

Planetary Community Chickens in Entebbe

Diversity meets Productivity



What?

The **Planetary Community Chicken (PCC)** project is part of a global art science initiative of the Belgian artist **Koen Vanmechelen**. Vanmechelen is worldwide known for his crossbreeding project with chicken breeds from all over the world. Started in 1999, the project has evolved into a metaphorical and global narrative with highly diverse birds called the **Cosmopolitan Chicken** as a result.

In Entebbe, this **Cosmopolitan Chicken** will be crossbred with local hens. The offspring, called **Planetary Community Chicken**, will be **distributed to communities** to provide them with eggs and meat.

How?

Eggs from the **Cosmopolitan Chicken** will be brought from **Belgium to Entebbe in 2023**. These chickens are **crossbred** at the ViaVia with local hens, leading to the PCC's. Every two years, new **PCC roosters** will be distributed to the communities, **injecting new genes** in the local chicken populations.

Why?

Chickens provide an inexpensive source of **high quality food**. In the past, several productive breeds have been introduced in Africa but these exotic breeds were often susceptible to diseases and difficult to feed. **Vanmechelen's hybrids provide a solution**; many years of crossbreeding have proven that each generation of **Cosmopolitan Chickens** is more resilient, healthier, lives longer and is less aggressive. Bringing together Vanmechelen's global **Cosmopolitan Chickens** and the local chickens generates the possibility of a new, **sustainable type of evolution**.

ViaVia wants to **empower communities** by handing out these diverse, resilient and productive roosters and create an additional opportunity for communities to have access to income and nutrient-rich food.

We use the transformation power of art to drive change and develop new, unprecedented and uniquely different solutions.

[more info on our website](#)

or contact entebbe@viavia.world





How to support?

What's in it for you?

What people eat and how that food is produced, not only affects their health but also has major ramifications for the state of the environment and for climate change. We face the challenge of transforming food systems while we ensure that food production and consumption contribute to biodiversity and environmental sustainability. **Your support** will enable us to distribute 45 PCC roosters to local communities in Uganda and thus create opportunities for 45 family units, ensuring sustainable food and nutrition security while strengthening biodiversity.

Wise Chicken

From € 5000

LABIOMISTA behind the scenes

As head sponsor you and your team will have the opportunity to meet artist Koen Vanmechelen during a private tour at his studio LABIOMISTA (Genk)

Free conference room

Ugandan head sponsors can make free use of the ViaVia conference room twice a year

All of the advantages of 'Generous Chicken'

Generous Chicken

From € 2000

Visibility

Your company logo on social media and the websites of LABIOMISTA and ViaVia World.

Flyers distributed in Uganda with your company's logo.

All of the advantages of 'Kind Chicken'

Kind Chicken

From € 1000

Visibility

Your company mentioned on social media and the websites of LABIOMISTA and ViaVia World

Company logo's stamp in the PCC passport

Every distributed PCC rooster is accompanied with a personalised passport. Your company logo will have a stamp on this official document.

All of the advantages of 'Encouraging Chicken'

Encouraging Chicken

From € 500

Visibility

Your company mentioned on social media and the website of ViaVia World

Lasting impact on local communities

Your company will contribute to the empowerment of the local communities of Entebbe

Tax deductible donation (for Belgian companies)

*Non financial support can also be provided in the form of chicken feed, hen houses, fencing

with the support of

