



### Presenting successful campaigns during Green Week

DG Environment's main annual environmental event, Green Week, took place in Brussels from 3-6 June. This year's theme was "One world - don't waste it", and the Green Spider Network (GSN) had a stand at the exhibition.

At this stand, some of the GSN members - communication professionals working with environmental authorities in Europe - presented a rolling exhibition of environmental campaigns in Europe.

During the first two days, examples of best practices in national campaigns were on display, including:

- "The Planet" - interactive website about climate change
- "Drop your own" a Hungarian waste management campaign
- Romanian initiatives to promote environmental education and public awareness
- "Notice Nature" an Irish campaign about nature conservation and biodiversity

Thereafter, visitors could get an insight into the latest developments in European climate change campaigns, including:

- "Change", Ireland
- "It's your climate", Germany
- "Be a changer", European Commission

The purpose of participating in Green Week was to share experience on environmental communication and perhaps lay the groundwork for future cooperation. This it seems has been achieved. Diwa Tharan, who presented the pan-European campaign, says: "We met people from different organisations and national ministries who expressed interest in partnering or collaborating on projects, where we could cross publicise our campaign and their initiatives."

Read more about the Green Spider Network and the network's stand during Green Week at at:

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

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

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[http://ec.europa.eu/environment/networks/index\\_en.htm](http://ec.europa.eu/environment/networks/index_en.htm) to learn more about the activities of the networks and read newsflashes previously released.

