



## Best practice library of the Green Spider Network

| Title   | Subject                 | Target group(s)   | Media   | Language(s)      | Owner(s)   | Updated on |
|---|-------------------------|---|---|------------------|--|------------|
| Drop your own!  | Waste management        | Adults aged 18-39 with higher education, above average income and living in urban areas                 | TV, internet, prize game, printed materials     | Hungarian        | Ministry of Environment and Water, Hungary   | July 2006  |
| You and I can contribute to the environmental quality objectives! | Environmental awareness | General public  | Website   | Swedish          | Swedish EPA  | July 2006  |
| Risk Game   | Chemicals               | Students and citizens in general  | Internet game                                   | Finnish, Swedish | Finnish Environmental Institute (SYKE)   | July 2006  |
| Ecological education for children                                 | Environmental awareness | Children aged 5-12, parents and teachers  | Internet  | Polish           | Ministry of the Environment, Dept. of Education and Promotion of Sustainable Development, Poland | July 2006  |
| The Future of our Climate - Man and the Atmosphere                | Climate change          | Teachers and students age 13+   | Exhibition                                      | Portuguese       | Ministry of the Environment, Portugal  | July 2006  |
| Tomorrow's Climate - Today's Challenge                            | Climate change          | General public with little or no understanding of climate change (targeted messages for defined groups) | Radio, TV, internet, printed material, networks | English          | Defra, UK  | July 2006  |

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|---|-------------------------|--|--|-----------------------------|--|-----------|
| European Mobility Week in the Czech Republic            | Mobility                | Young families, children, young people, pensioners and handicapped people                | Press releases, internet, merchandise, printed material                  | Czech                       | Ministry of Environment, Czech Republic                                  | July 2006 |
| Notice nature   | Biodiversity            | Three target groups defined according to their involvement in and impact on biodiversity | Media and PR, TV, project brand, advertorials, website, printed material | English                     | Department of Environment, Heritage & Local Government, Ireland          | July 2007 |
| Promotion of tourist services of national parks         | Green tourism           | Hungarian and international tourists   | Printed material, internet   | Hungarian, English          | Ministry of Environment and Water, Dept. of Communication, Hungary       | July 2007 |
| The Planet InFact                                       | Environmental awareness | General public and particularly young people   | Movie, TV, internet game, multimedia website                             | Swedish, English, Norwegian | Swedish EPA  | July 2007 |
| Discover the Environment                                | Environmental awareness | Young people/students and general public   | Video  | Italian                     | Agency for Environmental Protection and Technical Services (APAT), Italy | July 2007 |
| News on Climate Change                                  | Climate change          | People with an interest in climate change  | Newsletter   | Swedish                     | Swedish EPA  | July 2007 |
| Local communication about CO <sub>2</sub> from new cars | Climate change          | Potential buyers of new cars plus car dealers and importers                              | Press releases adapted for national, regional and local media            | Swedish                     | Swedish EPA  | July 2007 |

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| Thick jumper day                        | Climate change, energy consumption    | Schools, companies, authorities and households                                 | Poster, flyer, website, banners, newsletter, press contacts and media of target groups                       | Flemish                             | Best practice competition 2008 | July 2008 |
| Naturdetektive                          | Biodiversity                          | Students, NGOs and households  | Internet, flyer, printed material, posters, cd-rom, articles, tv spot and advertisements                     | German - some parts in 14 languages | Best practice competition 2008 | July 2008 |
| Let's look around in our neighbourhood  | Biodiversity                          | Students age 6-18  | Press conference, advertising through website, enewsletters, direct mail, billboard and newspapers/magazines | Hungarian                           | Best practice competition 2008 | July 2008 |
| Wildlife Inspector in Action, CITES     | Biodiversity                          | Students age 7-18  | Advertising in teachers' magazine, on the internet and in e-newsletters                                      | Hungarian                           | Best practice competition 2008 | July 2008 |
| Adopt a river                           | Environmental protection (rivers)     | Local governments, water management authorities, schools and education centres | Educational material, internet, tv/radio, printed material   | Polish                              | Best practice competition 2008 | July 2008 |
| Dialogue for nature conservation        | Environmental protection              | Government employees at national and regional levels                           | Skills development programme advertised on website and at relevant meetings and seminars                     | Swedish                             | Best practice competition 2008 | July 2008 |
| Week of Sustainable Development, France | Sustainable Consumption & Development | General Public   | TV, radio, print and electronic  | French                              | Best practice competition 2009 | July 2009 |

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| Fairy-tale writing competition and biodiversity weekend, Hungary | Environment & Biodiversity            | General Public, Kids & Young People | magazines, newspapers, web-based news sites and radio channels  | Hungarian     | Best practice competition 2009 | July 2009 |
| Let's Do It 2009, Lithuania                                      | Waste Management                      | General Public                      | radio, TV, project website, social networks, newspaper  | Lithuanian    | Best practice competition 2009 | July 2009 |
| Nature year 2009, Sweden   | Environment & Biodiversity            | General Public                      | website, various types of marketing/information material  | Swedish       | Best practice competition 2009 | July 2009 |
| Keep away from energy-guzzlers, Belgium                          | Sustainable Consumption & Development | General Public                      | Print, radio, banners on websites   | Dutch, French | Best practice competition 2009 | July 2009 |
| Muck In4Life campaign, United Kingdom                            | Environment & Biodiversity            | General Public, Kids & Young People | digital and regional press, radio advertising, national and regional PR and a regional events programme | English       | Best practice competition 2009 | July 2009 |
| Don Cato, Germany  | Environment & Biodiversity            | Kids & Young People                 | poster, website, press information  | German        | Best practice competition 2009 | July 2009 |

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| Be Plant Wise  | Environmental awareness             | Gardeners                        | press relations, website, partnership with retailers   | English | Best Practice Competition 2010 | October 2010 |
| Water Guide for Building and Renovation              | Water management                    | Architects                       | Guide book, website, links on public websites, training sessions   | Dutch   | Best Practice Competition 2010 | October 2010 |
| Nathurathlon - Nature Without Borders                | Environmental awareness and leisure | General Public                   | sports activities and events, traditional media  | German  | Best Practice Competition 2010 | October 2010 |
| Vielfaltleben - Living Diversity                     | Biodiversity                        | General public                   | events, website, webcam pictures, national competition, partnership with press and national radio and TV | German  | Best Practice Competition 2010 | October 2010 |
| Campaign for the promotion of low-energy light bulbs | Energy                              | General public                   | in store material, mass media, logo  | Dutch   | Best Practice Competition 2010 | October 2010 |
| National litter-picking days                         | Waste management                    | Schools and municipalities       | direct mailing, trash bags, temporary tattoos  | Swedish | Best Practice Competition 2010 | October 2010 |
| National postcard initiative on biodiversity         | Biodiversity                        | Politicians                      | postcard sent and media alerts   | Swedish | Best Practice Competition 2010 | October 2010 |
| Keep your Soul unpolluted                            | Waste management                    | Women and youth from rural areas | TV, radio, press, Internet   | Polish  | Best Practice Competition 2010 | October 2010 |

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| EU Ecolabel campaign          | Sustainable Production & Consumption | General Public               | Website and real greenhouse filmed, partners' promotional material, ads, newsletters, events | French and Dutch | Best Practice Competition 2011 | December 2011 |
| Aktion Klima!                 | Environmental awareness              | School children and teachers | Klima Kiste (toolbox), events, Members of Parliament, manuals, You Tube channel              | German           | Best Practice Competition 2011 | December 2011 |
| Water Wiki                    | Water management                     | General Public               | Wiki, postcards  | Finnish          | Best Practice Competition 2011 | December 2011 |
| National Biodiversity Project | Biodiversity                         | General Public               | Radio, television, webpages  | French and Dutch | Best Practice Competition 2011 | December 2011 |
| National Teleworking Day      | Sustainable Production & Consumption | Companies and employees      | Website, social media, traditional media, street events                                      | Finnish          | Best Practice Competition 2011 | December 2011 |