



*GSN president Ilze Krukle presented the best practice award to Agnès Jakab*

### **Best practice award to Hungarian waste campaign**

At its 2006 annual meeting in Riga, the Green Spider Network of Environmental Communicators introduced a new yearly award for the best communication initiative presented by a member. The award was given to the Hungarian Ministry of Environment and Water for an awareness raising campaign to promote waste separation.

### **Drop your own!**

The key message of the campaign translates into "Drop your Own". It aimed to promote public awareness about the importance of separating packing, medicine and electronic waste as well as batteries from ordinary household waste.

"The campaign was designed with a number of different elements and combined a variety of communication tools, including TV spots, online communication, printed materials, stickers in shops and on the selective waste containers," says Ms. Agnes Jakab from the Ministry of Environment and Water. The on-line communication included two banners running on the most popular Hungarian web-sites. One of the banners was "a mini factory" demonstrating the procedures of plastic recycling. The other was a link to a game educating the players in an entertaining way. You can find the TV spots and the game on [www.kvvm.hu/szelektiv](http://www.kvvm.hu/szelektiv).

The award was given to the Hungarian campaign, because it was simple and well crafted and enabled people to act and change behaviour. And because it reached its target group - adults aged 18 to 39 with high level education - in an efficient and effective way.

Hungary got the best practise award in competition with seven other contributions from the Czech Republic, Finland, Poland, Portugal, Sweden and the United Kingdom. All contributions and the presentations from the meeting in Riga are available at the website of the Green Spider Network:

**<http://ec.europa.eu/environment/networks/greenspider/am2006.html>**

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

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