

## Establishing the intellectual community of the Climate Office Network

by the wide range repository of Web 2.0 tools



### Climate Office Network - prephase

The pilot Climate Office at Szent István University – Gödöllő, has clearly proved in its one year of operation, that there is a great demand for such institutions. At the Carbon Market Conference 2009 at Gödöllő, 10 major hungarian universities expressed their will of opening one at their campuses. The interest and the excitement is huge, both between the students and professors. The Office's role, in spreading information on climate change and being a project hub for the students, made it a really valuable „asset” in the hungarian higher education system.

Despite the success of the Climate Office, it would be foolish to rush into the establishment of the network without properly designing its key features. One of the most important, that it has to come with a bottom-up approach, which guarantees, that no future office will stand empty and useless. Once the human resources are available and satisfactory (interested, enthusiastic, creative etc.), this sole condition is likely to convince the governing bodies of the universities to develop the right circumstances in order to create a fully utilized Climate Office at their campuses. That way our first goal is to create these intellectual communities, connect them and make them active. And when in the near future the Office opens at their university, they will be fully conscious about their role, plans and projects, regarding the climate change, and of course with the means to achieve them.

## The Web 2.0 based intellectual community

Web 2.0 is relatively a new term in the internet community, which consists of all the community based websites, forums and blogs. In this way, it's not the provider the one who ensures the context, just the context - the users are the sources of information and content. This way, they are able to share files, links, express their opinions and thoughts on all topics, comment on others, upload and download media, tag and poke others, this is the magic of interactivity. This is also the newest marketing territory, where companies can access their consumers interactively, and on a volunteer basis, because it is really important that Web 2.0 is a free time activity platform.

The future Climate Office Network, has just started up using its full potential in Web 2.0 applications. The biggest platform for this type of communication nowadays is the Facebook, where the Office already has a „Fan-page”<sup>1</sup> and a „Group”<sup>2</sup> counting in total around 300 individual members in two weeks. So far, the office only posted interesting news, and media to the members, but in the next stage of the project we will further activate the members with games, discussion forums, and competitions. The Office has also just started up its twitter<sup>3</sup> account, with only 5 followers so far, but including the prominent civil organization, 350.org as well. The Office has its own blog<sup>4</sup> (in Hungarian language), - which is the oldest of all - with an average 50 daily views, with the top of 220 during the COP15. The Facebook account is linked in to the blog and vice versa, as well the Twitter account, and furthermore the Facebook fan-page is connected to the Twitter account. This is the way we try to connect, inform and mobilise our student resources before the actual establishment and opening of our future Offices. The aim is to have more than 1000 individuals we can reach and „activate” on a daily basis, by the end of March. The office has only one missing Web 2.0 „leg” which is the most popular Hungarian community website called IWIW („international who is who”), where will be another fan-club launched in the near future.

The image displays two screenshots of social media profiles for the Climate Office. The left screenshot shows the Facebook profile page for 'Climate Office - Klímairroda'. The page includes a cover photo of a modern office interior, a profile picture, and a bio in Hungarian. The bio asks if users are local or import products, and encourages supporting local producers. The page also features a 'What's on your mind?' text box, an 'Attach' button, and a post from 'GOOD.is | Produce Locally' with a link to 'awesome.good.is'. The right screenshot shows the Twitter profile for 'ClimateOffice'. It features a profile picture, a bio in Hungarian, and a tweet from 11:38 AM on Jan 25th that asks if users are local or import products, with a link to 'http://bit.ly/5nklO8'. The right sidebar of the Twitter profile shows 20 following users and a list of tweets.

The Climate Office also provides information in an old fashioned Web 1.0 way as well, on it's website<sup>5</sup>, where the English site-version will be uploaded presumably next week.



If we successfully can mobilize our future Climate Office volunteers and workforce, with the help of these tools, than there is no doubt in developing a successful network of Climate Offices. Affecting the next generation of fresh graduates with these debates on large scale, can be the key element of making a real difference here in Hungary.

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#### Links:

- 1: <http://www.facebook.com/pages/Godollo-Hungary/Climate-Office-Klimairoda/294860711216?ref=ts>
- 2: <http://www.facebook.com/group.php?gid=218682036702&ref=ts>
- 3: <http://twitter.com/ClimateOffice>
- 4: <http://klimairoda.blog.hu/>
- 5: <http://www.klimairoda.hu/>