

GSN Best Practice Competition 2009



Application form

Applicant

Organisation, country	Natur und Umwelt GmbH, Germany. On behalf of Federal Ministry for the Environment, Nature Conservation and Nuclear Safety
Name, surname	Julia Seim, Project coordinator
Headline of best practice initiative	DON CATOS GRÜNE GESCHICHTEN 2008/2009 (Don Cato's green Tale 2008/2009.)

Description of best practice initiative

Describe the basis of your best practice initiative (why, what, when, where; budget in EUR).
<p>DON CATO'S nationwide competitions for children aim at encouraging kids to preserve nature and at building up an awareness about environmental concerns. The competitions are part of public relations of the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety.</p> <p>DON CATOS GRÜNE GESCHICHTEN 2008/2009 focused on the impacts of climate change on biodiversity. DON CATOS GRÜNE GESCHICHTEN 2008/2009 started in October 2008 and ended in February 2009. The budget was at 100000 EUR.</p>

What was the main objective of the initiative and what were the results obtained (please quantify)?
<p>The main objective of DON CATOS GRÜNE GESCHICHTEN 2008/2009 was to encourage children to learn about the impacts of climate change on biodiversity. The secondary aim of the campaign was to ask children to be creative and produce artwork or stories about what they had learnt. The result was: 257 groups taking part; the contributions have all being very creative. Most of the groups sent "analogue" paintings, stories and self-made globuses, books, pieces of art. Some even produced films and radio shows.</p>

What type of media did you use (TV, radio, print, electronic)? Why this choice of media?
<p>DON CATOS GRÜNE GESCHICHTEN 2008/2009 focused on a poster and the website. 6000 Campaign posters were produced; children could also take part through www.doncato.de. Both were easily accessible to teachers as well as to children. Public relations used press information, links and special events addressing the members of Deutscher Bundestag (German Parliament).</p>

Who was the target group?
<p>The target group consisted of children at the age of 4 up to 10 years. DON CATOS GRÜNE GESCHICHTEN 2008/2009 intended to motivate children to act in groups: in primary schools, kindergartens and private playing groups.</p>

What were the main messages?

DON CATOS GRÜNE GESCHICHTEN 2008/2009 main message was: "It is easy to do something to protect the environment, just join us, its fun!" The stories on the Campaign posters intended to explain to children what climate change and biodiversity means and to show them what they can do to protect the climate and different species.

Who were the partners? Did you involve other institutions/ministries/agencies/NGOs?

Our main partner for this project was "Youth of Friends of the Earth Germany". Further partners were „Deutsches Kinderhilfswerk“ („Children's Charity of Germany") and „Deutsches Jugendherbergswerk“(German Youth Hostel Association). Sponsor was "SMB Seilspielgeräte" (SMB Toy Company)

Who financed the activities, amount of finances?

The project was fully financed by the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety.

Did you experience any specific difficulties during the action that could be learned from?

To simplify such complex topics as biodiversity and climate, so that children will understand, is very demanding. We found that, and experience shows: the simpler the text and activities, the higher the probability, that more children will take part.

Did you receive any feedback after your activities? Did you carry out an evaluation of the results and if yes, what was the outcome?

Indirect Feedback was accounted by the amount of media results, which were amazing. Direct feedback from teachers etc. was few but mostly positive. In a 5 Month period the Campaign was featured in 220 Newspaper and magazine articles and received 150 mentions online.

Is any follow-up or duplication of this experience foreseen?

Follow-up of the competition has just started: DON CATOs KLIMA-RALLYE 2009. Focus on climate protection; message: climate protection is child's play and as easy as ABC. Aim: "Reducing significantly the emission of CO₂ by kindergartens".

Why do you consider that your proposal should be selected as the best practice initiative of the year?

“Don Cato” is one of the most successful children competitions in Germany. Addressing children is a very sustainable way to communicate the protection of nature and to make sure that projects are actually being realized. The competition works as an incentive for on-going projects in schools and kindergartens.

Please feel free to attach any printed material, photos etc.
Send your application to the Secretariat by 10 June 2009.