

# GSN Best Practice Competition 2009



## Application form

### Applicant

Organisation, country	France – Ministry of sustainable development
Name, surname	Christine Weill –
Headline of best practice initiative	Sustainable development week

### Description of best practice initiative

Describe the basis of your best practice initiative (why, what, when, where; budget in EUR).
A European initiative which takes place every year from April 1st to April 7 <sup>th</sup> and that's been initiated in France 8 years ago. Budget including an advertising campaign : 1 230 000€ . Launch of a call for projects to local communities, companies, institutions.... asking them to organise public events around sustainable development. If their project is selected, they receive a communication kit with posters about sustainable consumption, they get registered on the web-site dedicated to that special week.

What was the main objective of the initiative and what were the results obtained (please quantify)?
The idea is to get the people to change their consumer habits and adopt a sustainable way of life. The main theme for the last two years in France has been sustainable consumption. The 2009 week generated 4350 projects (an increase by 60% compared to 2008) and an important press coverage.

What type of media did you use (TV, radio, print, electronic)? Why this choice of media?
We used TV, radio , print and electronic.

Who was the target group?
The people as a whole

What were the main messages?
Sustainable consumption can be fun and not necessarily more expensive

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

Private companies, media,

Who financed the activities, amount of finances?

160k€ is initial budget dedicated by the ministry to this event, 995k€ financed by the agency for the development of new energy (ADEME) for the advertising.

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

This event has been going for 7 years in France At the beginning it was difficult to convince people to take part, but this year, it seems the message has gone through (60% increase for the call for projects compared to last year)

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

We carry out an evaluation of the results, witch enables us to check on the progression of the event and the efficiency of the communication tools.

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

Well... this I guess is the objective of the presentation .???

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

Because it really was a great success this year. We did not expect, after 7 years of existence, to achieve such a progression score. Even though we surfed on the evolution of mentality where people are non only ready to listen to our message but ready to implement our advice.

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