

Best practice library of the Green Spider Network



Title of initiative	Subject	Target group(s)	Media	Language(s)	More information on GSN website under:	Updated on
Drop your own!	Waste management	Adults age 18-39 with higher education, above average income and living in urban areas	TV, internet, prize game, printed materials	Hungarian	Best practice competition 2006	July 2006
You and I can contribute to the environmental quality objectives!	Environmental awareness	Ordinary people	Website	Swedish	Best practice competition 2006	July 2006
Risk Game	Chemicals	Students and citizens in general	Internet game	Finnish, Swedish	Best practice competition 2006	July 2006
Ecological education for children	Environmental awareness	Children age 5-12, parents and teachers	Internet	Polish	Best practice competition 2006	July 2006
The Future of our Climate - Man and the Atmosphere	Climate change	Teachers and students age 13+	Exhibition	Portuguese	Best practice competition 2006	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	Best practice competition 2006	July 2006
European Mobility Week in the Czech Republic	Mobility	Young families, children, young people, pensioners and handicapped people	Press releases, internet, merchandise, printed material	Czech	Best practice competition 2006	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	Best practice competition 2007	July 2007
Promotion of tourist services of national parks	Green tourism	Hungarian and international tourists	Printed material, internet	Hungarian, English	Best practice competition 2007	July 2007
The Planet InFact	Environmental awareness	General public and particularly young people	Movie, TV, internet game, multimedia website	Swedish, English, Norwegian	Best practice competition 2007	July 2007
Discover the Environment	Environmental awareness	Young people/students and general public	Video	Italian	Best practice competition 2007	July 2007
News on Climate Change	Climate change	People with an interest in climate change	Newsletter	Swedish	Best practice competition 2007	July 2007
Local communication about CO ₂ 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	Best practice competition 2007	July 2007
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

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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, e-newsletters, 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