



Projects 2009-2010

**CLIMATE
CHANGE**

**CHALLENGE
EUROPE**

Challenge Europe projects 2009/10. Get inspired!

So what makes a successful Challenge Europe project? The main reason the project and ideas are so successful is the fact that Climate Advocates are enthusiastic young people, who care about the future of the planet. They share the same passion; to combat climate change. Another secret of their success is teamwork and networking across the countries involved in the Challenge Europe project. Here are a number of case studies of the advocates' projects from the second year

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Peachy Fairy Tales

The Local Ecological and Economical Cuisine (LILEK) project concentrated on raising awareness about healthy local and seasonal food in a form of a fairy tale book for children aged six to ten called *Peachy Fairy Tales*. The book includes: stories that reflect the four seasons; fun educational activities for kids - such as puzzles and colouring book; and a section for adults with web links and recipes of locally produced and seasonal vegetables.

About the project:

Between autumn 2009 and March 2010 five Czech Climate Advocates wrote and illustrated a sixty page fairy tale book for children. The main purpose of this was to inform the public about positive aspects of eating locally produced, seasonal food and to encourage them to buy more locally. Eating local seasonal fruits and vegetables helps not only by reducing the impact of food production and transport on climate change, but it is also a healthy and tasty alternative to food produced on the other side of the world.



The project was very well accepted by all spheres of the public and media. The Peachy Fairy Tales book was firstly presented in Brno, the second largest city in the Czech Republic, on the *Day of Earth* in April 2010. At the launch the Climate Advocates hosted a stand full of interesting and useful information and funny and educational activities for kids highlighting why it is important to eat local food. Visitors had the opportunity to taste some delicious home made products and two hundred of them were also given the book. The book was also presented on the national TV channel Prima during the *Sama doma* (Home alone) programme by Julie Hodková, a climate advocate. This daily show which is broadcast nation-wide is very popular with parents staying at home during the day and looking after their children.

The project was co-funded by the European Commission in the Czech Republic with a grant of 2,500 EUR for the printing of 1,000 copies. Interest in the book was shown not only by parents but also by several NGOs and nursery schools. Because of such a big interest from the public the advocates are now approaching publishing houses to find a way for the book to be available for purchase in bookshops across the country. Anyone who wants to share tips and find out more information about local food should visit the project's facebook page (<http://www.facebook.com/pojdmenatolokalne>)

Additional information:

The Czech Advocates working on this project were: Veronika Fišerová, Julie Hodková, Barbora Pešková, Barbora Staníková, Kateřina Šparlinková

Contact: Veronika Fišerová

Positive Beer Mats

The idea behind *Positive beer mats* project is to use beer mats as a communication tool to raise the interest levels of the average beer drinker in the Czech Republic about the global climate. The messages on the mats are playful and positive and were completely designed by the advocates. They produced twelve different beer mats with climate friendly messages which highlight the relationship between global climate change and every day life. The beer mats are distributed through a nation-wide network of bars; The PUB.

About the project:

While brainstorming for innovative ways to engage Czech citizens with climate issues, the team of five Climate Advocates decided to take a break in a form of a tasty Czech beer and realised they had found the solution they were looking for. They came up with the idea of using beer mats as an efficient way to communicate issues related to climate change. They designed twelve different and playful beer mats with messages such as: *'While sharing the bar with others you are saving energy at home. Thank you for protecting the climate!'*



The Advocates teamed up with The PUB, a network of bars in the Czech Republic that takes care of the distribution of beer mats. The first set of four different green mats (20,000 pieces) was released into bars at the beginning of June 2010. *"We wanted to start a public discussion as well as motivate people towards ecological behaviour"*, said Magda Šimonová, one of the team members.

The project team has a website <http://www.pivniklima.cz> and the launch of the beer mats won an article on the Czech news portal www.aktualne.cz

Additional information:

The Czech Advocates working on this project were: Magda Šimonová, Anna Cajchanová, Tomáš Milář, Klára Blahútová Kavanová, Pavel Peřina

Contact: Magda Šimonová

Swapping is the New Shopping

The idea behind the *Swapping is the New Shopping* project is to encourage people to swap their goods rather than throw them away, to persuade them to re-use old products instead of buying new ones and thus eliminating emissions from the production of new items. The project was implemented together with a green consumer site Grønn Hverdag and a children's environmental organisation Miljøagentene.

About the project:

The project kicked off in November 2009 on the international *Buy-Nothing Day*. One of the initiative-takers behind the event, Heidi Smith, said: *"The concept of swapping is simple. We invited people to come and give away a number of items they own but no longer use. They could then take home the same number of objects they came with, choosing from what the others had brought. We received very positive feedback for allowing people to swap things across categories – give up a book and take back a T-shirt instead, get a frying pan instead of a DVD."*



The next swapping event was held for last minute Christmas shoppers. Hilde Nordbø from the Swapping team says: *"We wanted to do something about Christmas shopping and thought swapping was an excellent way of reducing consumption and making people feel good about a conscious Christmas gift."* Swappers were able to wrap their "new" gifts in recycled Christmas paper and enjoy gingerbread cookies and tea with the team. Heidi Smith concludes: *"We have had so many people stop in to say that they want to participate in 2010, which is great! I'm sure 2010 will be the year when everybody in Oslo will be swapping rather than shopping!"*

During these events the advocates found that children were by far the most enthusiastic about swapping. Even though few of them came, and there were not many toys around, they always found something to swap. Therefore they decided to organise swapping events for children at schools. By August 2010 over 700 school children have been part of swapping events, and the team will continue to engage kids in their project in Oslo as well as in the San Francisco Bay Area where one of the team members has recently moved.

The advocates participated at the Oslo Environment Festival in June 2010 and used the opportunity to inform the wider public about the concept of swapping. They also handed out copies of their recently published booklet which aims to teach children more about the environmental benefits of swapping and how to organise swapping events with friends. They handed out over 250 booklets to children and their teachers before they marched down the main street of Oslo to open the festival. The next day the swappers organised a swapping market and encouraged people to swap things that they had with them for a number of other items they had spread out on a table. The team engaged with nearly 150 people, distributed the rest of the booklets and collected about 50 e-mail addresses of people who wanted to be informed about upcoming swapping events. Dragos Talvescu felt the event was the ideal opportunity to spread the word on swapping *"We heard that 3000 children would be present that Friday morning, and we decided it was a perfect opportunity to distribute our booklet. Children and teachers alike seemed to be really interested in our idea."*

The swapping team will continue to arrange swapping events and raise awareness among school children about consumption and climate change. They are currently planning to produce more booklets to be distributed through schools and the Miljøagentene network.

Additional information:

The Norwegian Advocates working on this project were: Hilde Nordbø, Heidi Smith, Dragos Talvescu, Teresa Maria Ribu, Paul Okullo.

Norway

Holder de Ord? Do they keep their word?

Holder De Ord project seeks to engage the public in climate change politics in order to encourage positive action by decision makers. Holder De Ord aims to contribute to a more transparent and democratic society based on active citizens that purposefully use technology and media to participate in extra-parliamentary power-scrutinising initiatives, and ultimately, in democratic decision-making.

About the project:

The most important factor with tackling climate change is that the decisions made by politicians are carried out. Norwegian politicians consistently make promises to the voters about action on a range of issues but these promises do not seem materialise. For the public, however, it is difficult to follow and evaluate the performance of politicians when it comes to climate change. Who is keeping their word, and who is not?



Therefore the Norwegian advocates designed an online platform called Holder De Ord (www.holderdeord.no) that collects information about party promises and compares these to actual voting records. The site generates statistics on how the parties keep their promises, and importantly, it also encourages the users to participate and provide content themselves. Politicians and contributors are invited to comment on their performance or specific issues.

By providing easy accessible up-to-date and relevant information on Norwegian political parties' performance with regards to climate change, the project makes an important contribution to the political process by holding the politicians accountable for their decisions. It also contributes to strengthen the link between voters and politicians, which is traditionally quite weak in Norway.

The team members have consulted journalists, editors, politicians, media consultants, business people and academics to scope the interest and need of the services that www.holderdeord.no provides. The beta version of the website was launched in September 2010 and the expected public launch will be in October 2010.

Additional information:

The Norwegian Advocates working on this project were: Daniel Rees, Dina Hestad, Ingrid Lomelde, Siri Steinsland, Magnus Bråfelt, Elisa Gasperini, Scott Randall.

Denmark

Denmark 2025

Denmark 2025 is the title of the short film produced by Danish Climate Advocates. The film is a series of interviews with several well-known Danish climate experts, considering whether Denmark could be carbon neutral by 2025.

About the project:

Climate Advocates from Denmark decided to tackle the issues of climate change by producing a short film. They wanted to explore the numerous possibilities in presenting an ambitious climate policy through interviewing experts and talk about the great potential of technological solutions to solve and address climate change. They interviewed a number of Danish climate experts, all of them saying that it is possible for Denmark to be CO2 neutral by 2025. Part of the project also represented a political pressure against the government. Together with a network of climate bloggers the film was supposed to be part of an interactive website with an ongoing debate and facts and figures. This was also meant to be used for educational purposes and to represent the different perspectives of the young people involved in the project.

The film was shown at CO2PENHAGEN, a carbon neutral festival in September 2009. Following this screening, the film received many requests for showcasing it around Denmark. For example, a Grønvision (Green Vision) group of university students showed the film during a conference at the Town Hall Square in Copenhagen. It was also shown at the Scottish Day event during COP 15.

Additional information:

Partners of the projects were Co2penhagen, COWI and Kran Film Collective

Filming: Jasper Steinhausen, Janne Foghmar, Rie Hougaard and Louise Rathje

The Danish Advocates working on this project were: Janne Foghmar, Jasper Steinhausen, Katrine Vejby, Nina Lousie Jensen, Rasmus Vincentz and Thøger Lund-Sørensen with project manager Brid Conneely

Troikas Cycling to Work

A group of Slovenian Climate Advocates organised a competition *Troikas Cycling to Work* to get people to cycle to work every day for a month. Its aim was to encourage employees to consider using bicycles instead of cars to get to work and in turn reduce carbon emissions. The project is designed to emphasise the many positive effects of cycling, to both health and the environment.

About the project:

A group of Slovenian Climate Advocates organised a competition to get people to cycle to work every day during the month of May 2010. An open invitation was sent around asking people who work together to get together in groups of three and take part in the competition.



They were issued points for every day each group member used their bicycle to get to work, and discounted points if they decided not to cycle. If the overall result was positive after totalling all the groups' scores then they were placed into a prize draw. 251 applied through the [web page \(www.vtroje.si\)](http://www.vtroje.si) to take part in the competition and at the end of the month 204 applications were returned. Out of these applications an impressive 197 showed a positive result and so were eligible for the prize draw. The draw was held at the Ministry of Transport and the event was recorded. Prizes, which were donated by the Embassy of Denmark, were awarded to 2 teams with each team member receiving a Danish city bike and cycle helmet. The team from the Government Communication Office cycled a total of 406,8 kilometres whilst a team from The Health Insurance Institute of Slovenia managed 329 kilometres.

All the troikas added together cycled a staggering 67.542 km as part of the project, which is about the same length as 20 times around the famous bicycle race "Giro d'Italia". Best of all it means more than 10 tons of carbon dioxide was saved, or to be exact, 10 tons and 250 kilograms of CO₂ was not realised into Slovenian cities during the month of May.

The project rounded up in front of Ljubljana City Hall on June 3rd when the prizes were handed out by Patrick Vlačič, Minister of Transport together with HE Anita Hugau, Danish ambassador to Slovenia.

The Council for Prevention and Education in Road Safety within the Ministry of Transport were so impressed with the project they have decided to adopt it and include it in their future campaigns.

Additional information:

The Slovenian Advocates working on this project were: Eldina Knez, Matej Nikšič, Tomasz Pirc, Dejan Savić, Nataša Prislan

Contact: [Eldina Knez](mailto:Eldina.Knez@climateadvocates.si)

Eco Laboratory

Eco Laboratory is the name of a group of Lithuanian Advocates who decided to run an awareness raising campaign focusing on art and garbage. The goal of the Eco Laboratory is to help prevent climate change using creativity and inspiration to fight useless consumerism.

About the project:

Eco Laboratory focuses on art and waste. Its goal is to fight climate change and over-consumerism through creativity. One of the ideas is to encourage artists to inventively convert throw-away items into reusable goods; whether it is an old coat, a telephone or a broken umbrella. Everything can be used again and enjoyed more than before, old things can be employed in new creative ways. With just a little imagination or the touch of an artist's hand your jeans can become a trendy handbag, your used car tyres can bend into an armchair for park visitors.

On a rainy summer Sunday in June 2009, the residents of Vilnius gathered for a European Street Fair organized by the European Commission that took place on the bridge of Žirmūnai. The topic of the fair was climate change. The Lithuanian climate advocate and designer Mantas Lesauskas transformed a pile of old, thrown-away automobile tyres into a sports motorbike. The motorbike could be used in a playground for children or as a design piece to decorate a garage or any other place. *"I think that the biggest concern in the developed world today is useless consumerism,"* said Mantas. *"I wanted to demonstrate the idea that even garbage material can be used again and serve usefully for people to enjoy, sometimes more than some new things people tend to buy and then throw away."* The motorbike was later shown at the Queen's Birthday Party in Vilnius, a big reception for prominent Lithuanian political, media, entertainment and NGO representatives.



Participation in the Street Fair was the first public demonstration of the Eco Laboratory project. It was followed then by a series of workshops, organised in three cities in which 50 people of very different backgrounds participated. The workshops involved examining, transforming and testing garbage material with the aim of making something useful from it. *"It only takes some imagination, a few good ideas and a group of climate-change prevention focused people who are not necessarily artists or environmental protection professionals,"* said Augusta Imbrasienė, a climate advocate, a leader of the Eco Laboratory Project.

At the end of August 2009, another event was held at the British Embassy where a number of selected items produced by the participants of the project were exhibited. The winner of the first prize Giedrė Šakauskaitė created a pouf and a coffee table from old washing machine cylinders and was awarded with an elegant city bicycle as a special prize from the British Embassy. The event also provided a chance for the participants not only to try some Lithuanian traditional ecological food but also to make a sculpture out of paper mache prepared from shredded office documents.

The sculptures produced by the vice Mayor, the British Council Country Manager and the Ambassador have been on display at the Vilnius City Municipality along with several other items made by the Eco Lab participants.

After a successful start, the Eco Lab project has continued its activities further. The group leader, Climate Advocate Augusta Imbrasiene, has initiated a number of other campaigns. In December 2009 a number of Christmas trees in Lithuanian cities were decorated with second-hand things brought to life by the Eco Lab project in partnership with the European Commission.

In summer 2010, with the help of a young Lithuanian artist Stasys Bonifaciusleva, a second-hand caravan was transformed into an eco-caravan to travel to summer music and sports festivals across Lithuania. The purpose of this is to inform festival attendees about climate change and to organise workshops to demonstrate how to bring new life in to things which otherwise contribute to the vast stream of the world's waste.

At a recent music-sports festival "Spartakiada" the Eco Lab crew held a workshop for the passionate supporters of the football match. They created their own original cheerleader pompons made from regular plastic bags that were collected across the festival territory. The ones who were looking for more laid back activities during the festival were invited to brew a tasty cup of tea using a solar power collector. While enjoying their tea they could read some surprising environmental facts as well as find out more about the project and discuss eco-friendly ways of living and eco-fashion in particular.

Handbags, wallets, various accessories and even furniture made from things like commercial tents, washing machine drums and ecological linen travel together with the Transportable Eco Lab Info Centre.

The travelling eco-caravan intends to visit up to 10 music and sports festivals and other cultural events, which range from 2,000 to more than 10,000 people per event. The project website www.ekolaboratorija.lt provides information using videos and pictures explaining how to make the artists creations.

Additional information:

The Lithuanian Advocates who have contributed to this project were: Rasa Alkauskaitė, Aiste Samulyte – Mamontoviene, Mantas Lesauskas, and Augusta Imbrasienė (the group leader, too).

Contact: More information from [Danguole Kizniene](#)

Pathways to Green Towns

The aim of the *Pathways to Green Towns* project is to inform people about the positive effects that green areas have on life in cities, towns and villages; encompassing social, economic, aesthetic and environmental aspects.

About the project:

Without trees in urban areas greenhouse gasses couldn't be absorbed and the air would become impossible to breathe. Therefore the *Pathways to Green Towns* project was designed to inform people about benefits of green areas in populated centres, such as cities and towns.

One of the project's elements is supporting citizens who wanted to protect green areas in settlements. The Advocates produced a set of instructions (www.zoomzv.sk) that would help people to learn more about their options to question and influence public life in the area where they live (such as access to information; involvement in a planning and decision making process). Although the manual was primarily designed for the general public, it became useful also for municipalities and developers. To make this element sustainable a NGO called Slatinka decided to adopt the website and regularly update its content.

Another element of this project is a mobile phone and computer game 'Tree in the City' aimed at children and computer game buffs. Its aim is to raise awareness of the importance of greenery in a fun way. The game can be downloaded from www.treeinthecity.szm.com.

Katarina Šimončíčová, a leading Slovak figure in environmental protection, summarised her impressions about the project. *The guidance offered within "Ways to Green Towns" is of enormous importance for this country. Every day I am literally bombarded by many questions that are all answered in that valuable material. It needs to be spread broadly and updated on a regular basis. Also the game created for young children is incredible. I didn't realize it was possible to pin down the problem of green areas protection so simply. Fantastic! Challenge Europe is an excellent platform for young people who are given an opportunity to do a lot of useful activities for Slovakia.*

Additional information:

The Slovak Advocates working on this project were:

Jana Pavlíková, Matúš Hríbik, Jana Tudíková, Miloslav Sarnovský, Zuzana Václavová

Sciencewear competition

School for Climate: Sciencewear competition project is aimed at secondary school pupils aged between 14 and 18. They were invited to participate in a climate change competition by designing a T-shirt to reflect the impact of global warming, or draw attention to the need to cut CO₂ emissions. The purpose of the competition was to increase awareness of climate issues among young people in Slovakia and make their voices heard.

About the project:

Climate Advocates in Slovakia challenged secondary school pupils to enter a climate change design competition. As part of the Sciencewear competition young people were encouraged to design a T-shirt to reflect the impact of global warming, or to highlight the importance to reduce carbon emissions. Twelve schools from across Slovakia participated and submitted twenty-seven T-shirts designs alongside fifty individuals.



Among all submitted T-shirts the ten best designs were awarded with solar mobile chargers and radios, Challenge Europe T-shirts and signed CDs of a popular singer Katka Koscova, who personally handed them to the awarded students at the award ceremony that took place on a ship on the Danube River. Prof Milan Lapin, a Slovak climatologist also gave a presentation of climate change issues in Slovakia to all attendees.

You can take a look at the T-shirts designed at <http://skolapreklimu.stranka.info/index.php?vid=OA&OA=V&01=V&02=V&03=V&04=V&05=V&06=V>

The project was made possible also by the help of the partners: Prof Milan Lapin, climatologist, Dana Kleinert, fashion designer and EKOSOLAR company.

Additional information:

The Slovak Advocates working on this project were: Alexander Ač, Jozef Pecho, Peter Weisel, Zuzana Václavová

The Big Transition: The Big Lunch and Street Feast

The Big Transition project is aimed at empowering communities to take collective action on climate change, a concept inspired by The Eden Project's Big Lunch initiative across the UK (www.thebiglunch.com). The idea is to encourage people to self-organise and sit down for lunch in their local communities – streets, work places, flats, community centres etc. The meal should be a low carbon lunch aimed at encouraging everyone to prepare and share home-grown, slow, organic, local and unprocessed food. To support community engagement, Climate Advocates promoted the Big Lunch initiative in Northern Ireland (UK) and in Ireland they created and launched an online communication platform called *Street Feast*.

About the project:

The food environment in Ireland has changed dramatically over the past two decades. Although a large amount of food and food products are produced locally, a large amount is also imported into Ireland and Northern Ireland.



The Advocates believed that only through collective action would it be possible to reduce carbon emissions, minimise the impact of climate change and effectively address energy and food security issues. The Big Transition was both a creative and ambitious concept which Advocates hoped would encourage greater appreciation for the environment among communities and would help build momentum towards wider social change. Following negotiations with the UK Big Lunch, Advocates decided to promote this initiative as widely as possible across Northern Ireland. As Ireland currently had no 'Big Lunch' of its own, Advocates also decided to take it upon themselves to support communities in setting up a lunch in Ireland by launching an online communication platform called *Street Feast*. They also developed an extensive media campaign using various social media such as blogs, Twitter, Facebook, as well as national press and radio.

The *Street Feast* launch was held on 15 June 2010 on the plaza beside City Hall in Dublin and involved over 100 participants and passers-by sitting down to share delicious 'green' food and chat in the wonderful lunchtime sunshine.

Within Northern Ireland, Advocates ran a 'Smaller Dinner' event which saw around 55 people sharing food and doing work together on a local organic farm. There were lawyers, lecturers, community workers, musicians, mums, dads, students, farmers, engineers, British, Irish, Americans, Swedes, Italians, South Africans and many more, spanning an age range of 6 months to 67 years. Both gatherings acted as lead up events to the *Street Feast* and Big Lunch day of community, which took place across Ireland and the UK on 18 July 2010.

"The idea is simple - on Sunday 18 July people all over Ireland and the UK will host a local lunch with their neighbours, to celebrate their street, area or community"
Jerrieann, one of the Advocates and co-founders of *Street Feast* explains. *"Each Street Feast and Big Lunch is self-organised, and will be as different as the neighbourhood that hosts it"*.

To get involved, people visited the *Street Feast* or Big Lunch websites, downloaded guides, printed off posters and stuck a pin in the online map to show where and when their event would take place.

Approximately 40 *Street Feasts* and Big Lunches, involving 2000 people in total, were planned across Ireland and Northern Ireland – in Dublin, Wicklow, Wexford, Cork, Galway and Tipperary, Belfast, Ballymena, Craigavon and Ballyclare to name but a few.

The project received approximately EUR6000 in funding through the EU Youth in Action programme and was also supported in Ireland by Friends of the Earth.

The UK Big Lunch will continue to be promoted annually by the Eden Project and the Advocates also have long-term plans to grow their Street Feast initiative. The vision is to encourage communities all over Ireland to take part in years to come and to develop Street Feast as a new national day to celebrate community.

Additional information:

The advocates from Northern Ireland and Ireland working on this project were: Sam Bishop, Alex Craig, Jerriann Sullivan, Andy Thompson and Joanne Doherty

Contact: Sam Bishop

More information from Liz McBain, British Council

Promoting Urban Sustainability

The *Promoting Urban Sustainability* project aims to introduce a bicycle rental scheme to Belfast as an alternative to private cars for residents and everyday commuters. The rental scheme should also link-up with public transport services to provide a network of sustainable transport options in the city, thus helping to reduce the number of cars on the roads and the overall level of CO₂ emissions generated from transport in the city.

About the project:

In October 2009, Belfast City Council passed a motion committing the Council to engage with the Northern Ireland government Department for Regional Development and other relevant agencies, to investigate the possibility of introducing a low cost bicycle rental scheme in Belfast city. Recognising it might take considerable time and effort for the various stakeholders to act, the Climate Advocates' aim was to accelerate the process by achieving a SMART commitment from key stakeholders by April 2010, to introduce the bicycle rental scheme into Belfast.



Bikes in Belfast

Examining the potential for bike sharing in Belfast City

This initiative was of significant importance due to the quantity of energy consumption and green house gas emissions associated with the transport sector. Recent studies show that in Northern Ireland the transport sector has increased its CO₂ emissions output by approximately 30% compared to figures recorded in 1990. Government statistics also indicate that in 2008, 82.7% of people in Northern Ireland travelled to work by car. The introduction of a bicycle rental scheme would provide commuters in Belfast with an alternative to the private car and would simultaneously reduce the overall level of CO₂ emissions generated from transport in the city.

The Advocates' project involved research into the benefits a cycle rental scheme would deliver; principally improved health and reduced CO₂ emissions. This research included a comparative study of the various bicycle rental schemes that have been launched in cities around the world, including Dublin, Lyon, Blackpool, Montreal, Copenhagen and Strasbourg. The group also developed a Facebook site and conducted a survey to gauge the level of public interest for a bicycle rental scheme in Belfast. Their overall findings and final recommendations were then represented in a policy report produced in spring 2010.

The 'Promoting Urban Sustainability' report was sent to over 250 policy and decision makers across Northern Ireland and its findings were also presented to NI government bodies and other relevant stakeholders (NGOs, businesses, general public) at various meetings and events during 2010. One such event was a conference organised by Friends of the Earth and the transport charity, Sustrans in June 2010, which was aimed at influencing the Northern Ireland government to increase its spend on cycling schemes and infrastructure within the capital, Belfast. The conference, 'Belfast Cycle City: Visions for the Future', was chaired by Jim Kitchen, Head of the NI Sustainable Development Commission and was attended by approximately 200 individuals, including town planners, government officials, cycling experts and enthusiasts from across the city.

During the event, the Climate Advocates had an opportunity to introduce their project and deliver their recommendations for the implementation of a cycle scheme within Belfast. Northern Ireland Minister for Regional Development, Conor Murphy, also spoke at the conference where he officially commended the 'Promoting Urban Sustainability' report produced by the NI/Ireland Advocates. Minister Murphy then went even further to confirm that the report would be used to inform a project being set up by his department and Belfast City Council to consider the feasibility of introducing a public bike hire scheme to Belfast.

Additional information:

The Advocates from Northern Ireland and Ireland working on this project were: Andy McClenaghan, Julie McGee, Claire Martin and Alberto Longo

Contact: [Andy McClenaghan](#)

More information from [Liz McBain](#), British Council

Low Carbon Entrepreneurs

The *Low Carbon Entrepreneurs* project aims to facilitate the development of low carbon enterprises in Ireland through a two-phase approach. The first phase involves the development of research that defines who the low carbon enterprises are, what enterprises should be developed nationally and the type of support mechanisms available for these enterprises to succeed. In the second phase, a website is developed to provide entrepreneurs with the information needed to start new businesses that take advantage of the emerging green economy, as well as enterprise spaces for entrepreneurs to link together.

About the project:

There has been much talk in Northern Ireland, Ireland and internationally about the Green New Deal which aims to build the economy through green business. If the Green New Deal is adopted in NI/Ireland, there will be a huge demand for businesses specialising in the development and deployment of renewable technologies and infrastructure. Moreover, given the current economic downturn, the island of Ireland NI/Ireland has an opportunity to create a new boost for its economy by bringing in green businesses and developing the support structures for low carbon enterprises.

However, there are challenges in terms of access to funding and information. The Climate Advocates undertook to fill this void for companies and government agencies allowing them to determine the potential growth areas for low-carbon businesses and to hopefully build a stronger green economy on the island of Ireland in the years ahead.

The Low Carbon Entrepreneurs advocates initially undertook research to identify what low carbon enterprises currently exist, what enterprises should be developed and the type of support and resources required to allow such enterprises to succeed. They then developed a website to provide entrepreneurs with the information needed to start new businesses that take advantage of the emerging green economy. Mark Bennett, one of the Irish Challenge Europe advocates explains: *"This is a portal that helps entrepreneurs explore the commercial possibilities of low carbon technologies. It provides an overview of the sector, as well as links to more detailed information on funding and networking opportunities. Our goal is for the website to be a 'one-stop-shop' for would-be and existing entrepreneurs"*.

On Friday 13 August, five members of the 2009/2010 Challenge Europe team from Northern Ireland and Ireland held a successful networking event in Dublin to mark the launch of their new business website, www.lowcarbonentrepreneurs.com. The event was attended by corporate and environmental representatives from across the island of Ireland and included speakers from the business sector and the British Council, as well as a link to Richard Lindberg, one of the Swedish advocates who have collaborated closely with the NI/Ireland business group on the website initiative.

A range of business and environment agencies have already endorsed the Low Carbon Entrepreneurs website and have expressed an interest in supporting its development in the future. Moreover, the Climate Advocates from NI/Ireland are working closely with Advocates from Sweden to explore the potential for developing the web portal, the ultimate aim being to influence and support green economies across Europe and beyond.

Additional information:

The Advocates from Northern Ireland and Ireland working on this project were: Mark Bennett, Andrea Carroll, Laura Duggan, Tracy Godfrey and Joe Borza

Contact: [Andrea Carroll](#) or [Tracy Godfrey](#)

More information from [Liz McBain](#), British Council

Turkey

Frame climate change competition

The aim of the *Frame the climate change competition* project is to raise awareness among the general public about the consequences of climate change in Turkey. Turkish Climate Advocates photo competition, 'Frame the Climate Change' has called for professional and amateur photographers to capture the effects of climate change in Turkey. Through this competition, the Advocates hope to show that the effects of climate change are not experienced only in the North Pole or a distant desert, but it is also evident in Turkey.

About the project:

The project aims to reach as many people as possible and raise awareness among the general public. This is going to be achieved by a photography tour in at least 10 cities in different regions. The exhibition will start its tour in October 2010 and will be on show until March 2011.



The competition was announced at a press launch on 11 June 2010 at the Bahcesehir University in Istanbul. The official start date was on 15 June and it closed on 30 August.

The photos were submitted by 270 professional and amateur photographers from all over Turkey with 590 photos submitted overall. The photographs were separated into 2 categories, standard and manipulated.

The photos were judged by a panel of professionals and experts, among which were Kemal Nuraydin, the editor-in-chief of the Turkish edition of National Geographic, Serkan Sedele, a renowned Turkish photographer, Deniz Öner, Culture & Arts Editor of the news portal Hurriyet.com.tr., actors Arzu Balkan, Yetkin Dikinciler and Tamer Karadagli; and academic Tolga Hepdinciler.

The jury selected the 3 finalists in both categories and chose 20 photographs to be exhibited. The award ceremony was held on the 28th September 2010.

The winners of the competition are the following photographers:

Standard

- 1st. PRIZE Salih Ağır
- 2nd. PRIZE Tayfun Keçecioğlu
- 3rd. PRIZE İbrahim Ayrı

Manipulated

- 1st. PRIZE Noah Arjoman
- 2nd. PRIZE Melih Sular
- 3rd. PRIZE Volkan Zengin

Take a look at the official competition website and the winning photographs here:
http://www.iklimdegisikliginiyakala.com/iklim_kazanan/

Additional information:

The Turkish Advocates working on this project were Işın Ünver, Çağrı Öner, Eyüp Kızılçay, Büke Çuhadar, Berrak Kanbir

The project media partner is hurriyet.com.tr Culture and Arts

Turkey

Youth Climate talks

Youth Climate Talks project is an awareness raising campaign in a form of seminars about climate change for Turkish high school students.

About the project:

In the current school curriculum in Turkey the “ecology” lesson is studied at 10th grade for 3-4 hours. Turkish Climate Advocates thought that climate change is not considered enough in terms of content and study at the Turkish high schools. Therefore they decided to prepare and arrange seminars called Youth Climate Talks for high school students to raise their awareness. They are being run in four pilot schools targeting 9th and 10th grade students and to date the talks were attended by around 600 students. The seminars will continue to run until March 2011.

The seminars cover important topics of climate change and suggest activities that the audience can do in their daily lives. The first seminar took place in Middle East Technical University’s Foundation High School on 25 May 2010. *“I have learned what I can do to prevent the negative effects of climate change and global warming,”* said one student, while another was happy to *“clarify many of the blurry information on climate change.”* Further talks brought together students, teachers in three other schools: TED Ankara, Yüce and Private Science High Schools.

Led by Vidad Semsir, a biology teacher in one of Ankara’s top high schools, the Advocates developed the Education Module as an additional source of information. The exercises include topics such as human population growth, food web, water pollution, and green jobs. The advocates aim to include the Module into the school curricula in the following years, and work as an effective resource for high school teachers.

Additional information:

The Turkish Advocates working on this project were: Hasan Türk, Vidad Elemin Şemşir, Esra Çimen, Yağmur Güçerdem, Semra Sacıcı.

Urban Bloom

Urban Bloom is an innovative, grass-roots project that aspires to make a lasting impact on the very important area, both socially and historically, of central Athens. The aim is not just to leave behind a cluster of green roofs, but, above all, to engage local residents, so they could take full ownership of the initiative and be involved from the planning stage.

About the project:

Urban Bloom project aims to be the first step in helping a densely populated Athenian community to make lasting changes towards sustainability in their area. The project aims to engage people on issues of climate change and connect the topic to the quality of their daily lives. It also seeks to urge them to proactively respond to the mounting challenges of living in a concrete laden city on a warming planet.



The project focused on a series of workshops to inform people about energy efficiency and green roofs. They informed the public how to change their consumer habits to reduce the effects of climate change and how to green their roofs using recycled, environmentally friendly materials.

The project kicked off on a rainy Saturday in February 2010 in the Exarchia district in central Athens. Prior to this, Climate Advocates had spent weeks marching up and down the narrow streets of Exarchia, knocking on doors and speaking to the local residents. On the launch day 30 residents, friends, volunteers and advocates met and exchange ideas, using the concept of the “World Café”. The advocates invited participants to form three groups and brainstorm three questions: What are the main conditions for having quality of life? How will climate change, resource depletion and increased pollution affect our lives? And how can we raise awareness about environmental issues and find common ground to start from?

“Beatrice, one of the Advocates, brought Urban Bloom to my doorstep”, said Angie, a journalist and resident of Exarchia who now plans to get the roof of her building greened. *“What I particularly liked about the Urban Bloom idea was the chance to learn how to green our roofs, terraces and balconies using simple, recycled material, which is friendly to the environment. I was easily convinced, so next we went knocking on the other 25 doors of my apartment block, getting everybody else to agree on greening our building’s roof”.*

Overall, the Urban Bloomers Advocates ran three workshops and with the help of two professional photographers, they organized a mobile street photo exhibition which they took to the streets and small parks of Exarchia.

Urban Bloom project will continue next year by engaging a number of buildings in Athens in a fun ‘competition exercise’ with the aim to minimise energy consumption and live more sustainably.

Additional information:

The Greek Advocates working on this project were: Beatrice Yannakopoulou, Jennifer Hinton, Vassilis Nikolopoulos, Irini Hassapi, Katerina Kontaksi and Ioanna Ikonomidi

The Climate Change Train

The Climate Change Train project is an awareness raising campaign highlighting the benefits of railway transportation. It is run on a train between Thessaloniki (Greece) and Istanbul (Turkey). Climate Advocates from Greece boarded the train and arranged art events at the major train stops.

About the project:

This project was inspired by the existing train service between Thessaloniki and Istanbul and calls for the collaboration of a number of Greek and Turkish Climate Advocates. In a joint initiative Greek and Turkish Climate Advocates boarded the train and arranged events at the major railway stations of Northern Greece (Thessaloniki and Alexandroupoli) and in Istanbul, aiming to raise awareness of the climate change problem, the need to reduce CO2 emissions and the beneficial contribution that travelling by train can offer. The project is supported by the Greek Ministry of Transport, and is organised in partnership with the Hellenic Railway Organisation and the Municipality of Evros in N. Greece. The project has suffered many unexpected delays and changes in its course, but the Advocates persistence and patience made it happen this September!

On September 17 Greek Advocates held an event in the central station of Thessaloniki, to mobilise people and inform them about climate change, its effects and the need to promote environmentally-friendly means of transport. They then took the train to Istanbul to meet the Turkish advocates and jointly held similar activities there. Turkish and Greek advocates took the train again and went to the border city of Alexandroupoli for an event with the support of the municipality. Concluding the trip, on 22 September, European Day without a Car, Advocates, academics, cultural and administrative stakeholders discussed Climate Change with “Green Drinks” in Thessaloniki, with the participation of Nobel-prize winning scientist Christos Zerefos.

Additional information:

Advocates working on this project were: Christina Kontaxi, Antigoni Mixafenti, Dimitris Riggas, Eleni Christopoulou, Katerina Lygkoni, Litsa Makri and George Chakiris.

Sweden

Green Projection: Projecting the future

Green Projection was an initiative aiming to both reduce CO₂ emissions and make society more aware of global warming. During one week in March 2010 the Swedish Advocates organized a public building projection in the centre of Stockholm. The projection contained interactive elements communicating a clear message about the issue of global warming and environmental initiatives from WWF, Municipality of Stockholm and some of the largest companies/organizations in Sweden. The project started as a part of Challenge Europe, but now is run as a non-profit project to project.

About the project:

Huge images were projected onto a sky-scraper in the very centre of Stockholm over a two week period in March. This was clearly visible from many parts of the city reaching an estimated 200,000 people. Partner organizations – including WWF, the City of Stockholm, and SEB (Sweden's biggest bank) – provided in-kind support and co-funding valued at £50,000 to include their own climate change messages in the projections.



“With the help of the big green movie screen, we want to visualise and create new ways to engage with people concerning the challenges of climate change. With the 70 kg ‘light’ projector we will then go out into the world and spread a little green light in the cities of the world,” says Jonathan Carlsson, one of the two driving forces behind the Green Projection.

In 2010 and 2011 projections will be organised in London, Copenhagen and Singapore.

The project in numbers: projection size 500m², ca 200' first hand viewings, over 700.000 reached through high profile media exposure, 60.000 EUR raised in co-sponsorship.

Additional information:

The Swedish Advocates working on this project were: Jonatan Carlsson and Erik Hedén.

Contact: Jonatan Carlsson

Website: <http://www.greenprojection.org/>

Partners: WWF, SEB, City of Stockholm, the first European Green Capital and Svanen, the official Nordic eco-label

Sweden

Green Food project

Swedish Advocates launched a new online service *Majas matverkstad* ([link](#)) that helps people to shop and cook more sustainably. People are invited to contribute their favourite recipes which are then compiled into weekly menus with environmental aspects in mind e.g. limited use of meat, use of regional and seasonal food. The weekly menus can be transformed into shopping lists with the click of a button, and can be sent to your mobile phone. A famous chef *Maja Söderberg* has become a partner of this project and will write a book about “green food” with the Advocates, which will be published in 2011.

About the project:

The aim of the project is to reduce the negative climate/environmental impact from food consumption in Sweden. The Advocates wanted to achieve this by making it easier for people to cook sustainably in every day life. Therefore they launched an online service called *Majas matverkstad* that helps people to shop and cook more sustainably. It simplifies cooking, planning and purchasing. Everyone in Sweden is welcome to take an active role in this project. People are invited to contribute their favourite recipes. The recipes are then compiled into weekly menus with the following environmental aspects in mind: limited use of meat, regional and seasonal food, organically produced ingredients, fish marked as ‘green’ by WWF and waste minimisation.



The weekly menus can be transformed into shopping lists with the click of a button, either in advance on your computer or during your shop on a smartphone.

The most delicious recipes on Maja’s *matverkstad* website will be published in Maja’s new book, which is expected to be available in spring 2011.

You can find first weekly menus on www.ecoprofile.se or cell phone mobil.ecoprofile.se. To support the project the advocates organised an international seminar on urban farming in Ekoteket in Stockholm that took place in November 2009. Over 120 people listened to Rosie Boycott and Seb Mayfield, who arrived from London to talk about how they work to convert the measurement system there and help people get started with their own growing.

Rosie Boycott, the chairman of the London Food Board argued that the power over food must be put back in people’s own hands. There are many interwoven issues: climate change; water shortages in many countries; a food industry that serves the interests of a few owners but also pure health makes it necessary to reclaim power over our food, she said.

Seb Mayfield was full of examples of how to start a crop in just about anywhere. In London you can easily wait for over 20 years on a parcel. But with his project Food Up Front, people have been helped to fill their window boxes, driveways and balconies with vegetables.

It is not just about to get a few home grown potatoes for his dinner, but just as much about getting to know their neighbours or to realize what a lot of work actually lies behind a bag of carrots.

Afterwards, Rune Hansen, a Swedish chef hosted a dinner in his house and cooked together with the Advocates. It was not a traditional dinner at his table, but Rune stood and cooked in the kitchen all night serving delicious organic and seasonal food.

Additional information:

The Swedish Advocates working on this project were:

Contact: Johan Erlandsson

Hungary

Mobile Climate Office project

The Mobile Climate Office project is a ready-to-go promotional tool to raise awareness of climate change issues in a visually attractive way. It offers various low-carbon activities for all ages. The aim of the Mobile Climate Office is also to promote the Climate Office (link to climate office description) and to be present at different events and festivals with easily portable installation, which is completely made of recycled or eco-friendly, biodegradable materials.

About the project:

The Climate Advocates designed the Mobile Climate Office project as a movable installation used as a promotional tool to increase awareness about climate change at events and festivals and also to support the Climate Office. It offers various low-carbon activities for people of all ages. It has parts that can be used either separately or together and all of them are made of recycled or eco-friendly, biodegradable materials. The Office consists of a power plant bicycle connected to a flashing sign which reads "We do care", cardboard tables, chairs, wall panels, three large beanbags, a huge background wall with strong messages such as "Decrease your carbon emission" or "Measure your carbon footprint"; a funny cartoon poster with climate friendly and unfriendly activities and a carpet with fading footprints.



The first event of the Mobile climate office project took place in June 2009 in Millenaris, a popular place in the city centre of Budapest. That was followed by the event in May 2010 at the green centre at the Europe Mania festival in Pécs which was part of a series of events to celebrate its status as European Capital of Culture in 2010. The 3-day festival was packed with concerts and performances, so the Climate Office offered an interesting spot for visitors to stop by and try something different. Even the colder than usual weather didn't seem to scare people off with the Advocates' booth receiving a huge amount of visitors over the three days. The climate tests for the teenagers and adults, drawing competition and "clime-mate" tales for the youngest, and electricity-generator bicycle to name but a few, were all big hits. The more creative types in the audience could make booklets from recycled paper, and the Q&A wall suited the curious types amongst them.

The event was a great head start for the second half of the Advocates' challenge, the appearance at the Sziget Festival 2010, Central-Europe's biggest festival event. *"Spending a week at the festival and meeting all these enthusiastic people from all around the world made me feel that I am doing something very important and that our future might be better."* Maya Vertesi, a Climate Advocate

The Mobile Climate Office has now been visited by over 100,000 visitors. *"I am absolutely impressed by the level of interest in young people"* Anita Kiss, a Climate Advocate

Additional information:

More information from Andrea Simon

The advocates working on the project:

This year's advocates: Anita Kiss, Balazs Toth, Edina Budai, Gergely Csima, Eva Farkas, Balint Lukacs, Ildiko Orban, Anna Parizan, Marta Sinko, Tamas Schleer, Gabor Szabo, Maya Vertesi, Szilvia Zsargo

Previous advocates: Akos Lukacs, Akos Bago, Anna Litter, Attila Ferenczi

Climate Impacts of housing

The purpose of the *Climate Impacts of Housing* project is to make the carbon footprint of housing more visible for people who are planning to buy a house or an apartment by developing a carbon calculator concept for property search engines.

About the project:

Energy certificates or carbon footprints of apartments and houses are usually not easily obtainable via property search engines in Finland. Since housing is a big contributor to GHG-emissions, especially in countries of cold winters, it requires more attention than it presently gets. People want to take climate impacts into account when they search for a new home, but it is not easy for them to find that information. Therefore advocates decided to produce a tool that will help people to take climate impacts into consideration when choosing new accommodation.

The team were able to sell their idea to Oikotie (<http://asunnot.oikotie.fi/>), which is one of the biggest property search engines in Finland. The Advocates suggested that Oikotie would place the energy certificates in a more prominent place on their search engine and add the carbon calculator which Advocates had designed to their search engine. They also suggested an additional calculator to be added, which would allow the prospective home-buyer to calculate the carbon impact of their everyday transportation from their new location. The Advocates also wrote an information package about energy efficiency of houses and climate change to be used on the Oikotie portal. These new features were launched on the Oikotie portal in September/October 2010. The calculator, which the Advocates designed was evaluated and verified by an external expert agency, Gaia Consulting.

Additional information:

The Finnish Advocates working on this project were: Lauri Hiekkanen, Mira Hulkkonen, Anna Kumpulainen, Aino-Maija Kyykoski and Iina Valkeisenmäki

Contact: Jari Ingerttilä, Projects and Partnerships Manager, British Council Finland

Cycling Consultants

The aim of the *Cycling Consultants* project was to promote everyday cycling, especially commuting to work by bicycle and thus reducing the carbon emissions caused by traffic. The Cycling Consultants used an approach which was fun, fresh and positive in getting their message through.

About the project:

Mobility is one of the key sectors of private consumption that is responsible for the majority of our greenhouse gas emissions. The advocates therefore thought that promoting and encouraging cycling as a means of transport would contribute to the reduction of carbon emissions. Cycling should be perceived as something cool and a desirable way of transport. The advocates thought they can achieve this by collecting best practices, increase interest among businesses and their employees and partner with organisations that would like to promote cycling among their employees.

The Cycling Consultants organised workshops and cycling brunches together with Hub Helsinki, the Ministry of Finance, IBM Finland and Helsinki Region Transport. Programs of these workshops and brunches were composed of suggestions and discussions on how organisations could improve their cycling facilities, general road rules for cyclists and encouraging people to take up cycling by stressing the positive outcomes and challenging the excuses people normally have for not cycling to work. Cycling Consultants also took part in number of local seminars and conferences where they promoted commuting to work by bicycle. They carried out a survey on experiences and expectations of bicycle commuting together with the Ministry of Finance. About half of the employees answered the survey.

The Cycling Consultants were featured in couple of Finnish magazines, websites, blogs and radio. A Facebook event "Cycle to Work" got 3757 people virtually committed to cycle to work during the national cycling week in May 2010. Cycling Consultants also launched a toolkit of ideas for commuting by bicycle during the the national cycling week. This toolkit is available on their website fillarikonsultit.net.

Additional information:

The Finnish Advocates working on this project were: Outi Kuittinen, Katri Mäenpää, Maria Nuutinen, Marja Salo and Inari Virkkala.

Contact: [Jari Ingerttilä](#), Projects and Partnerships Manager, British Council Finland

The Light Brigade

The Light Brigade is a web-based campaign that aims to encourage shops and offices to switch off unnecessary lights overnight. Members of the public are encouraged to submit photos of shops/offices with their lights on to the website (www.lightbrigade.org.uk) and the team then contacts the companies to ask them to take action to reduce energy wastage.

About the project:

Offices and shops around the UK are wasting significant amounts of electricity by leaving lights on unnecessarily overnight. Individuals often feel that their personal actions to reduce carbon emissions are worthless when they see others around them wasting energy. *“Individuals often feel that their personal actions to reduce carbon emissions are worthless when they see others around them wasting energy,”* say the group’s volunteer team. *“To tackle climate change we need to try to help people to feel empowered – to feel that their actions can make a difference.”*

Following the development of the website in Dec 09/Jan 2010, the campaign was formally launched on 18th January 2010. People in and around the city of Manchester were invited to take photographs of office buildings and commercial properties with their lights on after closing time and upload them to the website.

The campaign achieved decent media coverage with articles in the Manchester Evening news, Manchester Confidential, BBC Manchester online and BBC Radio Manchester but submissions to the website were very slow. In response to the slow rate of submissions, the team organised a Flashmob event on 11th February which generated interest from the local Friends of the Earth group and Manchester Metropolitan People and Planet group. This event provided around 40 submissions, approximately 30 of which were followed up on by the team with direct e-mails to the companies. Another Flashmob event was also organised by Friends of the Earth Manchester, which attracted 18 attendees and produced approximately 50 additional photos.

The response received from companies saying they would take action to switch off lights overnight was very little, which is a disappointment – but is partly a result of the little time available to the Advocates to chase up the companies.

The advocates felt that it is difficult to persuade companies to change their attitudes. Nevertheless there were few exceptions - Barclay’s bank (75 light bulbs turned off during night) and a local bicycle shop in Manchester (see Tube Video on www.lightbrigade.org.uk) responded to this campaign.

The Light Brigade team are considering incorporating the campaign as a Community Interest Company. If we were to take the campaign to other cities there would be a number of things we would have done differently/better including approaching local environmental organisations (e.g. Friends of the Earth) at an earlier stage, approaching local media (particularly radio) at an earlier stage and starting the campaign with a Flashmob-style event.

Additional information:

The UK Advocates working on this project were: Leon Chen, Sarah Williams, Neil Jennings, Angus Crabbie, Dylan Owen, Gavin Harper, Joe Warren

Contact: Sarah Williams

The Lorax

The overall aim of the Lorax teaching pack to is to help children age 7 - 9 understand issues around sustainability and consumption of goods and also to raise their awareness about climate related issues and the effect they can have, through consumer choices, on the future of the planet.

About the project:

The Lorax teaching pack is aimed for teachers to accompany 'The Lorax', a book by Dr Seuss so that teachers can easily discuss some important topic areas with children, notably the perils of unsustainable consumption.

The pack was initially piloted with teachers and educators to ensure that the content is relevant. In April 2010 130 packs were sent out to Primary School Teachers in the eco-schools network and additional to packs were sent to contacts in Canada & Uzbekistan.

The pack includes The Lorax book and many useful activities for teachers to facilitate their teaching such as class discussions exercises to give the children a chance to discuss their own experiences and interpretation of the story, activities to encourage the children to recognise the difference between things they need and luxuries, tasks to encourage children to recognise advertising as a means of encouraging or discouraging people to buy things, games to teach children how to reuse rubbish and old socks, etc.

The packs were very well received by teachers and their pupils.

Additional information:

The UK Advocates working on this project were: Cerys Ponting, Ruth Carruthers, Ben Jewell, Alasdair Robertson, Hugh James

Contact: Cerys Ponting