

# GSN Best Practice Competition 2008



## Application form

### Applicant

Organisation, country	Belgium Flemish Government
Name, surname	Diana Leuci Communication Officer Environment, Nature and Energy Department
Headline of best practice initiative	Thick jumper day (Dikke-truiendag)

### Description of best practice initiative

Describe the basis of your best practice initiative (why, what, when, where; budget in EUR).

Since 2005 the Flemish government has been organising a "Thick Jumper day" in february. That day, we call on schools, authorities, companies and households to make an effort in order to reduce energy consumption and thus decrease greenhouse gas emissions at home, at school and in the office. The profit is double: making people aware of climate issues and effectively reducing CO2 emissions. Budget spendend in 2007: +/- 25.000 €, in 2008: +/- 12.000 €.

What was the main objective of the initiative and what were the results obtained (please quantify)?

Objectives: raising awareness of climate change issues and reducing the energy use and CO2 emissions in day-to-day activities at home, in the classroom and in the office with very easy activities.

Results 2007: 1617 schools with 597.502 participants reduced 390300kg CO2 (= reduction of 100.000 €) , 125 local authorities with 18500 participant, 287 governmental buildings with 21.000 participant and 713 companies with 30.000 participants. In 2007 we could only calculate the CO2 reductions in the schools with a model.

Results 2008: this year we used a CO2 calculator for every targetgroup:

605 households with 1976 participants reduced 217.700 kg CO2

393 companies with 113884 participants reduced 84.000 kg CO2

224 local authorities with 40579 participant reduced 117.400 kg CO2

69 flemish authorities with 31850 participants reduced 44.700 kg CO2 and 1614 schools with 636426 participant reduced 104.800 kg CO2

The amount of CO2 is based on the activities the participant chooses in an on line form. They are calculated for one day, except for those activities which have a longer lasting effect (i.e. starting to use an energy efficient lighth bulb). For those activities the life cycle is taken into account.

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

We used every possible low cost media. We used only free publicity: we did not pay to advertise in periodicals, on radio or television.

Print media: poster + flyer

Digital media: banners, website, newsletter

Press: personal contacts with journalists and programming officers of Tv and radio

Because of the collaboration with different partners for the different target groups (schools, households, ...), we could use the communication channels of these partners to reach the different target groups.

All possible free channels (websites, newsletters,...) within the Flemish government.

A competition for every target group for the best and creative effort

Who was the target group?

In 2007: schools, companies and authorities

In 2008: schools, companies, authorities and households (the people at home)

What were the main messages?

Let us all try to cut CO2 emissions by consuming less energy in our day-to-day activities at home, in the classroom and in the office with some simple steps you can take without affecting your comfort. The efficient use of energy at home, in the workplace and in the classroom has to become a part of our basic habits..

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

Partners:

for the companies we worked together with professional federations and associations (UNIZO, Industry Flanders, VOKA)

for the local authorities we worked together with the Association of Flemish Communities

The flemish partners: Flemish Energy Agency, the flemish Info Line,

For schools with the Network of Environmental Care at school (MOS)

For the household (2008): Horeca Vlaanderen and FEDIS

Who financed the activities, amount of finances?

Flemish government

2007: +/- 25.000 €

2008 +/- 12.000 €

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

It's easier to reach well organised groups such as authorities and companies because it's possible work together with partners. It proved to be much more difficult to reach the people at home, as they are not represented by an group or organisation. We have to look out for more efficient channels to reach people at home.

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

From of the increasing number of participants, we can tell our message is coming across and our strategy is working. Participant feedback from a survey was positive in general, although they asked for more activities and more concrete information about what they can do at home. Also we were told the on line form could be simplified.

Press feedback:

Also the attention of the press increases.

All national newsbroadcasts reported the Tick Jumper Day

National and commercial television and radio mentioned the activity in different programmes. Also different interviews with participants and minister took place

117 hits in newspapers in 2007, 159 in 2008

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

This campaign is organised every year around the 16th of february (in 2007 on the 16th, in 2008 on the 15th).

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

Thick Jumper Day has a big reach and a very low cost and is thus a very effective campaign. "Thick Jumper day" has also developed into a very well known brand and is frequently mentioned in national media coverage of climate issues. The concept of a Tick Jumper day has already found its way to the schools in the Netherlands and to France, where a 'journée des grosses pulls' is organised in some companies.

Please feel free to attach any printed material, photos etc.

Send your application to [EECN\\_secretariat@cowi.com](mailto:EECN_secretariat@cowi.com) by 1 June 2008