



Climate Action campaign: giant "CO₂ footprints"

The Commission's climate communication initiatives for 2009

A special Euro-barometer report entitled *"Europeans' attitude towards climate change"* was published in September 2008. According to this report, 62% of European citizens state that climate change is 'the most important problem of our times'. Accordingly, communications on climate change at the European Commission are no longer the responsibility of a few Directorates General, such as the Environment DG. The Commission has developed a climate change communication plan for 2009 that involves all Commission services. A budget of around 15 million Euros is foreseen.

Beyond this, the European Commission, together with the Parliament and the Council, has also identified climate change as one of the three inter-institutional communication priorities for 2009.

Informing European citizens about the EU's efforts in fighting climate change and winning their support is one of the main targets. Particular focus will be on young people, as they will have to live with the consequences of climate change and their lifestyles will be strongly impacted. Messages will also include the advantages of a low carbon society.

"The media and NGOs will be vital partners to us in getting the environmental messages through", says Carina Vopel, from the Communication and Governance Unit of DG Environment. Special training sessions for journalists in order to give them background information on climate change are foreseen in several countries. Celebrities will also be solicited in some events as "ambassadors" for actions against climate change.



European Union's Climate Action stand

*The EECN Secretariat wishes you all
a Happy New Year 2009!*



Stavros Dimas holding a speech during climate action campaign

Numerous events with high visibility - either for the general public, or for specialised audiences - as well as other communication actions are already planned in almost every Member State. The representation offices of the Commission will make it possible for 'Brussels' to speak directly to the local audiences. "Our colleagues in capital cities all over Europe will be organising conferences, exhibitions, advertising campaigns, etc.", explains Carina Vopel.

The Communication Department of the Commission has gathered a wide set of communication tools (video news releases, presentations, speaking points, press releases) that Commission staff are invited to use as materials for communicating about climate change and the on-going international policy negotiations.

The next EECN Newsflash will focus on the events and actions planned in other European Member States.

Follow up all the campaign details on the website

<http://ec.europa.eu/climateaction>



For the full events calendar,

please consult the EECN events webpage:

http://ec.europa.eu/environment/networks/ee-cn-events_upcoming_en.htm

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

Visit the website 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.



Climate Action stand with melting ice cubes