

# Success and background

## Success criteria

Specific, measurable success criteria are based on initial figures from a questionnaire survey in December 2005. After the campaign results should show:

**Knowledge:** The number of correctly answered questions on climate change up from 59 per cent to 75 per cent.

**Opinions:** The percentage of the population who think that they can do something to prevent climate change themselves up from 71 per cent to 85 per cent.

**Behavior:** The percentage of the climate-related actions people say they do up from 60 per cent to 70 per cent.

**Environment-motivated behavior:** The percentage of the population who state that they act environmentally correctly because of consideration for the climate up from 25-28 per cent to 40 per cent.

## Political and environmental background

Climate change demands action by all of society; it is not just the responsibility of industry or politicians.

Countries including Sweden, Finland, the UK and Canada have run extensive information campaigns.

In 2005 the Danish Environmental Protection Agency ran a campaign entitled "Green Responsibility", focusing on the responsibility of the individual for the environment in general. The One Tonne Less campaign is a logical follow on to this, with explicit focus on individual responsibility for the climate.

In order to motivate Danes to take personal responsibility, it is important to raise the profile of efforts by other actors. Therefore the campaign builds on the extensive political work and initiatives by industry already in progress, particularly in the energy area.

# One Tonne Less

The fundamental idea of the campaign

Description of  
the CO<sub>2</sub>-campaign

**Be responsible for the future  
– reduce your CO<sub>2</sub>-emission**



## Campaign concept and activities

The general character or tone of the campaign is serious, personal, positive, dynamic and modern. "One tonne less" appears with the word "challenge" throughout the campaign material and activities.

The campaign builds on five central conceptual elements which have been developed to underpin the fundamental idea of the campaign.

## The fundamental idea of the campaign

The average Dane emits 10 tonnes CO<sub>2</sub> per year. Six tonnes of this relates to personal behavior in the individual's choice of heating, transport, consumer goods and so on.

The **One Tonne Less** campaign is an awareness-raising campaign. It aims at informing every single Dane that CO<sub>2</sub> emissions are caused by our way of life – and that we are all responsible for reducing our own CO<sub>2</sub> emissions. This can be done without waving goodbye to our modern way of life – all we need to do is use our common sense (is to behave more sensibly) and change some of our everyday habits.

The **One Tonne Less** campaign is about encouraging all Danes, irrespective of their age, education and gender, to take up the challenge and personally save one tonne of CO<sub>2</sub>.

Every Dane must have a better understanding of the climate problem and know how they can reduce their personal emissions.

The campaign is being run by the Danish Ministry of the Environment and the Ministry of Transport and Energy.

## The target group

The campaign aims at everyone. The population has been divided into four segments, each of which will receive varying degrees of focus. Two groups have been selected for special attention.

Firstly the wealthy 'green' consumers. These people should be easy to convince and efforts here will have considerable benefits. Furthermore, many celebrities and others who influence public opinion belong to this group.

Secondly children and the young. The climate is a long-term issue and this group are currently the least responsive to the message.

### 1 Personal CO<sub>2</sub> calculations

People must realize that the personal climate challenge is concrete, measurable and controllable. Therefore, a program on the campaign's website enables individuals to calculate their own CO<sub>2</sub> emissions, set up an action plan, and then see how much they can reduce their CO<sub>2</sub> emissions by implementing the plan. Where possible they will also be able to see how much actions will cost and how much they can save.

### 2 Action for the individual

It is also important that individuals can do something without referring to the website or using the personal CO<sub>2</sub> calculations. Through other channels, the campaign presents options at various levels such as:

- **Simple savings** such as turning off appliances on 'stand by'.
- **More demanding savings** such as insulating your house.
- **Green electricity** where individuals may be offered electricity with a guarantee that it comes from renewable sources.
- **CO<sub>2</sub> allowances** where individuals may be offered the opportunity to buy a CO<sub>2</sub> allowance and in so doing cut overall CO<sub>2</sub> emissions.
- **CO<sub>2</sub> compensation**, for example in connection with unavoidable journeys by air.
- **Consumer advice** on climate-friendly products, discounts etc.



# Campaign concept and activities

## 3 Celebrities and people in the media taking up the challenge

The use of celebrities and well-known media personalities is an important element of the campaign. The personalities have been selected so they suit the individual target sectors of the population. For example rock stars for the young, successful businessmen and sportsmen for those who think they don't have time, lifestyle icons and fashion models for those who are aware of the problem, but perhaps unwilling to do something. Apart from appearing at events and on printed material, personalities demonstrate that they too have taken up the challenge and compete with each other on who can make the greatest reductions.

## 4 Viral communication

In the context of the campaign, this means that the message spreads through human contact. The campaign lends itself extremely well to this as mouth-to-mouth communication of special offers, discounts and savings spreads quickly. Users of the Net and cell phones are more selective. Therefore, with regard to IT, the campaign's viral features are more untraditional, surprising and entertaining.

## 5 Competitions

Competitions are extremely effective and it is possible to create awareness and activity for relatively few resources. These are being applied especially to attract segments which would not otherwise be interested in the campaign message.

Danish actors, musicians and TV-meteorologists are spokespersons.





The “climate balloon” is 10 meters high and serves as the landmark of the campaign. It contains the equivalent of 1 tonne of CO<sub>2</sub>.



## Specific activities

### The website

This is the heart of the campaign. Therefore the website has been designed so that it is easy for first-time users to find what they are looking for – discounts, advice, competitions etc. It is easy to navigate and there are incentives to encourage the user to visit again. There are activities on the website such as the “I challenge you” quiz and the “Save the Earth” game. There are pages telling about current discounts offered by manufacturers, news, opinion polls, climate knowledge, downloads, links and teaching material.

### School activities

The campaign has teaching activities aimed at all pupils at Danish schools from 12-19 years old. The activities demand a high level of pupil involvement and include competitions for schools, ideas for a ‘climate week’ etc.

### Partnerships

Collaboration between municipalities, utility companies, NGOs, retailers and enterprises means that the campaign can embrace as many sectors as possible and that it can operate in conjunction with initiatives by other actors.

Therefore more than 70 binding partnerships have been established and partners have been provided with a “toolbox” containing campaign merchandise, film for websites, press tools, information and links, etc.

Partners are arranging a series of events all over Denmark such as the “Climate chill out beach party”, “Drive for the climate” (eco-driving for car owners) and the “Climate Patrol” that visits private houses.

### Other activities

- The campaign pop song “We have fever” by leading Danish artists.
- A climate film (2 minutes) for websites, TV and events
- A 10-meter-high “climate balloon” containing the equivalent of 1 tonne of CO<sub>2</sub>. This is the campaign landmark and it will be, traveling around the country at big outdoor events such as football-matches, festivals, marathons and exhibitions.
- A half-day climate conference opening the campaign. Key note speaker: Tim Flannery.



The website offers advice on how to reduce ones CO<sub>2</sub>-emission.



Children and young people are a major target group. On the website they can play games, listen to music and watch video.



The Roskilde Festival in year 2048? Postcards are distributed nationwide.