

Background information relevant to the specifications for the invitation to tender on the framework contract for *"Strategic development and implementation of communication campaigns in the field of Environment"*

1. The EU Ecolabel Campaign
2. Biodiversity campaign

# 1. The EU Ecolabel campaign

# Why a campaign?

Newly revised EU Ecolabel Regulation was published in January 2010

❑ Article 12 “Promotion of the EU Ecolabel”: the Member States and the Commission should promote the EU Ecolabel by:

- awareness raising actions and information and public education campaigns

❑ Communication activities play a key role in promoting the take-up of the EU Ecolabel by individual citizens or economic actors

# Campaign objectives

In the short term, the campaign aims to raise awareness of the EU Ecolabel logo as such, by:

- Showing that there are EU Ecolabelled products in all main categories of products in daily use
- Raising awareness of the EU as a sender of the logo
- Raising awareness of the benefits of Ecolabelled products

In the long run, the campaign aims at changing consumer attitudes by making a conscious decision when it comes to the choice of products. The objectives are:

- To make the EU Ecolabel the reference standard in environmental product labelling
- To establish the EU Ecolabel as a key decision factor in the choice of products
- To make manufacturers and retailers join the scheme

# Campaign strategy/main message

*“You protect the environment and contribute to a healthier lifestyle by simply choosing products with the EU Ecolabel at no extra cost”*

# Campaign visual identity:

- People with green/natural elements to symbolize greening of the life style.
- Slogan “Ecolabel suits you”
- New EU Ecolabel logo





## ECOLABEL SUITS YOU

When you choose the Ecolabel, you:

- live a healthier lifestyle
- protect the environment
- get EU certified quality products
- won't pay higher prices

[www.ecolabel.eu](http://www.ecolabel.eu)



European Commission



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# Target audiences

Primary target group:

- Women, middle class, 25 to 45 years old. Either '**Green supporter**' or '**Green Neutral**' (i.e. they are aware of 'green' issues and would be willing to add 'environment-friendliness' as a choice criteria in purchasing goods of daily use, but only if by doing so there is no compromise in terms of quality or price as opposed to the products usually bought. Source: TGI).

Secondary:

- Men and women, middle class, 18 to 45 years old. '**Green Engaged**' (i.e. passionate green consumers who will go out of their way to help tackle climate change and pay a premium for eco-friendly products. Source: TGI).

## 2. Biodiversity campaign

# Why a campaign?

EU Biodiversity Action Plan to 2010 and Beyond (2006), supporting measure 4:

*“Building public education, awareness and participation”*

# Campaign objectives:

- Raise awareness of issues related to biodiversity loss
- Convince European citizens that biodiversity loss is a problem that is relevant to them
- Actively engage European citizens in biodiversity conservation
- Generate support for EU policy making efforts in the area of biodiversity conservation

# Background research:

- Eurobarometer (2007, 2010)
- Scoping study (2008)
- Qualitative in-depth groups in target countries (2009)

# Main lessons:

- The concept of 'Biodiversity' is either unfamiliar, or associated with distant wild life. Very little importance is attached to this concept in a context of an everyday urban life
- The truth about mankind being the main cause of the devastation is difficult to accept, as it requires a change of consumption patterns
- Individual actions seem pointless compared with the scale of the issue
- People have lost any connection to nature. People have an idyllic, nostalgic vision of nature. While this vision has positive elements, it is also part of the problem (detached from real life)



# Campaign strategy:

Show the relevance of biodiversity and the implications it has for our daily lives.

To act, people must realize that human society is a part of a larger system, and that our survival depends on the state of this system. People must see nature as part of their future – not of a nostalgic past.

# Creative idea

Illustrate how we humans are absolutely interconnected with nature – we are a very small part of something much bigger, called biodiversity

# Visual identity:

Use verbal and graphic means to communicate the interconnectivity of biodiversity

Two main elements:

- Logo/slogan
- ‘Connecting’ lines



The campaign logo  
and slogan

**Biodiversity**  
WE ARE ALL IN THIS TOGETHER



## 'Connecting' lines:

**SPARROW IS CONNECTED TO THE TREE IS CONNECTED TO THE FRUIT IS CONNECTED TO THE GRASS IS CONNECTED TO THE WATER IS CONNECTED TO YOU  
BEES POLLINATE THE TREE AND THE TREE GIVES FRUIT AND THE FRUIT IS SPRAYED WITH PESTICIDES AND THEY AFFECT THE FOOD SUPPLY OF THE WHALE AND THE  
THE RED SQUIRREL IS CONNECTED TO THE MONARCH BUTTERFLY IS CONNECTED TO THE STRIPED BASS IS CONNECTED TO THE  
THE SALMON IS CONNECTED TO THE BEAR AND THE BEAR TO THE EAGLE AND THE EAGLE TO THE OCEAN SQUID AND**

# Target Audiences:

- Families (in the broad sense), as they are more sensitive to environmental issues because of the future well-being of their children or grandchildren.
- Young urban adults (20-35), who are interested in this topic because it will have an increasing impact on their lives as adults in the near future

# Target Countries

- Top Priority: Bulgaria, Romania, Poland, Spain, Italy, the Netherlands.
- Second Priority: All other EU-12.

# Campaign phases:

## Launch (mid March – mid May)

- Communication objective: alerting the public to the problem
- Tools: On-line (multilingual website, facebook application, 'viral' clip), PR launch events in target countries, advertising.

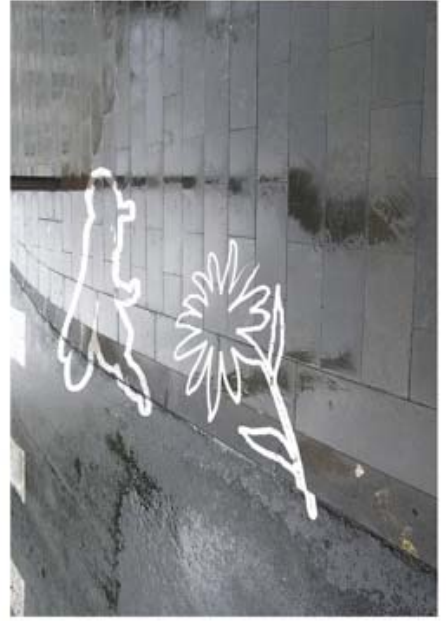
## Follow up (mid May onwards)

- Communication objective: Inspiring people to act
- Tools: evolution of the website (concrete ideas for actions, agenda of events), May 22<sup>nd</sup> activities for public in target countries, advertising.



PR launch events:

'crime scene' setting



# Advertising

4 motives, each illustrating different aspect of the biodiversity loss issue:

- Sparrow
- Bee
- Tree
- Coastline

**THE SPARROW IS BIGGER THAN THE SPARROW**

The sparrow is disappearing from our cities in worrying numbers. Its disappearance is also affecting other species, in a deadly game of ecological dominoes. You see, Biodiversity is the variety of life on earth including ecosystems, species and genes. We are part of biodiversity and our lives depend on it. And this life supporting biodiversity is dying at an alarming rate. Today it is the sparrow, but tomorrow it could be us.



**THE SPARROW IS BIGGER THAN THE SPARROW**



**Biodiversity**  
WE ARE ALL IN THIS TOGETHER



We depend on the network of living creatures that surrounds us, known as biodiversity, but that network is starting to unravel. Bees, for instance, which pollinate countless plants, are disappearing at a frightening rate. And when one species vanishes, it can have a knock-on effect on many others, in a deadly domino effect. This disappearance could have a catastrophic effect on our economic prosperity, our farming, and aspects of our lives we've probably never considered. We should remember that we are dominos too...

[WWW.WEAREALLINTHISTOGETHER.EU](http://WWW.WEAREALLINTHISTOGETHER.EU)

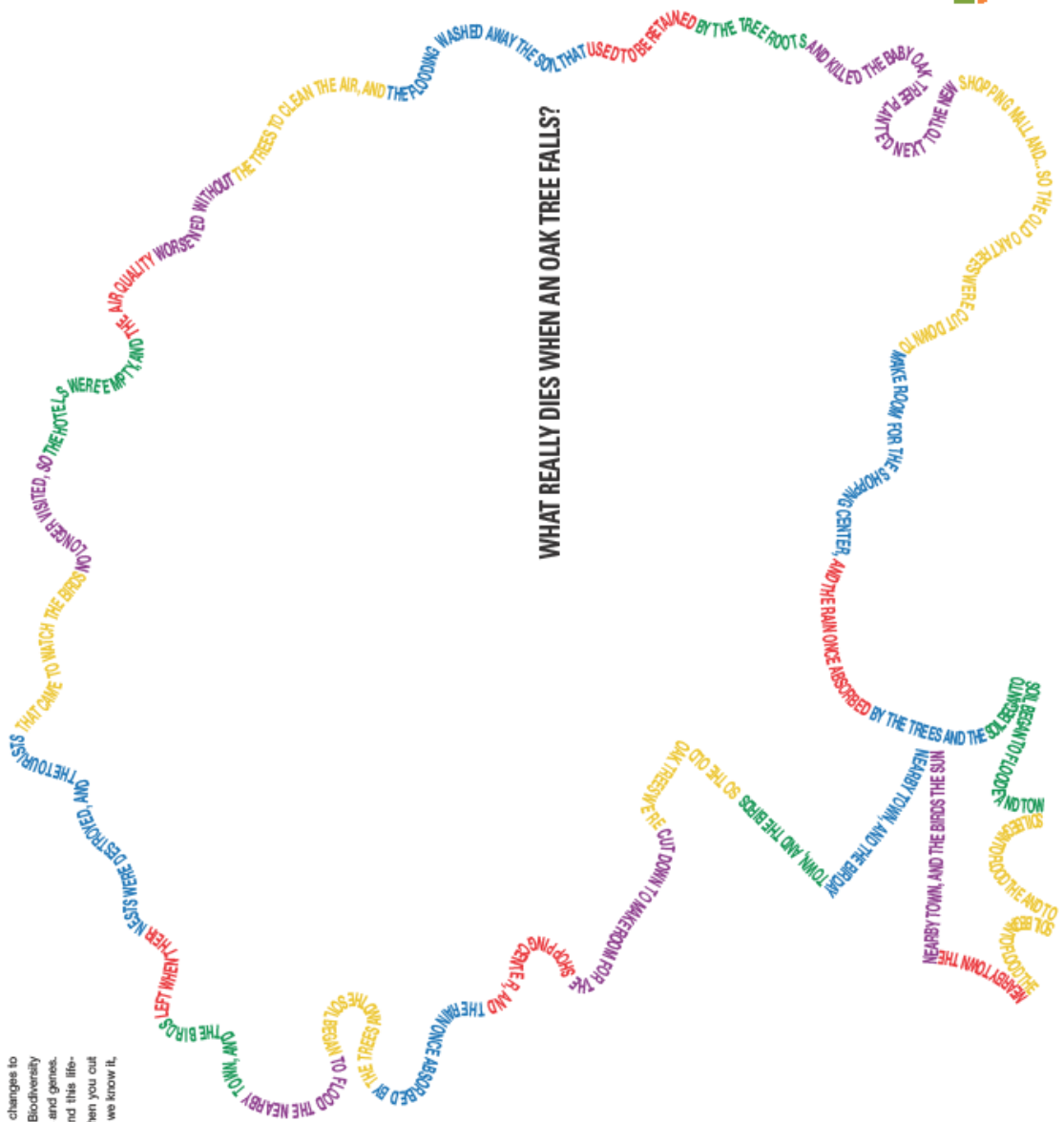
## IF BEES DISAPPEARED, IT WOULD COST MILLIONS TO DO THE THINGS THEY DO FOR FREE



**Biodiversity**  
WE ARE ALL IN THIS TOGETHER



An oak tree is home to hundreds of other plants and animals. If they can't move on to another oak when their host is cut down, a game of ecological dominoes begins, with deadly consequences for countless other species and microscopic organisms, and unexpected changes to natural food defenses and the quality of the air we breathe. Biodiversity is the variety of life on earth, including ecosystems, species and genes. We are part of biodiversity and our lives depend on it. And this life-supporting biodiversity is dying at an alarming rate. So when you cut down an oak tree without planting a new one, you kill life as we know it, one tree at a time.



**Biodiversity**  
WE ALL FALL IN THIS TOUGH LIFE

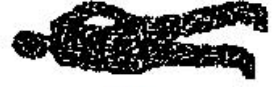




The fragile ecosystems along our coastlines are under enormous pressure. Once one species vanishes, it can have a knock-on effect on many others, in a deadly domino effect. We depend on a whole network of species and ecosystems that surrounds us, known as biodiversity, but that network is starting to disappear. This disappearance could have a catastrophic effect on our economic prosperity, our farming, and aspects of our lives we've probably never even thought about. We should remember that we are dominoes too...

[WWW.WEAREALLINTHISTOGETHER.EU](http://WWW.WEAREALLINTHISTOGETHER.EU)

## IF THE COASTLINE DIES, WHERE WILL WE GO ON HOLIDAY?



**Biodiversity**  
WE ARE ALL IN THIS TOGETHER

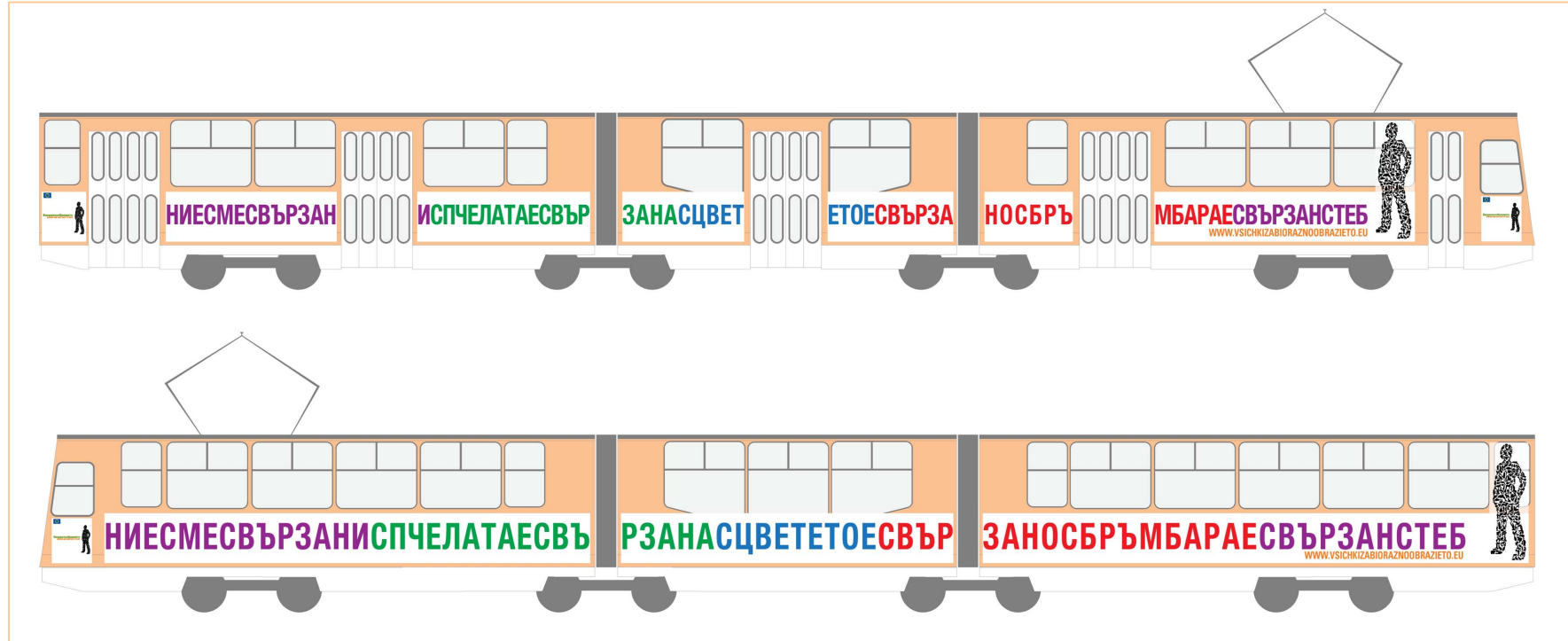
# Newspapers:



Thursday 3 December 2009



## Trams, buses:



# Interactive component:

- Engage audiences in a contemporary way
- Interlinked website and Facebook application covering:
  - What is biodiversity and why it is important?
  - What the EU is doing?
  - What you can do?

# Home page:

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**VIEW THE FILM**



**INTRODUCTION**

**Life on earth** is rich, complex and... amazing. It is an enormously varied web of interconnected ecosystems, a web called **biodiversity**.

We humans are part of it, and we depend on all the other parts for our survival. But the web is starting to tear, mainly because of human activities. And we are losing Earth's countless treasures at an alarming rate.

We need to act now and change our behaviour! So listen to the stories of some of the living organisms with whom we share the planet... **because we are all in this together.**

**MEET OUR FRIENDS THE APPLE**



**READ MORE**

**WHAT IS BIODIVERSITY?  
WHAT DOES THE EU DO?  
WHAT CAN YOU DO?  
ACTIONS  
JOIN US ON FACEBOOK  
MEET OUR FRIENDS**

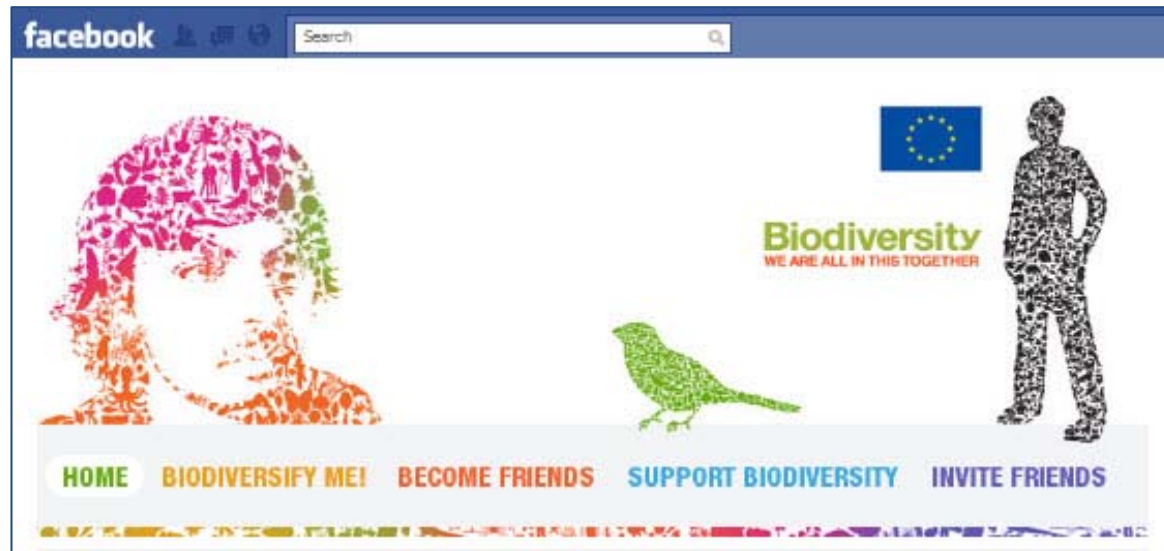
**23641** PEOPLE  
ARE ALLREADY ENGAGED  
WITH BIODIVERSITY

**Biodiversity**  
WE ARE ALL IN THIS TOGETHER



**WEARECONNECTEDTO THEBEEISCONNECTEDTO THEFLOWERISCONNECTEDTO THEANTISCONNECTEDTO THETREEISCONNECTEDTO THEBEETLEISCONNECTEDTO THESPARROWISCONNECTEDTO THE**

# Facebook



- Meet new friends – hear their story
- ‘Biodiversify’ to show you care
- Spread the word

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Frog – Biodiversity

👤 Become a fan

Wall

Info

Welcome to biodiversity

Photos

Discussions

Boxes



# BECOME A FAN OF THE FROG AND SUPPORT BIODIVERSITY



**HI, MY NAME IS COMMON FROG. AND I HAVE A  
REGRETTABLY COMMON STORY: MY LIFE IS IN  
DANGER AND I NEED YOUR HELP. WILL YOU HELP  
ME?**



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## Frog — Biodiversity

Become a fan

**Wall** **Info** **Welcome to biodiversity** **Photos** **Discussions** **Boxes** **+**

Edit Information



### Detailed info

Website:

<http://www.wearrealinthistgether.eu>

Company Overview:

I have a regrettably common story: my life is in danger and I need your help.

My home is in meadows and wetlands. But because you humans need more and more space for your homes, roads and buildings, you're pushing me out of the picture. And not only me, but a whole number of other species also.

We understand that you need your houses and that you have a lot of things to do, but you really are all over the place! And then there's the farmers: they spray their crops — your food! — with poison because they don't like insects. But I like them! They're my food. And this poison ends up in the soil and in the water of my favourite ponds. So the plants that are supposed to keep the water clean and provide oxygen die too. And then the fish get sick and I get sick and the stork gets sick too because he had one of us for dinner...

What you probably don't know is that when our meadows and wetlands disappear, you humans will suffer too. Our habitat provides water storage, water filtering and flood protection, so destroy that and you won't have enough drinking water. And gone are the beautiful landscapes you enjoy during your evening walks in the summertime...

So remember: we're all in this together.  
(read less)

Edit Page

Add to my page's favourites

I'm Rana temporaria, the 'Common Frog'. And I'm connected to you.  
<http://www.wearrealinthistgether.eu>

**Links**

1 link

See all

Biodiversity WE ARE ALL IN THIS TOGETHER |  
26 February 16:45

Create a Page for My Business

Share **+**



## In addition:

- May 22<sup>nd</sup> participative event for public in target countries
- Website evolution:
  - Tips, agenda with local events
  - Interactive games / quizzes
- Educational leaflets / toolkit to download