to date with developments on pesticides and associated actions
- We can help you secure media coverage for your work on pesticides and get your key messages out there
- We can amplify your work by sharing it with other members and ask them to promote it to their audiences
- We provide opportunities to hear from external experts on pesticide reduction
- We can represent your messaging and recommendations with both government and parliamentarians
- We provide a collective place to share learnings, insights and research
- There is power in numbers - add your voice to show the strength of feeling towards reducing pesticide-related harms.

**STRUCTURE AND WAYS OF WORKING**

We want our structure to support agile, dynamic working that both proactively applies pressure and drives the narrative, as well as effectively reacting to key opportunities as they arise.

**Roles and Remits**

There are a range of different roles that organisations can play in the Collaboration and each requires a different level of time and commitment. The key thing is that all groups and individuals with a professional interest in reducing pesticide-related harms in the UK are able to participate to ensure that their specific issue is heard and represented.

The various types of participation are as follows:
● ‘In-the-loop’ - Low capacity to shape the work, but keen to receive communications and add voice where it adds value and aligns with other work for example on letters and policy consultations.

● **Focus Groups** - Focused on a specific area, developing and delivering joint work to meet our aims. *Focus groups may include: health, agriculture, workers’ rights and safety, media, environment and amenity use. We anticipate some will be more active than others.*

● **Advisory Group** - Representing the various sectors of the Collaboration, the advisory group will guide the Collaboration’s work and strategy, including checking that the opportunities and threats in our Theory of Change are still valid, and provide support for the work down through the organisations they represent.

● **Ambassadors** - Aligned politicians, decision-makers and businesses, that will champion our work.

The Collaboration also has two full-time members of staff supporting in the following ways and working closely together:

**Vanessa Lonergan - Pesticide Collaboration Coordinator** (hosted at RSPB)
Responsibilities include: growing the membership of the Collaboration, improving our ways of working and deepening engagement with all our members, so that we can collectively have the most impact and reach.

**Amy Heley - Public Affairs and Media Officer** (hosted at PAN-UK)
Responsibilities include: raising the profile of the Collaboration’s aims with parliamentarians, other political decision-makers and journalists in order to influence policy and legislation, working with members to run events and secure media coverage.

**Meetings**
We propose to hold quarterly zoom calls to share plans in more detail and discuss specific items, alongside in-person member events twice per year.

**Logo Use**
In order to remain nimble, we will use the Pesticide Collaboration logo to support anything that fits under the agreed [Theory of Change](#), without the need to consult with individual Collaboration members. On the occasion that we have the opportunity to support an initiative that may be more controversial, in that it falls outside the agreed Theory of Change, we will seek approval from Collaboration members before using the Pesticide Collaboration logo and give opportunity to raise objections. In some instances, strength will come from using individual member logos and we will always seek permission for this before doing so.

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