YOU CONTROL CLIMATE CHANGE

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
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
Household consumption is contributing to climate change

EU household CO² emissions increased between 1990 and 2001

Change your behaviour to prevent climate change
Campaign Design
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.
CHANGE
TURN DOWN. SWITCH OFF. RECYCLE. WALK.
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
Campaign Plan
Campaign Elements

• PR outreach
  – Events
  – Media relations
  – Synergies

• Website

• Schools campaign

• Advertising
PR outreach
Launch events

- Public events to raising 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
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.
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.**

**About the Campaign**

The European Commission's You Control Climate Change campaign is helping individuals contribute to the fight against climate change.

**WHAT'S NEW**

Try our Carbon Calculator to see how you can make a difference.

**WALK, CYCLE, GO BY BUS, CAR SHARE**

European Mobility Week takes place from 16 to 22 September.
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 CO₂ 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 classroom

- 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 promotes 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
Η ΑΛΛΑΓΗ ΤΟΥ ΚΛΙΜΑΤΟΣ ΞΕΡΑΙΤΑΙ ΑΠΟ ΕΣΕΝΑ

ΝΟΤΕ ΤΟ ΑΡΧΕΙΟ!

Η ύπαρξη πολλών οργανισμών ενός δικτύου έντυπων έρευνων στατιστικών συμπεραίνει ότι ο αλλαγή του κλίματος είναι η μεγαλύτερη πρόκληση από τις ακόμα εμφανιστές προκλήσεις. Τα δεδομένα της στατιστικής είναι νεκρές και πάνω από 90% των οργανισμών ενός δικτύου έντυπων έρευνων στατιστικών συμπεραίνουν ότι η κλιματική αλλαγή αποτελεί την μεγαλύτερη πρόκληση. 

ΑΡΙΣΤΩΝ,

Για να μετατρέψετε τον εαυτό σας σε μια σχέση με τον κλίμακα της στατιστικής, απαιτείται να δικτυώσετε με τους ακριβείς αριθμούς. Το περιβάλλον προσφέρει τον τίτλο πολλών οργανισμών ενός δικτύου έντυπων έρευνων στατιστικών συμπεραίνοντας ότι επιπλέον κλιματικά προβλήματα αποτελούν τον μεγαλύτερο παράγοντα. Τα δεδομένα της στατιστικής είναι νεκρές και πάνω από 90% των οργανισμών ενός δικτύου έντυπων έρευνων στατιστικών συμπεραίνουν ότι η κλιματική αλλαγή αποτελεί την μεγαλύτερη πρόκληση.

Aniksis! Κάνετε δόξα της συνείδησης, ονομάστε το www.dimosthenises.com

Press Advertising
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.

Lowering the temperature by just 1°C cuts emissions by up to 10%.

You control climate change.

→ 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)
To be continued...