



Making natural science fun!

Making scientific information and results understandable for the general public is among the greatest challenges facing environmental communicators, and if the target group is young people, the challenge becomes even greater. But the Swedish website - The Planet - proves that it can be done.

Innovative website

The Planet is the result of unique collaboration between a film production company, a science portal and Swedish Television. The website combines hundreds of illustrative animations, games, educational stories and interactive videos showing the latest environmental research and evocative scenarios on the planet both today and for the future.

Successful campaign

The website was part of a campaign which comprised a movie, a television series and an online game. The objective was to reinforce the dialogue between researchers and the public, bringing in scientists, communicators, educators and students to the debate.

The campaign accomplished an enormous breakthrough within the Swedish media. Global change issues headlined the news and public awareness increased.

Further languages and materials

So far, the Planet is available in Swedish, Norwegian and English, but translation into additional languages is being planned. Work packages for schools are also being produced together with manuals, inspirational material and exercises.

For more details, visit The Planet at:

<http://www.forskning.se/theplanet/>

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

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