

Brussels, 5 September 2006

## Climate change: Commission takes awareness-raising campaign into schools

*As the new school year begins, the European Commission is making available a specially developed range of information tools and materials on climate change for use by teachers and students across the EU. Schoolchildren are also being invited to make a personal pledge to combat climate change. The schools programme marks a new phase in the Commission's "You control climate change" public awareness campaign launched in May. It will be supported by TV, press and internet advertising.*

Environment Commissioner Stavros Dimas said: "Climate change is already happening. Today's children will be the generation most affected as it worsens, but they are also the ones whose actions will determine whether we eventually win the battle against climate change. It is essential that they grow up fully aware of what climate change will mean for society and of the measures each of us can take to reduce the greenhouse gas emissions causing it."

### Schools campaign

The Commission has developed engaging material that can be used in class for discussing the challenges of climate change. A variety of tools are available for use in classroom activities, offering guidance, background information and interesting assignments to illustrate how individuals can play an important role in combating climate change.

In line with the main messages of the awareness campaign (see [IP/06/684](#)), students are encouraged to make small changes to their daily behaviour that will reduce greenhouse gas emissions. These include turning down the heating at home, switching off the TV rather than putting it on standby, recycling waste and walking more often. They are also invited to pledge that they will make a personal effort to combat climate change.

The campaign website features a special section for teachers and students containing brochures, 'Podcasts' (audio or video files) a carbon calculator, downloads demonstrating how to improve the energy efficiency of computers, short films, useful links, contests and the opportunity to fill in the pledge on-line. The site will also host an exhibition area where students are encouraged to share creative expressions of the climate change challenge - in the form of artwork, videos or songs, for instance - with their peers across Europe.

Teachers and students are being informed about the campaign and about the materials and tools available through targeted media relations, on-line information activities and the distribution of brochures. Also, this year's edition of the Europa Diary – a European Commission-funded school diary distributed to over one million secondary school pupils in the 25 Member States – includes a section on climate change and the campaign.

### **Advertising**

An internet media campaign is under way which aims to drive internet users to the campaign website through strategically placed click-through banners. An attractive and powerful TV advertisement illustrating what individuals can do to combat climate change will be broadcast on MTV and BBC World from later this month until late November. Advertisements are also scheduled to appear in daily newspapers in some of Member States over the next quarter.

Campaign web site:

<http://www.climatechange.eu.com>

Commission website on climate change:

[http://www.europa.eu.int/com/environment/climat/home\\_en.htm](http://www.europa.eu.int/com/environment/climat/home_en.htm)

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