



“The European Commission has taken many climate-related initiatives since 1991, when it issued the first Community strategy to limit carbon dioxide emissions and improve energy efficiency. However, it is clear that action by both member states and the European Community needs to be reinforced if the EU is to succeed in cutting its greenhouse gas emissions to 8% below 1990 levels by 2008-2012, as required by the Kyoto protocol” (ECCP, 2004).

It is generally accepted that communicating complex environmental issues such as climate change in an effective way to the general public is not an easy process. To facilitate information exchange about best-practice activities in the communication field, the EECN secretariat will be creating an “Environmental Communication Best Practice Repository” on the EECN web site. This repository will hold a range of publications and documented best practice examples relating to communication on various themes.

Given the current European political agenda, our first theme is climate change. This is also the theme of this year's Green Week, which will take place between Tuesday 31st May and Friday 3rd June 2005.

We would like to ask all EECN members to contribute to the repository by e-mailing their contributions to: environetworks_secretariat@erm.com

[>> next page](#)

[close window](#)





>> The following article should give you an idea of the type of activity we would like to include in the repository.

Heidelberg, Germany: E-Teams: Saving Energy in Schools

The “Saving Energy in Heidelberg Schools” project is part of the City of Heidelberg’s commitment to climate protection by familiarising children and young people with the subjects of energy and the environment at an early age. One of the aims of the project is to protect the climate by directly reducing energy consumption and greenhouse gas emissions that damage the environment. In addition, it is also designed to promote the pupils’ personal responsibility and their communication and problem-solving skills. Pupils act as multipliers by taking the knowledge they have acquired at school home with them.

The focal points within the schools are the energy-saving teams, or “E-teams”. They consist of pupils, teachers, and energy officers (caretakers) and are supported by the head teacher and deputy heads. E-teams examine the school’s energy consumption, and then develop energy-saving initiatives and communications programmes to implement them.

The City has introduced a bonus system to act as an incentive. Schools are given 40% of the energy costs they save to invest in energy-saving measures and another 40% to use as they wish.

For more information on “Saving Energy in Heidelberg Schools” project, please refer to p.12 of the report accessible here:

http://www.cameronsds.com/portfolio/communication/env_com/

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

The website can be accessed here:

http://europa.eu.int/comm/environment/networks/index_en.htm

<< previous page

close window

