



The Creative Gallery is alive and growing

In a newsflash in 2006, we presented the UNEP Creative Gallery of Sustainable Communication, which is a database of commercial and public advertising campaigns about sustainability issues. The Creative Gallery contains a wealth of inspiration for environmental communicators on how to use advertising for communication about sustainability.

Since, the Creative Gallery has expanded dramatically. With more than a thousand ads it demonstrates clearly the creativity and variety with which sustainability issues may be brought to the attention of different target groups.

Some interesting examples among the latest entries are:

- A video by the UK Department for Environment, Food and Rural Affairs (DEFRA) which uses dramatic visual effects to show how easily we can all save CO₂ by switching off our energy consuming devices.
- The TV spot "Eco-tips for jeans" by UNEP which targets a young audience. It demonstrates in an energetic and fun way how to help fight climate change by adopting good practices in the way one uses ones jeans.
- The video "the power of wind" by EPURON, a German renewable energy company. It portrays the wind as a clumsy man with a bowler hat complaining that he is always misunderstood. He is accused of causing all kinds of accidents such as spoiling ladies' hairstyle, pushing over tents and destroying umbrellas, but finally he meets someone who understands him: a wind-mills producer.

Find inspiration or share your own ads through the Creative Gallery website at:

<http://www.unep.fr/scp/communications/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

