Grandparents Day against loneliness

Grandparents Day is much more than a commercial day to sell flowers and plants. It is a truly heartfelt festive occasion to thank grandparents for the affection, support and practical help they give to families in educating their grandchildren. Grandparents are an important social and often economic pillar of the family. They deserve our gratitude and every first Sunday in October families, and especially grandchildren, make a gesture of affection and joy to their grandparents with the gift of a flower or plant.

In 2020 Grandparents Day occurs on Sunday October 4th, and this year the celebration - and the traditional floral gift - is more important than ever given the past difficult months, during which grandchildren could not embrace their grandfather and grandmother. Loneliness, already widely spread among the elderly, has hit a record number of seniors. The pandemic, as well as reminding us how precious and unique the relationship between grandparents and grandchildren is, has considerably slowed down the flower trade. For this reason Grandparents Day will be dedicated to the fight against loneliness, with the aim of bringing generations together and surprise grandparents with a floral gift.

As florists you can seize the opportunity organizing various initiatives. You could supply families with "DIY packages", containing everything they need to make flower bouquet or to colour a plant. And why not involve children in a workshop with flowers and plants, which they can give to their grandparents? You could organize workshops and other initiatives in collaboration with preschools, primary schools and voluntary associations.

To help you, we have prepared an introduction letter to schools, institutes and associations, which you can download from www.festadeinonni.it and customize.

Plants and flowers symbolize life, cheerfulness, continuity and solidarity between peoples – themes which are more timely than ever. With this in mind, it is a good idea to include fair trade flowers, such as Fairtrade roses, in your assortment. Fairtrade is an international organisation working to improve the conditions for agricultural producers in developing countries.

More than 50,000 workers on Fairtrade certified plantations can count on better working and living conditions. In these greenhouses, occupational safety systems are mandatory. In addition, certified production companies receive a Fairtrade Award of 10% for every stem sold: this money is invested by the workers in health, education and social projects.

For more information:
Charles Lansdorp+393425687028
www.festadeinonni.it

#TogetherAgainstLoneliness
#GrandparentsDay

FAIRTRADE

Kingdom of the Netherlands

Grandparents' Day Campaign in collaboration with the Embassy of the Kingdom of the Netherlands

Grandparentsday
1 October