



## Best practice library of the Green Spider Network

Title	Subject	Target group(s)	Media	Language(s)	Owner(s)	Updated on
Drop your own!	Waste management	Adults aged 18-39 with higher education, above average income and living in urban areas	TV, internet, prize game, printed materials	Hungarian	Ministry of Environment and Water, Hungary	July 2006
You and I can contribute to the environmental quality objectives!	Environmental awareness	General public	Website	Swedish	Swedish EPA	July 2006
Risk Game	Chemicals	Students and citizens in general	Internet game	Finnish, Swedish	Finnish Environmental Institute (SYKE)	July 2006
Ecological education for children	Environmental awareness	Children aged 5-12, parents and teachers	Internet	Polish	Ministry of the Environment, Dept. of Education and Promotion of Sustainable Development, Poland	July 2006
The Future of our Climate - Man and the Atmosphere	Climate change	Teachers and students age 13+	Exhibition	Portuguese	Ministry of the Environment, Portugal	July 2006
Tomorrow's Climate - Today's Challenge	Climate change	General public with little or no understanding of climate change (targeted messages for defined groups)	Radio, TV, internet, printed material, networks	English	Defra, UK	July 2006

European Mobility Week in the Czech Republic	Mobility	Young families, children, young people, pensioners and handicapped people	Press releases, internet, merchandise, printed material	Czech	Ministry of Environment, Czech Republic	July 2006
Notice nature	Biodiversity	Three target groups defined according to their involvement in and impact on biodiversity	Media and PR, TV, project brand, advertorials, website, printed material	English	Department of Environment, Heritage & Local Government, Ireland	July 2007
Promotion of tourist services of national parks	Green tourism	Hungarian and international tourists	Printed material, internet	Hungarian, English	Ministry of Environment and Water, Dept. of Communication, Hungary	July 2007
The Planet InFact	Environmental awareness	General public and particularly young people	Movie, TV, internet game, multimedia website	Swedish, English, Norwegian	Swedish EPA	July 2007
Discover the Environment	Environmental awareness	Young people/students and general public	Video	Italian	Agency for Environmental Protection and Technical Services (APAT), Italy	July 2007
News on Climate Change	Climate change	People with an interest in climate change	Newsletter	Swedish	Swedish EPA	July 2007
Local communication about CO <sub>2</sub> from new cars	Climate change	Potential buyers of new cars plus car dealers and importers	Press releases adapted for national, regional and local media	Swedish	Swedish EPA	July 2007

Thick jumper day	Climate change, energy consumption	Schools, companies, authorities and households	Poster, flyer, website, banners, newsletter, press contacts and media of target groups	Flemish	Best practice competition 2008	July 2008
Naturdetektive	Biodiversity	Students, NGOs and households	Internet, flyer, printed material, posters, cd-rom, articles, tv spot and advertisements	German - some parts in 14 languages	Best practice competition 2008	July 2008
Let's look around in our neighbourhood	Biodiversity	Students age 6-18	Press conference, advertising through website, enewsletters, direct mail, billboard and newspapers/magazines	Hungarian	Best practice competition 2008	July 2008
Wildlife Inspector in Action, CITES	Biodiversity	Students age 7-18	Adversiting in teachers' magazine, on the internet and in e-newsletters	Hungarian	Best practice competition 2008	July 2008
Adopt a river	Environmental protection (rivers)	Local governments, water management authorities, schools and education centres	Educational material, internet, tv/radio, printed material	Polish	Best practice competition 2008	July 2008
Dialogue for nature conservation	Environmental protection	Government employees at national and regional levels	Skills development programme advertised on website and at relevant meetings and seminars	Swedish	Best practice competition 2008	July 2008
Week of Sustainable Development, France	Sustainable Consumption & Development	General Public	TV, radio , print and electronic	French	Best practice competition 2009	July 2009

Fairy-tale writing competition and biodiversity weekend, Hungary	Environment & Biodiversity	General Public, Kids & Young People	magazines, newspapers, web-based news sites and radio channels	Hungarian	Best practice competition 2009	July 2009
Let's Do It 2009, Lithuania	Waste Management	General Public	radio, TV, project website, social networks, newspaper	Lithuanian	Best practice competition 2009	July 2009
Nature year 2009, Sweden	Environment & Biodiversity	General Public	website, various types of marketing/information material	Swedish	Best practice competition 2009	July 2009
Keep away from energy-guzzlers, Belgium	Sustainable Consumption & Development	General Public	Print, radio, banners on websites	Dutch, French	Best practice competition 2009	July 2009
Muck In4Life campaign, United Kingdom	Environment & Biodiversity	General Public, Kids & Young People	digital and regional press, radio advertising, national and regional PR and a regional events programme	English	Best practice competition 2009	July 2009
Don Cato, Germany	Environment & Biodiversity	Kids & Young People	poster, website, press information	German	Best practice competition 2009	July 2009

Be Plant Wise	Environmental awareness	Gardeners	press relations, website, partnership with retailers	English	Best Practice Competition 2010	October 2010
Water Guide for Building and Renovation	Water management	Architects	Guide book, website, links on public websites, training sessions	Dutch	Best Practice Competition 2010	October 2010
Nathurathlon - Nature Without Borders	Environmental awareness and leisure	General Public	sports activities and events, traditionnal media	German	Best Practice Competition 2010	October 2010
Vielfaltleben - Living Diversity	Biodiversity	General public	events, website, webcam pictures, national competition, partnership with press and national radio and TV	German	Best Practice Competition 2010	October 2010
Campaign for the promotion of low-energy light bulbs	Energy	General public	in store material, mass media, logo	Dutch	Best Practice Competition 2010	October 2010
National litter-picking days	Waste management	Schools and municipalities	direct mailing, trash bags, temporary tattoos	Swedish	Best Practice Competition 2010	October 2010
National postcard initiative on biodiversity	Biodiversity	Politicians	postcard sent and media alerts	Swedish	Best Practice Competition 2010	October 2010
Keep your Soul unpolluted	Waste management	Women and youth from rural areas	TV, radio, press, Internet	Polish	Best Practice Competition 2010	October 2010

EU Ecolabel campaign	Sustainable Production & Consumption	General Public	Website and real greenhouse filmed, partners' promotional material, ads, newsletters, events	French and Dutch	Best Practice Competition 2011	December 2011
Aktion Klima!	Environmental awareness	School children and teachers	Klima Kiste (toolbox), events, Members of Parliament, manuals, You Tube channel	German	Best Practice Competition 2011	December 2011
Water Wiki	Water management	General Public	Wiki, postcards	Finnish	Best Practice Competition 2011	December 2011
National Biodiversity Project	Biodiversity	General Public	Radio, television, website	French and Dutch	Best Practice Competition 2011	December 2011
National Teleworking Day	Sustainable Production & Consumption	Companies and employees	Website, social media, traditional media, street events	Finnish	Best Practice Competition 2011	December 2011
Where are Gust & Suzette?	Biodiversity	General Public and youngsters	Posters, press, print, TV, radio, websites, social media, press conference	French, English and Flemish	Best Practice Competition 2012	December 2012
National Parks Days in Prague	Environmental awareness and leisure	General Public	Posters, billboards, leaflets, t-shirts, indoor and outdoor exhibition, lectures, Websites and social media, contest	Czech	Best Practice Competition 2012	December 2012
Ready for the stork – chemicals and pregnancy	Health, Sustainable Production & Consumption	Pregnant women	Posters and leaflets, national and local media, internet, social media, QR codes, events	Danish	Best Practice Competition 2012	December 2012

Special postage stamp series “For environmental protection”	Biodiversity and Environmental awareness	General Public	Post offices, events, national media	German	Best Practice Competition 2012	December 2012
Monitoring of Marine Biodiversity in Calabria (MoBoMarCal)	Biodiversity and Environmental awareness	General Public	National TV and radio, press, internet	Italian	Best Practice Competition 2012	December 2012
Nature Concerthall – open-air concert of ambient music	Biodiversity and Environmental awareness	General Public	National TV and radio, press, internet, events	Latvian	Best Practice Competition 2012	December 2012
Professor Garfield teaches you - the Caravan	Environmental awareness	Children, students and their families	TV, radio, social media, posters, press, events, school activities, website, workshops and contests,	Romanian	Best Practice Competition 2012	December 2012
A new brand strategy and visual identity for the Swedish National Parks	Environmental awareness	General Public	Website, printed materials and posters, social media	Swedish	Best Practice Competition 2012	December 2012
The swiss parcs – Closer than you think	Environmental awareness and leisure	General Public	Posters, billboards, website, promotional materials	German, French, Italian	Best Practice Competition 2012	December 2012