

GSN Best Practice Competition 2008



Application form

Applicant

Organisation, country	Danish Ministry of Climate and Energy, Danish Energy Agency, Denmark DK
Name, surname	Bodil Harder
Headline of best practice initiative	One Tonne Less - climate campaign

Description of best practice initiative

Describe the basis of your best practice initiative (why, what, when, where; budget in EUR).
<p>The average Dane emits 10 tonnes CO₂ per year. Six tonnes of this relates to personal behavior in the individual's choice of heating, transport, consumer goods and so on.</p> <p>The One Tonne Less campaign is an awareness-raising campaign. It aims at informing every single Dane that CO₂ emissions are caused by our way of life – and that we are all responsible for reducing our own CO₂ 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.</p> <p>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 CO₂.</p> <p>Every Dane must have a better understanding of the climate problem and know how they can reduce their personal emissions.</p> <p>The campaign currently runs from 2007 to 2008.</p> <p>The One Tonne Less campaign is a national Danish campaign and the objective is to reach the Danish population.</p> <p>The budget is approximately 1.1 mio. EUR.</p>

What was the main objective of the initiative and what were the results obtained (please quantify)?
<p>Overall objectives:</p> <ul style="list-style-type: none"> • Reduce Denmark's individual-based CO₂ emissions and energy consumption • Make CO₂ reductions and efficient use of energy a national and public matter • Danes must be made aware of their options in relation to reducing their CO₂ contribution • Individuals must take responsibility for their impact on the climate and use their options • Public understanding of the severity of the climate problem and the necessity of political intervention • Strengthening the collaboration, and accordingly the basis for future activities by the actors in the field <p>The campaign aims at raising awareness concerning climate change. Every single Dane should be informed that CO₂ emissions are caused by our way of life and that we, through right practice, can reduce our impact on the climate. The campaign aims at presenting easy-to-apply options on how to reduce personal CO₂ emissions and informing the public about the possible reduction caused by informed behaviour.</p> <p>Specific targets:</p> <p>Knowledge:</p> <ul style="list-style-type: none"> • correct answers in baseline study from 59% to 75% • 35% know about the campaign • 80% hereof understand the message <p>Attitude:</p> <ul style="list-style-type: none"> • Percentage who think that you can do something personally to prevent climate change; from 71% to 85% • 20 % understand the message and believe that they can make a contribution themselves <p>Behaviour:</p> <ul style="list-style-type: none"> • Percentage of climate-related actions that the population indicates they do; from 60% to 70% • 7% have visited the website • 1% have taken a climate pledge <p>Results</p>

- High knowledge
 - 47% heard about the campaign
 - 33% know content of campaign
 - 38% have seen polar bear logo
 - 38% have seen a giant globe
 - knowledge higher among men and young persons (15-29 years)
- Well-liked campaign:
 - 75% positive
 - 4% do not like the campaign
- Knowledge
 - 23% do not know how much CO2 an average Dane emits,
 - 54% answers decidedly wrong
 - 23% answers 'correct'
 - 29% know that Denmark is one of the highest CO2-producing countries in the world
 - Greatest knowledge among young persons
- Attitude
 - 80% wholly or partly agree that everyone has a personal responsibility
 - 44% of all adult Danes state that at some stage they have changed their habits to reduce their CO2 emissions
 - 34% state that within the last six months they have done something to reduce their CO2 emissions
 - 16.7% of the population state that the campaign has made them reduce their CO2 emissions
 - 82% are ready to do more to reduce their CO2 emissions

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

The website is the heart of the campaign.

The website has been designed so that it is easy for first-time users to find what they are looking for. 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.

The CO2 calculator at the website

A program on the campaign's website enables individuals to calculate their own CO2 emissions, set up an action plan, and then see how much they can reduce their CO2 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. In this way people must realize that the personal climate challenge is concrete, measurable and controllable.

But it is important that individuals can do something without referring to the website or using the personal CO2 calculations. The alternative media channels are;

- TV-show on how to reduce CO2 emissions (primetime, Danish national television),
- A 10-meter-high "climate balloon" containing the equivalent of 1 tonne of CO2 (see appendices), placed at big outdoor events such as football-matches, festivals, marathons and exhibitions
- Free postcards (see appendices),
- Celebrities and people in the media taking up the challenge,
- Climate song performed by well-known musicians,
- Nationwide school competitions,
- Competitions at company level,
- CO2 calculations handed out as flyers at festivals, sport events, etc.
- A climate film (2 minutes) for websites, TV and events
- an outdoor exhibition for towns
- poem collection
- communication through partners (100 companies and NGOs)

Through these channels the campaign raise awareness and 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.
- CO2 allowances where individuals may be offered the opportunity to buy a CO2 allowance and in so doing cut overall CO2 emissions.
- CO2 compensation, for example in connection with unavoidable journeys by air.
- Consumer advice on climate-friendly products, discounts, etc.

Who was the target group?

The campaign aims at every Dane.

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.

What were the main messages?

The main message of the campaign is "Try to cut down your CO2-emission with 1 tonne"

Behind this is the message that CO2 emissions are caused by our way of life – and that we are all responsible for reducing our own CO2 emissions. The idea is also that the clear message about the tonne should make people think about the problem and decide how much they will do themselves and how much they want the politicians to do - and through this proces understand the necessity of political action.

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

Partnerships

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

Therefore about 100 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", Competitions for schools, neighbourhoods and youth hostels and a "Climate Patrol" that visits private houses.

The partners activities have strengthen the campaign a lot.

NGO's

Partnership with NGO's were established to allow the campaign to benefit from the organisations experience with the issue of climate change and the organisations public profile. NGO's were given minor donations in support of projects aimed at raising public awareness on climate change.

Who financed the activities, amount of finances?

The Danish State financed the the campaign with approximately 1.1 mio. EUR covering the years 2007 and 2008. In addition DONG Energy (Danish Energy company) funded the campaign with approximately 0.5 mio. EUR.

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

The management of the partnerships were challenging because of the risc of "greenwashing" and time consuming dialogues but also very beneficial for the campaign.

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

In fall 2007 a medterm evaluation of the campaign results was conducted. The evaluation showed the following results:

High knowledge

- – 47% heard about the campaign
- – 33% know content of campaign
- – 38% have seen polar bear logo
- – 38% have seen a giant globe
- – knowledge higher among men and young persons (15-29 years)
- Well-liked campaign:
 - 75% positive
 - 4% do not like the campaign
- Knowledge
 - - 23% do not know how much CO2 an average Dane emits,
 - - 54% answers decidedly wrong
 - - 23% answers 'correct'
- – 29% know that Denmark is one of the highest CO2-producing countries in the world
- – Greatest knowledge among young persons
- Attitude
 - – 80% wholly or partly agree that everyone has a personal responsibility
 - - 44% of all adult Danes state that at some stage they have changed their habits to reduce their CO2 emissions
 - - 34% state that within the last six months they have done something to reduce their CO2 emissions
 - - 16.7% of the population state that the campaign has made them reduce their CO2 emissions
 - - 82% are ready to do more to reduce their CO2 emissions

A final evaluation has not yet been conducted.

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

The campaign is expected to proceed in 2009 if the financing is obtained.

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

Because it is a very comprehensive campaign with a lot of different but strategic interrelated activities. I have a very clear main message and interesting network and partnership experiences. It has reached a lot of people for a limited amount of money.

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

Send your application to EECN_secretariat@cowi.com by 1 June 2008