



The Creative Gallery of Sustainable Communication

The United Nations Environment Programme (UNEP) has created a huge database - the Creative Gallery of Sustainable Communication - which compiles more than 700 corporate and public advertising campaigns dedicated to sustainable issues from all over the world. Another 200 will be included by mid-July.

"The aim of the Creative Gallery is to inspire and foster more and better communication on sustainability from all stakeholders involved in promoting sustainable development", explains Ms Solange Montillaud-Joyel from the UNEP Division of Technology, Industry and Economics. "The database is also designed to aid and promote the research, education and information activities of the marketing, advertising and communication businesses."

The database is organised in such a way as to facilitate searches on different themes, types of media, strategies and countries. Each of the campaigns in the database is described in terms of the context, the philosophy/solution, the time and place of the production as well as information on the bodies responsible for the campaign. Examples of graphics and films are shown if such features are part of the campaign material.

To make sure that the Creative Gallery remains a living tool, UNEP invites all advertisers - companies, governments, local authorities, consumer organisations, NGOs, etc. - to submit their campaigns for inclusion in this database and thereby share their experience with other communication experts.

Visit the Creative Gallery at:

www.unep.fr/sustain/advertising/ads.htm

This newsflash is issued by the EECN which is DG Environment's support structure for European Environmental Communication Networks.

Visit the web site of the EECN on:
http://ec.europa.eu/environment/networks/index_en.htm to learn more about the activities of the networks and read newsflashes previously released.



Production and Consumption Branch

Creative Gallery on Sustainability Communications

