YOU CONTROL CLIMATE CHANGE

PHASE I
May 2006 - February 2007

An awareness raising campaign of the European Commission
The campaign

• Encourage people to make small changes to their daily behaviour
• People who sometimes make an effort
• 25 Member States, 19 languages
• Advertising, website, media relations, events, schools programme
• Kick-off on 29 May with President Barroso
Our Audience
Who are we targeting?

**ENVIRONMENT**

43% EU citizens are *fully active* (often make an effort to protect the environment), and 42% who only do so ‘sometimes’

**OBJECTIVE**

To increase percentage of fully active citizens, from amongst this ‘sometimes’ group - the area of greatest potential to improve activity

**STRATEGY**

1. Address the *scepticism* amongst citizens who only ‘sometimes’ do things to protect the environment, to convince them that their actions are worthwhile

2. Demonstrate that *individual efforts* do have an impact and lead to a *big contribution*

Source: *The Attitudes of European Citizens Towards the Environment*. Eurobarometer, April 2005
The ‘Sometimes’ Sceptics

- This group represent 42% of EU citizens, however there is a dynamic within this group that favours certain audience groups
  - They are more likely to be **male**
  - Have received post 16 **further education**
  - Are **urban** based
  - Working in **white collar** or management jobs
  - And, excluding current students, they are **aged 25 to 40**

Source: *The Attitudes of European Citizens Towards the Environment*. Eurobarometer, April 2005
The Climate Change Proposition

**Insight**
- Household consumption is contributing to climate change

**Brand Truth**
- EU household CO² emissions increased between 1990 and 2001

**Proposition**
- Change your behaviour to prevent climate change
Campaign Design
Creative Expression of *Change*

We want to increase awareness that *our daily activity* makes a difference and *each of us* has a role to play in the fight against climate change.

We have given *creative identity* to the word ‘change’ in this context through type showing the colours of climate change - from blue, through green, yellow, orange and red.

We have supported the concept of change with reminders of the *simple, practical, everyday things* consumers can do to reduce their carbon emissions.
The Creative Campaign

• The creative campaign reinforces how simple, everyday actions, like turning down a household thermostat, are linked to controlling climate change

• We want to give citizens a sense of both empowerment and personal responsibility
The Key Campaign Visual

YOU CONTROL CLIMATE CHANGE.

TURN DOWN. SWITCH OFF. RECYCLE. WALK. CHANGE

www.climatechange.eu.com
Campaign Plan
Campaign Elements

• PR outreach
  – Events
  – Media relations
  – Synergies

• Website

• Schools campaign

• Advertising
PR outreach
Launch events

- Public events to raise high media interest
- Famous statues dressed with campaign T-shirt, hat, cape
- National celebrity endorsement
- High Level of political participation
- More than 780 press hits, counting for more than 300 million media impacts
Irish Daily Mirror

Front page news in Latvia

Full page report in popular Czech newspaper

By-lined article on front page of Il Sole 24 Ore (cont’d on p. 7)
Synergies

• Different levels of co-operation with MS:
  – Same campaign identity as national campaigns - Finnish climate change campaign and the Luxemburg Ministry for the Environment
  – Active campaign endorsement by most countries

• “An Inconvenient Truth”, partnership in European premieres

• Mobility Week
Synergies with “An Inconvenient Truth”

This film highlights the significance of climate change for our society – the subject of the European Commissions' climate change programme.

aninconvenienttruth

European Commission. Want to learn more? Visit www.climatechange.eu.com

TURN DOWN. SWITCH OFF. RECYCLE. WALK. CHANGE
Website
How can you control climate change?

Climate change is a global problem, and yet each one of us has the power to make a difference. Even small changes in our daily behaviour can help prevent greenhouse emissions without affecting our quality of life. In fact, they can save us money.

- Turn down.
- Switch off.
- Recycle.
- Walk.
Website activities

• www.climatechange.eu.com
• Launched 29th May 2006
• 19 languages
• Traffic through on-line banners on MSN as well as off line advertising and media relations
• Over 100,000 page views on average per month
• Top 4 site on Environment on Europa in June
Website activities

- Online Carbon calculator
- School section with electronic pledge
- Online competitions both locally and throughout Europe
- Pod casts with national campaign endorsers
Power Saver

- In all languages on the campaign website
Schools Programme
Schools Programme

• Target audience
  – Secondary schools: pupils and teachers
  – The future generation
  – Open-minded, receptive, action-oriented
  – Multipliers: influence peers and extended family

• Principle:
  – Keep CO\textsubscript{2} diary
  – Sign a pledge
  – Additional suggestions posted on website
Objectives and success indicators

• Objectives
  – Increase awareness of climate change and role of individuals
  – Encourage the debate on climate change related issues in the class room

• Success indicators:
  – Qualitative feedback from teachers
  – Number of signed pledges
  – Downloads from the website
Tools

• Europa Diary: over 1 million copies distributed across Europe together with teacher’s manual. Diary is consulted 3.7 times per day.
• 150,000 school brochures
• Promotional material
• School section on www.climatechange.eu.com
National collaborations

- Edelman network promoted the schools programme – action plan developed in agreement with EC Representation
  - Media relations
  - Media partnerships
  - Partnerships with Ministry of Environment
  - Collaboration with teacher associations
  - On-line promotion activities
Media partnerships

France: Science et Vie Junior – 1,510,000 readers

Belgium: Pureesoiree.be – 50,000 visitors per day
Evaluation

• Schools programme:
  – Participation as a percentage of contacts
  – Number of final entries received through the website
  – Evaluation forms received from teachers
Advertising
Posters
Posters

• Banners in 15 countries
  – Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, Germany, Greece, Hungary, Ireland, Lithuania, Luxembourg, Malta, Slovakia, Spain

• Other billboards/transport media
  – Cyprus, Czech Republic, Estonia, Greece, Ireland, Italy, Latvia, Lithuania, Malta, Poland, Portugal, Slovakia, Slovenia, Spain, UK

• Estimated reach of all outdoor advertising - in excess of 7 million
ΠΡΟΣΟΧΗ ΤΗΣ ΕΦΗΒΙΔΕΩΝ: Αποφεύγετε την παραλαβή και την απόκτηση των Περιποιητικών Επιχειρήσεων της Περιφέρειας Αττικής και της Περιφέρειας Ανατολικής Μακεδονίας και Θράκης.

ΠΡΟΣΟΧΗ ΤΗΣ ΕΠΙΧΕΙΡΗΣΕΩΝ: Αποφεύγετε την παραλαβή και την απόκτηση των Περιποιητικών Επιχειρήσεων της Περιφέρειας Αττικής και της Περιφέρειας Ανατολικής Μακεδονίας και Θράκης.

ΝΟΥ ΤΑΥΤΕΣ ΠΡΙΚΛΑΙΣΟ, ΑΡ ΚΛΙΜΑΤΑΣ ΚΕΙΣΗΣ.
Press Advertising

- Full page advertisements in national newspapers in 14 countries
  - Cyprus, Czech Republic, Estonia, Greece, Hungary, Italy, Latvia, Lithuania, Malta, Poland, Portugal, Slovakia, Slovenia, Spain
  - Full page colour advertisement on 6th June 2006

- Total circulation: 3,036,000
Online Advertising

Cars generate 10% of Europe's greenhouse gas emissions.

Trains produce three times less CO₂ per passenger.

Walking and cycling generate none.

You control climate change.
Online Advertising

TURNING DOWN YOUR HEATING REDUCES CO₂ EMISSIONS AND SAVES YOU MONEY

LOWER THE TEMPERATURE BY JUST 1° CUTS EMISSIONS BY UP TO 10%}

YOU CONTROL CLIMATE CHANGE.
TV Advertising

Engaging commercials on MTV Europe and BBC World

- Animation on MTV Europe and YouTube, Daily Motion, Ifilm, My Space, Revver, Vimeo and Vsocial
- Best ad in the Independent (UK)
YOU CONTROL CLIMATE CHANGE

Awareness raising campaign across EU-25 on climate change
European Commission DG Environment

Final Report Phase I
EXECUTIVE SUMMARY

• European Commission’s reputation enhanced
  – 98% of EU citizens surveyed believe it has been a good thing for the European Commission to run this campaign
• High levels of persuasion on climate change
  – More than 3 in 4 citizens surveyed who recalled seeing the campaign said it had increased their awareness of what to do
  – Awareness of climate change and willingness to act increased
• Carbon emissions reduced
  – 26m tonnes of carbon emissions a year could have been saved as a result at a price of €0.17/tonne
• Campaign impacts well are over 400m
  – Each €1 spent has achieved over 85 campaign impacts
ENGAGEMENT

Impact – each occurrence of an individual seeing something from the campaign

- 300 million media report impacts for the launch
- 52 million impacts for TV advertising
- 25 million page impacts for online advertising
- 18 million impacts on big screen media
- 7.5 million impacts for outdoor advertising
- 3 million circulation of newspaper adverts
- 1.1 million school diaries distributed
- 30,000 pledges
- 1 million page impressions on www.climatechange.eu.com
- 100,000 “An Inconvenient Truth” postcards distributed

407.7 million impacts approx. (from campaign spend of €4.8million)

85 impacts per €1
PERSUASION

• 98% of surveyed citizens believed that this was a good campaign for the European Commission to run
• 73% of launch media coverage was positive towards the campaign
• 81% of EU citizens surveyed who had seen the campaign said they were more aware of what to do
• Average of 24% of EU citizens surveyed recalled seeing the campaign
• Increase in awareness of climate change – 97% up from 92% in the year to February 2007
• Increase in people who say they ‘do their bit’ for the environment – 47% up from 41% in the year to February 2007
• ‘Click through’ rate for online advertising nearly twice the industry average

Sources: Populus opinion research, February 2007, conducted in Italy, Poland and Ireland
Edelman media analysis
Walker Media interactive media analysis
CARBON SAVING?

- EU-25 population of 459 million
- Average of 24% of population surveyed has seen the campaign
- Average of 81% of these people have become more aware
- This could mean that just over 19% are persuaded to do more
- Assuming that if they all did the equivalent a year of turning down their thermostat by 1°C they would save 300kg each
- That could amount to a total saving a year of over 26 million tonnes of carbon dioxide which is equivalent of annual emissions savings of Germany (2004/05=23 million T).
- Cost per ton of CO2 savings is €5.5 (26 million T/€4.7 million)
YOU CONTROL CLIMATE CHANGE

PHASE II

March 2007-December 2007

An awareness raising campaign of the European Commission
Internet Game

• **Game Screen (1)**
  • **Description:**
  • The game starts with the player's character in the middle of the living room. After a few seconds, the first need arise.
  • **Action:** -

• **Game Screen (2)**
  • **Description:**
  • By clicking on the floor the player makes his character move to that location.
  • **Action:** -
YOU CONTROL CLIMATE CHANGE

PHASE III
January 2008 - mid 2009

« Be a changer » Campaign
in
Bulgaria, Czech Republic, Hungary, Poland and Romania
« BE A CHANGER » competition

- target audience: young people (10–30 years old)
- they made pledges on the website of what they will do in their daily lives to combat climate change (they became "Changers")
- Changers had to gather Supporters and those with the most Supporters won the competition (four winning Changers from each country and five randomly selected Supporters)
- prizes were: a professional digital camera for under 18s and a week at a conservation camp in Asturias, Spain, for over 18s
Budapest, Hungary
Launch Event

Overall set-up
Meteorological stand
Nagry Andras
Flower pledge stand
Participants filling in quizzes
Sofia, Bulgaria

Launch Event

BB TV interviewing event attendees

Kids decorating the tree in the morning

Hip-hop artist Spens, the host of the day and singer Maria Ilieva on stage

Set-up of the stage and the tree decorated with plastic bags

Inside the tent at the Changer stand

Eko Bulpack mascots handing out flyers and stickers
Be a Changer website

YOU CONTROL CLIMATE CHANGE.

Changers are winners

Over six thousand joined the competition and became Changemakers. They pledged to make small but significant changes in their daily lives to help combat climate change. The competition is now over and the winners have been announced. Check which Changemakers won the top prizes with their pledges. They will participate in the Changemaker Camp in Spain this spring or receive a professional digital camera.

6,000 YOUNG PEOPLE PLEDGE TO FIGHT CLIMATE CHANGE IN "BE A CHANGER" COMPETITION

More than 6,000 young climate change champions took part in the European Commission's "Be a Changer" competition which closed on 30 November. The competition was part of the Commission's "You Control Climate Change" public awareness campaign.

In all, 6,122 "Changemakers" from Bulgaria, the Czech Republic, Hungary, Poland and Romania, committed themselves to reducing greenhouse gas emissions by adopting their daily habits. They each made a pledge to fight climate change by making changes such as turning off lights when leaving a room, using a bike instead of the car and taking glass waste to the bottle bank.

The winners will be announced shortly. Winners in the under 18 category will receive a top-of-the-range digital camera. Winners aged 18 and over will spend a week at the Changemaker Camp in Asturias, northern Spain, where they will learn about the ecology and conservation work carried out in Spain’s oldest national park. They will also participate in a project to preserve Ballestas Islands and release them back into the wild and take part in activities such as canoeing, hiking and swimming.
Select your activities for climate protection and start changing! You can upload photos showing how you are implementing your chosen activity.

Getting supporters for your profile
Get in touch with other changers, friends and family and build up local and international support for your profile. To support a profile all you have to do is click on the profile of a changer. So get your friends to start clicking your profile.

What’s your reward?
It's more fun acting together as a community and you will also achieve better results! By becoming a changer you have made your first step to limiting climate change whilst getting to know other changers from Hungary, Czech Republic, Poland, Romania and Bulgaria.

The changer with the highest number of supporters wins the Be a Changer competition. Changers under 16 years of age will enter a competition to win a digital camera worth €100. And to help you expand your climate protection actions the winner will also become a member of Earthwatch for one year.

The winners in the 4-16 category will travel to a Changer Camp in Greece. Located in a traditional Greek village, you will help researchers study the life of dolphins. In total 20 winners from each of the 5 countries will travel to the Changer Camp.

Supporters win too!
One lucky supporter from every participating country, 5 in total, will join the changers on their trip to the final destinations of the changer camp.

Who can participate?
Anyone living in Bulgaria, Czech Republic, Hungary, Poland, Romania is welcome to participate. Get started today and become a Changer! It’s good for you, for your supporters and for the climate – winners all round! Welcome to the Changers!
This certificate is to commend

as a Changer who has pledged to take active participation in combating climate change.

By initiating your pledge and making small changes to your everyday behaviour, you have contributed towards fighting climate change.

Your commitment to saving the planet is something to be proud of and we salute you for your efforts.

Stavros Dimas, European Commissioner for Environment
YOU CONTROL CLIMATE CHANGE

Other activities 2007-2009
Updated Website

Environment

European Commission > Environment > Climate change > Home

CHANGE
How can you control climate change?
Climate change is a global problem, and yet each one of us has the power to make a difference. Even small changes in our daily behaviour can help with reducing emissions without affecting our quality of life. In fact, they can help save us money.

Turn down
Switch off
Recycle
Walk

Features

- BE A CHANGER!
- Watch our animated film
- Energy! Let’s save it
- Can you cut your emissions? Test your skill here
- Climate change game
- Climate change’s weather vane
- Millions of us turn into TV channels everyday to find out what the weather has in store for us. A network of European weather presenters...
- Climate action now
The large ice blocks captured the public’s attention at the United Nations’ climate change conference in Poznan, Poland. The European...
- It's our earth – with or without us
Would you like to be able...
Video Clips

- "Make Love Not CO2" on EU Tube and media advertising for the competition

- "Your Planet, Your Choice" – published on EU Tube

- "Changer Camp 2009"

- Short clips of teenagers making statements on what they do to fight climate change
Make Love Not CO2
Changer camp
Asturias, Spain, 20-26 April 2009
Teenager clips

YOU control climate change!
Teenagers from 21 EU Member States get animated about climate change. Here they present their top tips for tackling one of the greatest environmental challenges facing us today.