



This giant balloon is made out of special heavy duty material and filled with atmospheric air thanks to an electric pump, thus limiting CO₂ emissions.

According to Malene Kauffmann Hansen from the Danish Energy Agency, one of the organisers of the campaign: "The general public is reacting very positively: people stop and gaze at it, come over and start asking questions. Very often people want to have their photo taken in front of it."

Communication Initiative of the Year

In Denmark, the "One Tonne Less campaign", aiming at reducing CO₂ emissions, is very successful among the population. Launched by the Danish Energy Agency in 2007, this awareness-raising campaign's main goal is to inform every single Dane that everyone is responsible for reducing CO₂ emissions. The main message is "Try to cut down your CO₂ emissions by 1 tonne". The extensive campaign website offers a personal CO₂ calculator and suggestions on how to cut individual CO₂ emissions, as well as the "I Challenge You" quiz and the "Save the Earth" game. In autumn 2007, a midterm evaluation revealed that about half of the population knew about the campaign and that 75% thought it was very positive! Almost half of the adult population claimed that they have changed their habits to reduce their CO₂ emissions and 82% are now ready to do more to reduce their CO₂ emissions.

A 10-meter-high "climate balloon" of an equivalent volume to 1 tonne of CO₂ is the symbol of the campaign. After its launch in front of the city hall in Copenhagen, this large air-balloon is now travelling around Denmark at big outdoor events such as football matches, festivals, marathons and exhibitions. The balloon has a great impact thanks to its original way of illustrating a tonne of CO₂ very concretely. Also some celebrities and well-known media personalities were invited to appear at campaign events and on printed material. Those ambassadors (rock stars, successful businessmen, sportsmen) were chosen to address different target groups. A competition between the celebrities on who could make the greatest CO₂ reductions encouraged people to join in and take up the challenge of saving one tonne of CO₂.

Read more about the campaign on: <http://www.1tonmindre.dk>





The Danish campaign won the "Communication Initiative of the Year" Award 2008 at the Annual Meeting of the Green Spider Network in October 2008, in Annecy, France (see picture below). Every year, the members of the network meet to exchange experiences and present their best examples of environmental communication. In 2008, the other finalists in the friendly best practice competition were: "Naturdetektive" from Germany, "CITES – Wildlife Inspector in Action" from Hungary, "Adopt a River" from Poland and "Thick Jumper Day" from Belgium.

Read more about the Green Spider Network 2008 best practice competition nominees here:
http://ec.europa.eu/environment/networks/greenspider/bp_comp-2008.html

Since 1995, the Green Spider Network promotes relations between the EU administration and national institutions, providing a platform for the exchange of information and experience in the field of environmental communication. Here are some members' testimonials explaining the benefits of the network:

Mark Tollitt (DEFRA, UK): "I appreciate the network for the possibility to hear what other people are doing and what the focus is in other Member States. It is valuable to see a campaign and then talk to people to find out details about it."

Annette Weber (Federal Ministry of Agriculture, Forestry, Environment and Water Management, Austria): "The Annual Meeting works also as a reminder for international environmental events and priorities, such as the Year of Biodiversity."

Mieke Van de Velde (Federal Public Service Health, Food Chain Safety and Environment, Belgium): "This network is a very interesting way of sharing information, including personal contact in a very comfortable and casual atmosphere."

Read more on the Green Spider Network here:
<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.

*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.*

