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The EECN highlight of Green Week 2004 was the GSN Workshop on Thursday 3rd June – **Creative and Cost Effective Ways of Communicating Environment**. A number of speakers from environment ministries across Europe, including some of the most active members of the network, gave presentations elaborating innovative and affordable tools, approaches and strategies designed to communicate environmental issues effectively. ”

The presentations prompted lively dialogue and debate, and some interesting examples of various member state experiences were cited.

Key discussion points included:

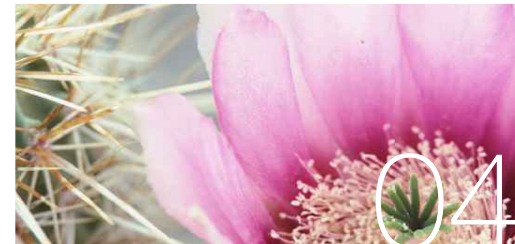
- **The use of young graduates as a multiplier** – Using young graduates as a vehicle for communicating environmental issues to students is a ‘win-win’ scenario. In an example given by ENFO from Ireland, graduates found the work experience to be beneficial and students related well to a message delivered by young people.

- **The Internet as a cost-effective tool for environmental communication** – Many environmental institutions are now moving away from using paper-based materials, and towards web-based educational tools. E.g. the Danish Ministry of Environment is using the internet as a major communication tool and in Italy an e-learning programme has been launched.

- **Recycling ideas, initiatives and material** – This can be very resourceful. A suggestion given was ‘piggy-backing’ onto other GSN partners’ initiatives, such as placing publications in conference packs and using existing video-material to make a promotional film. >>

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- >> • **Getting people motivated and involved** – It is important that public needs are understood and that the message is clear, unambiguous and consistent. In Latvia, a “Propose a Territory” campaign, where people chose what they considered the most valuable territories, was a successful initiative where the high level of public interest encouraged media coverage.
- **The use of toolkits** – These are a very simple way to spread an environmental message, aiming to be informative whilst encouraging behavioural change. For example, the EC Toolkit combines an eco-quiz (‘Jiffy’) with a database of best-practice examples of interactive environmental guides, games and quizzes.

The tool kit is available at:

[http://europa.eu.int/comm/environment/toolkits/index\\_en.htm](http://europa.eu.int/comm/environment/toolkits/index_en.htm)

A summary of the workshop, together with all presentations is available on the Green Spiders Network web site at:

[http://europa.eu.int/comm/environment/networks/greenspider/workshop04\\_en.htm](http://europa.eu.int/comm/environment/networks/greenspider/workshop04_en.htm)

The EECN is the European Commission DG Environment's support structure for the European Environmental Communication Networks. Currently these include the Green Spiders Network, The Network of Urban Forums for Sustainable Development and the Goodwill Ambassadors for the Environment.

The recently updated website can be accessed here:

[http://europa.eu.int/comm/environment/networks/index\\_en.htm](http://europa.eu.int/comm/environment/networks/index_en.htm)

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