

GSN Best Practice Competition 2009



Application form

Applicant

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| Organisation, country | Italy |
| Name, surname | Gaetano Battistella |
| Headline of best practice initiative | Information on 'Good practices' on Climate Change Communication initiatives |

Description of best practice initiative

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| Describe the basis of your best practice initiative (why, what, when, where; budget in EUR). |
| <p>Why: to give environmental information about Italian initiatives on Climate Change communication initiatives</p> <p>What: Participation at UNFCCC Article 6 Experts Group activities in preparing a national contribution for a review of 'good practices' on climate change communication initiatives developed in Italy.</p> <p>Definition of criteria, organization of a working group of Italian Experts to develop a survey and analyse contributions from Italian Institutes and Regional Agencies for Environmental Protection that have developed 'good practices' on climate change communication, selection of initiatives and computation of results following a predefined format, transmission of the final document to UNFCCC Art. 6 Experts Group.</p> <p>Presentation of results in the UNFCCC European Regional Workshop in Stockholm on May 18th-20th, 2009 also with a synthesis for Green Week Exhibition at the 'Green Spiders' Network stand.</p> <p>When: since October 2008 until June 2009.</p> <p>Budget: In kind of Italian Institutions and missions expenses</p> |

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| What was the main objective of the initiative and what were the results obtained (please quantify)? |
| <p>To collect and spread information on relevant initiatives on Climate change communication worth of 'good practices' in term of quality contents and replicability, highlighting available contents, territorial references and obtained results throughout the Country presenting a scenario of Italian contributions in this field.</p> <p>The results could be used also for Italian National Communication to UNFCCC and in a dedicated initiative during next Climate change Conference in Copenhagen (COP 15) on 7th-18th December 2009.</p> <p>The results obtained are that all these initiatives had the advertisement as news on good practices at international level through UNFCCC European Regional Workshop and Green Week Exhibition utilising all the media involved in spreading information on these events and reaching their target public.</p> |

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| What type of media did you use (TV, radio, print, electronic)? Why this choice of media? |
| <p>Print and electronic media.</p> <p>CC:iNet is the Internet website at the URL http://unfccc.int/cc_inet/items/3514.php.</p> <p>Green Week Exhibition website at the URL http://ec.europa.eu/environment/greenweek/home.html</p> <p>ISPRA website at the URL http://www.isprambiente.it</p> |

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| Who was the target group? |
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Environmental Experts in different Countries.

Public interested in Climate change and in environmental protection.

General public.

What were the main messages?

Good Practices on Climate change communication themselves.

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

At National level, Italian Institutions operating in the territory (Regions, Provinces, Municipalities, etc.) and Regional Agencies for Environmental Protection.

At International level, UNFCCC Article 6 Experts Groups, UNFCCC and participants at UNFCCC European Regional Workshop, Green Spider Network.

Who financed the activities, amount of finances?

Use of 'in kind' resources.

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

No.

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

Yes, at the moment waiting for further feedback, as activities of spreading information are still running.

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

No, but if yes it could be helpful.

UNFCCC is intended to replicate the Regional Workshop next year in South America region and further in Oceania Region.

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

Because of:

- Very wide spreading of information at European and global level.
- Utilising pre-existing dedicated networks and websites of environmental communication.
- First approach to communicate global issues communication 'good practices' at international level, as Climate change communication issue.
- Very low costs of environmental protection information diffusion.

Photoes available at the URL http://unfccc.int/cc_inet/items/3514.php

Synthesis of the results of the survey is attached in the following pages (already available by the ECCN Secretariat of Green Spiders)

ITALIAN GOOD PRACTICES ON COMMUNICATING CLIMATE CHANGE

The Group of Experts ex Art. 6 UNFCCC has started an intermediate review of good practices on communicating climate change in different Countries, also with the contribution of the Network ‘Green Spider’ of the European Union Commission DG Environment, and this survey has been hold also in Italy, where many practices have been collected in the different fields at national, regional and local level (local agenda 21 database) and selected mainly in their different areas of intervention as best practices for sustainability (GELSO database), environmental communication and information campaigns, education towards sustainability.

Projects and initiatives have been analysed and selected following the methodology of using the best databases information on events financed by European, national and regional funds, winners of specific competitions, mentions on institutional web sites as relevant practices, defining ‘good practice’ of environmental communication on climate change initiatives selected following 2 basic requirements criteria:

1. Eligibility, that means an initiative recognised and identified as a practice to be selected as representative of initiatives of communicating climate change as already set up, easily used by others and corresponding to quality objectives and targets adopted at national and international level;
2. Qualification, that means a good practice recognised and qualified in terms of good contents, results and effects, implemented with partnership’s participation and cooperation and through sustainable structures at local level.

Many of the selected good practices are available for consultation in the ISPRA database Sinanet at the URL <http://www.sinanet.apat.it/it/gelso/bancaDati/bancaDati/ricerca/index.html> using the Italian key word “riduzione delle emissioni di gas serra” (more than 79 good practices), with some web pages referencing documentation of possible further interest while the complete GELSO Database containing the best practices for sustainability is available at the URL <http://www.sinanet.apat.it/it/gelso>.

All these good practices resulting from the survey are included in a List as Italian contribution to the European Regional Workshop of Stockholm 18-20 May 2009 on ‘Article 6 of the United Nations Framework Convention on Climate Change: Education, Training and Public Awareness’ and further support to contents of a dedicated Booklet for the forthcoming Conference of Copenhagen at the end of the year 2009.

These intermediate survey’s results of good practices for communicating climate change could be included in the Italian National Communication under the UN Framework Convention on Climate Change and has been classified in the following 8 areas of intervention that can mainly represent their scopes.

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1.3 ITALIAN GOOD PRACTICES ON COMMUNICATING CLIMATE CHANGE

| N. | Organisation | Activity | Duration | Short Description | URL |
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| 1. Applied social research (Research made to know people's ideas, attitudes, knowledge and behaviors on climate change and energy issues, public opinion surveys, qualitative research): No practices. | | | | | |
| 2. Access to information (Innovative and practical initiatives to improve citizen information on climate change issues; newsletters, electronic information systems). | | | | | |
| 2.1 | Province of Rimini | Eco-idea Desk | Start 2005 Implemented | Information itinerant desk on sustainable behaviours and attitudes green purchasing, water saving, renewable energy. | www.ecoidea.provincia.rimini.it |
| 2.2 | Province of Ferrara | Ecoidea Desk | Start 2003 Implemented | LA 21 Pilot-project spreading best practices for environmental protection, energy saving and consumption aware, through handbooks and guides. | www.provincia.fe.it/ecoidea |
| 2.3 | Administration | Kyoto Desk | | duction processes, raising awareness in business U Directive 87/2003/CE. | www.lom.camcom.it/ |
| 2.4 | Municipality of Reggio Emilia | LAKS - Local Accountability for Kyoto Goals | On going | Local accountability system of GHG emissions monitoring policies and activities impacts, addressing emissions reduction strategies of European cities. | www.futuroso.stenibile.comune.re.it |
| 2.5 | Lazio Regional Administration | Kyoto information desk Lazio | On going | Information desk linking institutions, trade associations, local authorities, citizens and businesses on climate change. | |
| 3. Education (Initiatives to promote and enhance the inclusion of climate change in school curricula at all levels; innovative methods for teaching and learning on climate change issues). | | | | | |
| 3.1 | ISPRA | Tell it to dinosaurs! | 2007 6 months | Environmental education game simulation for local territorial planning through problem-solving approach and "virtual" contest design for Junior Conference on climate change. | |
| 3.2 | C.N.I. UNESCO -DESD | Week for Sustainable Development Education | Nov. 5 -11, 2007 1 week | UNESCO national week focused in 2007 on climate change with many national and local events (conferences, campaigns, exhibitions, education). | www.unesco.it/iniziativa/eventi/settimana_educazione_sviluppo_sostenibile |
| 3.3 | Environmental Agency of Bolzano (APPA Bolzano) | "School - Climate" initiative | 2008 – 2009 On going | Information exhibition "Together for the climate", educational projects "The climate for ours" and "In school without the car" for eco-sustainable mobility, linked to Alliance for the Climate Program. | www.energiesparen.it/it/kids.html |
| 3.4 | Municipality of Reggio Emilia | "Gathering green miles" | Start Sept 2004 | Educational travel-game for CO2 reduction at schools and in the family context boosting sustainable mobility in the home-school way. | www.municipio.re.it |
| 4. Training (Initiatives on capacity building for workers and professionals to improve mitigation of and adaptation to climate change in business, industry and public administration). | | | | | |
| 4.1 | Municipality of Rome | Roma per Kyoto Project | 2004 - 2008 | City of Rome Action Plan for Kyoto Protocol implementation with actions to reach 6.5% CO2 emissions reduction (Italian objective) by 2012 as compared to 1990 emissions, lowering city's GHG concentration and incrementing absorption capacity. | www.sportellokyotolazio.it/ |

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| 4.2 | Energy and Environment Agency of Naples | City Instruments | Start Dec. 2005 Implemented | Experts' forum monitoring, evaluating and developing innovative instruments of technical, financial or organisational nature to promote Rational Use of Energy (RUE) and Renewable Energy Sources (RES) in urban areas. | www.city-instruments.eu/ |
| 4.3 | Municipality of Venice | AMICA | 2007 Implemented | INTERREG IIIC Project 'Adaptation and Mitigation - an Integrated Climate Policy Approach for environmental policy' combining long-term climate protection with short and midterm adaptation measures at local level improving decisions and resources allocation. | www.amica-climate.net/home1.html |
| 4.4 | Livorno | LACRe - | On going | LIFE+ Project Local Alliance for Climate Responsibility aimed at promoting reduction of emissions responsible of climate change with public-private partnership to tackle climate change challenges for a new industrial evolution. | www.provincia.livorno.it |
| 5. Public awareness (Initiatives to raise awareness and public understanding on climate change issues). | | | | | |
| | ISPRA | Italian National Conference on Climate Change 2007 | 8 months Implemented | Conference concerning vulnerability alterations caused by climate change in Italy and potential adaptation options, suggesting effective actions, opportunities from climate change and new roles for institutions, local organizations, business and civil society. | |
| 5.2 | ARPAT Environmental Agency of Toscana | Switching off, I do not waste and I do not spend! | 2006 6 months implemented | DESS UNESCO Project of the National Week of Education for Sustainable Development for public administration adopting energy saving behaviours during working day and as daily behaviours. | www.arpat.toscana.it/emas/se-spengo |
| 5.3 | Ministry of Economic Development, Ministry for Environment, ISPRA, RENAEL | Communication campaign | | Communication, information and education campaign providing information on technologies, plants and regulations concerning the renewable sources of energy and energy efficiency with National Network for Local Energy Companies (RENAEL). | |
| 5.4 | Province of Venezia | Biciclima | | BiciClima involves 15 municipalities in the province of Venice to promote lifestyle changes as daily mobility contributing to pursue Kyoto Protocol goals on climate change, energy conservation, air quality. | www.biciclima.it/ |
| 5.5 | ARPA Valle d'Aosta | Communicating Climate Change and consequent environmental effects | 2007 – 2008 Implemented | In the "Envie d'Environnement" initiative experts narrate, illustrate, analyse, the main environmental themes on climate change, by means of educational laboratories, games, conferences, informative panels, videos, theatres, cinema, etc. | |
| 5.6 | Municipality of Firenze | R.A.C.E.S. - Raising Awareness on Climate and Energy Saving | On going | Project and campaign on climate change and sustainability issues focusing on urban climate mitigation and adaptation strategies and helping local audiences to change lifestyles behaviours and to participate local environmental policy. | www.synergy-net.info/ |
| 6. Public participation (Instruments and experiences on promoting and facilitating public participation on climate change policies and measures). | | | | | |
| | | | | Energy Saving Day annual Italian communication | |

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| 6.1 | RAI Radio 2 “Caterpillar” radio broadcast | “Let brighten less” | January - February 2009 Im- ple- mented | campaign sponsored by the Ministry of the Environ- ment, Protection of Land and Sea and supported by UE for own private energy use reduction from 6:00- 7:30 pm (energy silence) with turning-off of most im- portant monuments and city squares. | milluminodim eno.blog.rai.it/ |
| 6.2 | Municipality of Bologna and Agenzia Energia e Ambiente of Torino | K.I.T.H. Kyoto In The Home | Imple- mented | Project Intelligent Energy Europe informing and edu- cating EU citizens and developing resources for teach- ers, activities for students and information for families on energy sustainable use at home, translated, adapted and trailed in 10 EU Member States. | www.kyotoinfo me.info/ |
| 7. International cooperation (Best initiatives on international cooperation in the implementation of Art. 6 of the UNFCCC). | | | | | |
| 7.1 | Municipality of Modena | INNOVATIVE THINKING | 2006 - 2009 | Actions and Strategies for Sustainable Growth through Community Networking and Innovative Thinking fi- nanced by Intelligent Energy Europe Programme to get better understanding amongst local decision- makers on impacts of sustainable energy measures. | www.innovati vethinking.eu/ |
| 7.2 | Municipality of Bologna and Torino | K.I.T.H. Kyoto In The Home | Imple- mented | See point 6.2 | See point 6.2 |
| 8. Networking (Networks on communication, education and public participation on climate change issues. Networks facilitating the dissemination of best experiences and the development of joint efforts on these fields). | | | | | |
| 8.1 | Municipality of Modena | INNOVATIVE THINKING | 2006 - 2009 | See point 7.1 | See point 7.1 |