

# **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**

# **Our Audience**

# Who are we targeting?

ENVIRONMENT



OBJECTIVE



STRATEGY

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

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

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**

# 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**

# The Climate Change Proposition

## Insight

Household  
consumption is  
contributing to  
climate change

+

## Brand Truth

EU household  
CO<sup>2</sup> 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.



# 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**

**CHANGE**

# The Key Campaign Visual

**YOU CONTROL  
CLIMATE CHANGE.**



[www.climatechange.eu.com](http://www.climatechange.eu.com)

**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





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 Luxembourg Ministry for the Environment
  - Active campaign endorsement by most countries
- “An Inconvenient Truth”, partnership in European premieres
- Mobility Week

# Synergies with “An Inconvenient Truth”

CHANGE



European Commission. Want to learn more? Visit [www.climatechange.eu.com](http://www.climatechange.eu.com)

aninconvenienttruth

150906

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

TURN DOWN. SWITCH OFF. RECYCLE. WALK. CHANGE

**Website**

# CHANGE



[Home](#) [Climate Change](#) [Take Control](#) [EU Initiatives](#) [For Schools](#) [Resources](#) [News & Events](#)

[European Commission](#) > [Environment](#) > [Climate Change](#)

[Search on EUROPA](#) | [Contact](#) | [Change language](#)

## 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.

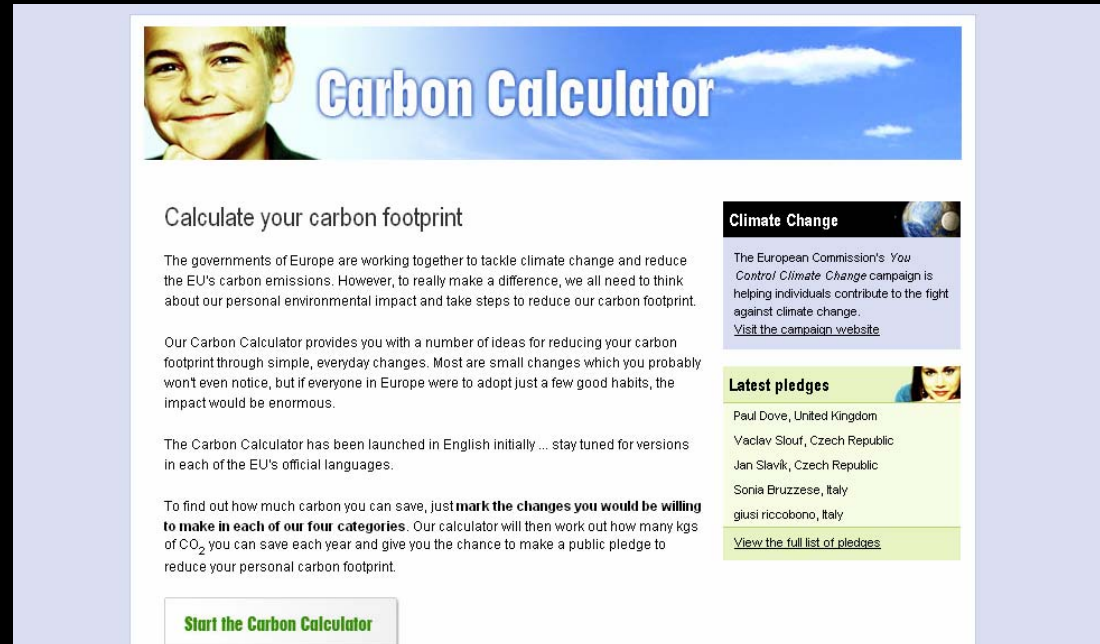
### FOR SCHOOLS

# Website activities

- **[www.climatechange.eu.com](http://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**

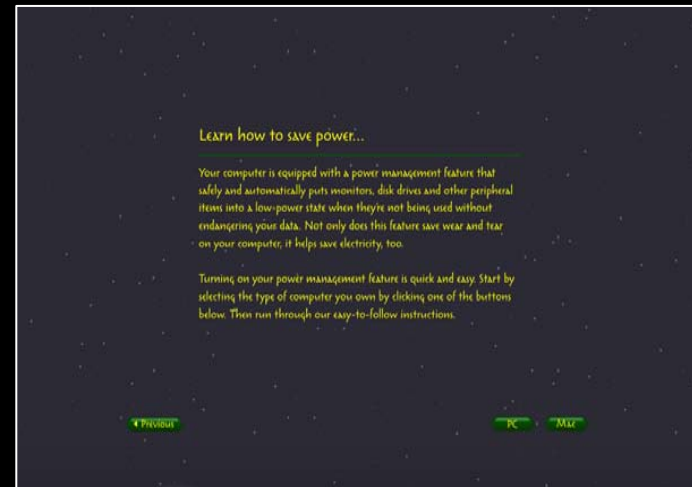
# Website activities

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





# Power saver



## 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<sub>2</sub> 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](http://www.climatechange.eu.com)



A screenshot of the 'CHANGE' website. The header features the word 'CHANGE' in large, bold, yellow and blue letters, with a globe and a satellite in the background. Below the header is a navigation bar with links: Home, Climate Change, Take Control, EU Initiatives, For Schools, Resources, and News &amp; Events. The main content area is titled 'For schools' in a red box. Below this, the text reads 'YOU control climate change!' followed by a paragraph explaining the European Commission's initiative. A sidebar on the right titled 'In this section' lists links: '&gt; YOU control climate change!', '&gt; Get creative', '&gt; For Teachers', and '&gt; For Pupils'. At the bottom, there is a section titled 'What can you do to fight climate change?' with a paragraph of text and a link to 'Turn down the heating, switch off lights that aren't needed, recycle your waste and walk or cycle to school instead of driving - these are just some of the ways you can help.'

# 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**

# LUTTER CONTRE LE RÉCHAUFFEMENT CLIMATIQUE, CE N'EST PAS SEULEMENT L'AFFAIRE DES AUTRES

C'est en modifiant nos comportements et en utilisant l'énergie de manière plus responsable que nous réduirons les émissions de CO2 et celles d'autres gaz à effet de serre responsables du changement climatique.




## Jeu/concours CHANGE!

Joue et gagne le kit de rentrée « Change! » en répondant correctement à ces questions. Tu retrouveras les éléments de réponses sur le site <http://www.climatechange.eu.com>

Bonne chance !

Au cours du 20<sup>e</sup> siècle la température moyenne de l'air en surface a augmenté de :

- a-1°C
- b-2°C
- c-3°C

On estime que dans le monde neuf glaciers sur dix sont en train de fondre.

- a-vrai
- b-faux

Le principal gaz à effet de serre est :

- a-le CO2
- b-l'Oxygène
- c-l'Azote

**COMMENT PARTICIPER ?** Envoie tes réponses au 0124, en indiquant ton nom, prénom et adresse, soit par email à [jeu-change@climatechange.eu.com](mailto:jeu-change@climatechange.eu.com), soit sur carte postale affranchie au tarif en vigueur à : Jeu, Changement / Science à Vire Junior / 1, rue du colonel Pierre Avia / 76101 Paris, avant le 15 octobre 2006 minuit (cachet de la poste ou heure du service faisant foi). Tu seras peut-être tiré au sort pour gagner un des 175 kits « Change! ».

**Les gagnants** seront désignés d'ici fin 2006 par la France métropolitaine. Ils recevront gratuitement le kit de rentrée « Change! », ainsi qu'une participation financière de 1000 euros de matériel « Change! » (comprenant chacun un sac à dos, agenda Europe et une de 100 de 12000 (d'une valeur de 604€) et 15 lots complémentaires de 100 de 1000 (d'une valeur de 40€).

### ET SI ON SE DONNAIT LA PEINE D'Y PENSER ? VOICI QUELQUES IDÉES POUR PIÉGER LE CO2 !

- Roulez jeunesse ! Non seulement le vélo, skate, roller sont utiles à la santé et à l'environnement, mais ils te permettent également d'aller plus vite qu'en voiture.
- La lumière, c'est bien utile, mais pense à l'éteindre quand tu quittes la pièce !
- Laisse le robinet couler quand on se brosse les dents ne le jamais rendues plus blanches, alors veille à bien le fermer à chaque brossage.

### TU PEUX ÉGALEMENT L'ENGAGER AVEC TA CLASSE

à réduire ensemble, vos émissions de gaz à effet de serre. Propose à ton professeur d'en débattre en cours. Tu trouveras toutes les informations, le matériel pédagogique ainsi que la charte d'engagement sur <http://www.climatechange.eu.com>

En signant cet engagement, toi et ta classe, vous pourrez suivre vos efforts et discuter de vos expériences dans la lutte contre le réchauffement climatique.

Une Initiative de la Commission Européenne



# ECONOMISEZ L'ÉNERGIE. RECYCLEZ. MARCHÉZ. CHANGE!

## Belgium: Pureesoiree.be – 50.000 visitors per day

[illegible]

# 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

# Press Advertising

## Η ΑΛΛΑΓΗ ΤΟΥ ΚΛΙΜΑΤΟΣ ΕΑΡΤΑΤΑΙ ΑΠΟ ΕΣΕΝΑ



**ΡΥΘΙΖΕ ΤΟ ΘΕΡΜΟΜΕΤΡΟ.** Χαμηλώνοντας τα θερμοστάτη μειώνονται οι εσωτερικές CO<sub>2</sub> και εξοικονομάς χρήματα. Χαμηλώνοντας τη θερμοκρασία μόνο κατά 1° περιορίζονται οι εσωτερικές κατά 10%.

**ΚΑΘΕΣ ΤΟ ΑΔΑΝΤΗΤΟ.** Κλείνοντας την τηλεόρασή σας από το διακόπτη και όχι από το τηλεχειριστήριο μειώνεται η κατανάλωση ενέργειας και οι εσωτερικές CO<sub>2</sub> μέχρι 40%.

**ΑΝΑΚΥΚΛΩΣΕ.** Ανακυκλώνοντας ένα αλουμινόχατο τετραπλάσι μειώνονται κατά 80% οι εσωτερικές CO<sub>2</sub> για την παραγωγή ενός νέου από πρώτες ύλες.

**ΠΕΡΙΜΑΛ.** Τα αυτοκίνητα παράγουν το 10% των εσωτερικών αερίων του θερμοκηπίου στην Ευρώπη. Τα τρένα παράγουν τρεις φορές λιγότερους ρύπους CO<sub>2</sub> ανά επιβάτη από τα αυτοκίνητα. Το πετρέλαιο και η ποδηλασία δεν παράγουν καθόλου.

 Αν θέλετε να μάθετε περισσότερα, επικοινωνήστε το [www.climatechange.eu.com](http://www.climatechange.eu.com)

**ΑΛΛΕΣ ΣΥΝΗΘΕΙΕΣ**

## ΝΟΥ ΤΑΥΕΣ ΠΡΙΚΛΑΥΣΟ, ΑΡ ΚΛΙΜΑΤΑΣ ΚΕΙΣΙΣ.



**ΤΑΥΤΕΣ ΣΥΝΗΘΕΙΕΣ.** Sumažindami šildymą namuose sumažinate CO<sub>2</sub> emisiją ir sutarpsite pinigų. Sumažinus temperatūrą vos 1 laipsnį, emisija sumažėja iki 10%. Jei išjungiate televizorių paspausdami mygtuką jame, o ne nuotoliniu valdymu pultu, sumažinate energijos suvartojimą ir CO<sub>2</sub> emisiją iki 40%.

**PERKURKITE ALUMINIJĄ.** Perdirbant aliuminį iš atliekų galima išsugauti iki 80% CO<sub>2</sub> emisijos palyginti su jo gamyba iš rūdos.

**PERKURKITE.** Automobilai generuoja 10% Europos šiltnamio efekto sudarančių dujų emisijas. Traukiniai skleidžia tris kartus mažiau CO<sub>2</sub> ekskluogijant vienam keleivini nei automobiliai. Vėliabojant ir važiuojant dviračiu dujų emisijos nėra visai.

 Norite daugiau sužinoti? Apie klimato iššūkius [www.climatechange.eu.com](http://www.climatechange.eu.com)

**KEISKIS!**

# Press Advertising

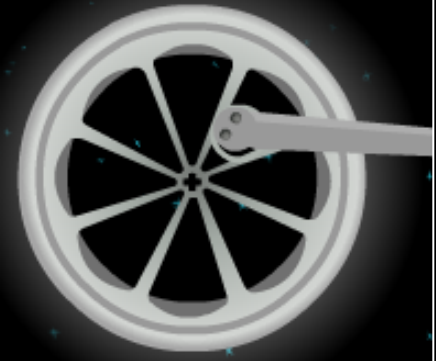
- Full page advertisements in national newspapers in 14 countries
  - Cyprus, Czech Republic, Estonia, Greece, Hungary, Italy, Latvia, Lithuania, Malta, Poland, Portugal, Slovakia, Slovenia, Spain
  - Full page colour advertisement on 6<sup>th</sup> June 2006
- Total circulation: 3,036,000

# Online Advertising

**CARS GENERATE 10% OF EUROPE'S  
GREENHOUSE GAS EMISSIONS**



**TRAINS PRODUCE THREE TIMES  
LESS CO<sub>2</sub> PER PASSENGER**



**WALKING AND CYCLING  
GENERATE NONE**

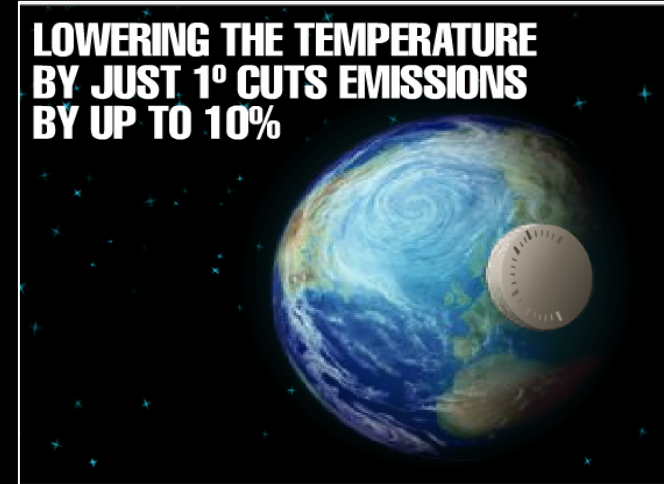
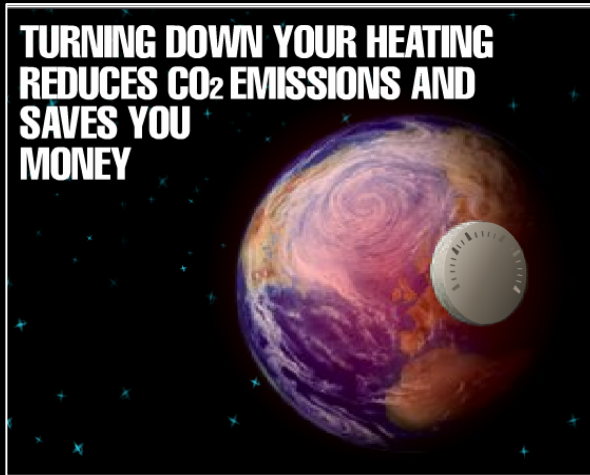


**YOU CONTROL  
CLIMATE CHANGE.**

→ **CHANGE**



# Online Advertising



**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...**



# CHANGE

**TURN DOWN. SWITCH OFF. RECYCLE. WALK.**