

Case studies

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| <p>Title of case study: Raising awareness – developing effective ways of communicating climate change with young people aged 16-18 in Belgium</p> | | | | | | | |
| <p>Keywords: Stakeholder engagement, awareness raising, communication, champions, change management.</p> | | | | | | | |
| <p>Audience: NGOs, local government, schools.</p> | | | | | | | |
| <p>Messages in the ESPACE strategy to which the case study applies:</p> | 1. | 2. | 3.X | 4. | 5. | 6. | 7. |
| | 8. | 9. | 10.X | 11. | 12.X | 13.X | 14. |
| <p>Sentences linking the case study to relevant strategy messages:</p> <p>3. The RLZZZ work delivered change management by taking action as a starting point in raising awareness.</p> <p>10. RLZZZ engaged with communities and their concerns and responsibilities for addressing climate change.</p> <p>12. Working with young people creating an ecosystem of climate change champions.</p> <p>13. RLZZZ is using the Climate Happening event to engage high-level politicians in climate change issues.</p> | | | | | | | |
| <p>Elements of 'Guidance' to which the case study applies:</p> <p>n/a</p> | | | | <p>'Tool' to which the case study applies:</p> <p>n/a</p> | | | |
| <p>Overview:</p> <p>Climate change is too abstract for the general public to relate to. An average rise in temperature by a few degrees spread over one century is not visible to the people on the street and makes it difficult for them to understand the consequences or to find a solution. The media have only compounded this problem by focusing on 'doom and gloom' headlines.</p> <p>Regionaal Landschap Zenne, Zuun & Zoniën (RLZZZ) recognises that this 'climate fever' has a detrimental effect on the public, leading to a 'head in the sand' approach. We clearly need to change our approach and RLZZZ believes that huge gains can be made by educating and influencing the younger generation. They are the decision makers of the future who will be faced with the climate change impacts we have initiated.</p> | | | | | | | |

Photo/diagram/map:

Illustration of climaXparty on Climatehappening – The ‘Juice Bicycle’ that makes biological fruit juice



Illustration of climaXparty on Climatehappening - ‘Dyno 2’ – a bicycle which drives the music installation



Description:

‘In de WEER voor het KLIMAAT’ or ‘Caring for Climate’ championship: Our approach

For pupils aged 16-18 in Belgium, spatial planning and climate change issues are both part of the official school programme, although they are not yet connected. RLZZZ developed ‘In de WEER voor het KLIMAAT’, which means ‘Caring for Climate’ - a climate championship for

schools to bring the two issues together, helping the younger generation understand climate change and respond to the impacts.

Inspired by the '4 As' principle developed in ESPACE - Awareness, Agency, Association and Action & Reflection, the 'Caring for Climate' championship aimed to turn negative thinking on climate change into positive action. Schools could participate by entering a 'Climate Team'. Coached by a geography teacher or 'Climate Coach', each team was tasked with developing an educational package called a 'Climate Kit'. The kit could be a game, DVD, website, song, publication or exhibition. The winner of the championship was awarded the title of 'Climate Champion' at a final event, the Climate Happening.

The Climate Happening included a ClimXpo and a ClimaXparty: the programme of the day was a mix of education, competition and fun. The ClimXpo (see point 1 under 'Additional details' below) was an exhibition showcasing the Climate Kits developed by each school, eco-minded companies and spectacular weather photography. The exhibition ended with a ClimaXparty: no music and drinks without respect for our environment! This party included a number of amusing, low carbon games for the children, for example: 'Dyno 2' – a bicycle which drives the music installation, a 'Juice Bicycle' that makes biological fruit juice and a 'Sun Mobile' that delivers warm water to do the dishes. The juice was consumed using 'Goblets' which could be recycled. Less garbage and a clean environment.

Positive efforts for Climate got rewarded! After the Climate Happening event, the Climate Teams were taken on a series of educational trips to help stimulate behaviour change. The winning team was taken on a 'Sunny Route' - a trip starting from the Ecoboat Isera, where they learnt about energy-efficient and renewable technology. Using electric bicycles, the teams then visited several ecological projects including a water-purification system, an authentic windmill and a low energy house. As a press reward, a trip was made to the Royal Meteorological Institute of Belgium (KMI), giving the pupils an understanding of forecasting techniques and the science of climate change. This team broadcasted its own weather forecast / climate issue live on Radio 2. All other Climate teams made a day trip to the Kaaihoeve, an educational centre in Gent. They visited a natural garden with a water-purification system and solar energy panels and took the ferry to the area 'Grootmeers – Kleinmeers', a land adjustment project, for a walk with a nature guide.

'Caring for Climate' championship: Lessons learned

- **The Climate Championship was an action built on the 4 A's:** Awareness, Agency, Association and Action & Reflection. But even more important, the concept of the championship was based around an original principle developed through the ESPACE Behaviour Change work - '**taking action as a starting point**, then attaching awareness on to it, is far more effective than developing awareness in isolation'. Using this important rule in the Climate Championship has helped to stimulate competition, initiative, dialogue, co-operation and behaviour change amongst pupils and ultimately improved their capacity to deal with the impacts of climate change.
- **To attract schools we used these 5 components for success:**
 1. offer a 'CHALLENGE' (in this case by means of a competition)
 2. offer 'MAXIMUM PARTICIPATION' instead of one-way communication
 3. turn the negative message into a 'POSITIVE ACTION'
 4. offering 'TOOLS'(see point 2 under 'Additional details' below)
 5. give the opportunity to 'PUT INTO PRACTICE' what they have learnt.

We found out that schools and teachers have to make a lot of effort to cope with the 'range of

actions' they get presented with. Offering them a formula with those 5 components makes it easier for them to pick this action out of a whole range of proposals they receive every day. With an eye-catching promotion brochure, we convinced schools of the first 3 components. The RLZZZ documentation package and the MOS (Milieuzorg op School - Environmental Care at School) Climate Casino delivered the 4th component. The 5th component was given by offering the teams the opportunity to make their own kit and taking them on a series of educational trips.

➤ **Important partners from different kinds of organisations can give extra weight to 'raising awareness actions'.**

To attract partners such as climate experts, politicians, press, companies etc you need an 'eye-catching' action that has already been elaborated to a certain extent, offering an original mix of education, competition and fun.

An eye-catching proposal requires an original as well as an educationally well-founded concept, which is obviously supported and steered by diverse partners (see point 3 under 'Additional details' below) and which is promoted in a clever way at a linguistic and visual level. This is why we decided to work out the headlines of the competition and event first and even made a blueprint of our promotion brochure, before contacting all partners.

On the other hand, you can only attract partners when you offer them participation. A steering committee (see point 4 under 'Additional details' below) was set up to develop and manage the competition. A jury (see point 5 under 'Additional details' below) was established to assess the teams and allocate the final award at the 'climate happening'. Both the steering committee and the jury creates an ecosystem of climate change champions, offering partners a voice.

➤ **Promotion is a very important step in raising awareness of actions.**

- Promotion by RLZZZ
A colourful promotion brochure sent to the schools, a special digital newsletter on climate change, one in September 2006 and a second one in April 2007, an article in the digital newsletter "Landschapsnieuws" of August and September 2006 and February/April 2007 (400 subscribers), an article in our newspaper "Landschapskrant" of September 2006 and March 2007 (circulation 110,000 copies), a press article in April 2007 and finally on our website.
- Promotion by Radio 2 and Tante Kaat:
Radio 2 is the biggest radio station in Flanders. Tante Kaat (Aunty Kate) is a very well-known presenter (on radio, TV and from her books) specialising in ecological tips. Both cooperated with us to promote this action. Radio 2 followed the different stages of the action with interviews/reports on the radio. Aunty Kate was also the moderator of the Climate Happening event. The winning team of the press reward broadcasted its weather forecast / climate issue live on Radio 2.
- Promotion by MOS (Milieuzorg op School)
MOS (Milieuzorg op School - Environmental Care at School) developed an exhibition on climate change for schools: "CLIMATE CASINO". Schools could visit the Climate Casino in the City Hall of Halle from 14 September to 3 October 2006. After this period the Casino travelled around our Province. MOS organised an information day for teachers on 13 September in Halle. RLZZZ was one of the speakers at this meeting and presented the action "Caring for Climate".

- Promotion by Klimaatcoalitie
The Climate Coalition promoted our action in its newsletter. The Climate Coalition is a cooperation of more than 50 Belgian organisations and was an initiative of Greenpeace. Together they reach an audience of 2,000,000 people. Besides concrete actions to reduce greenhouse gas emissions, the Climate Coalition wants to strengthen the social and political basis in the fight against climate change. RLZZZ joined this group and informed its audience. RLZZZ started up an internal environmental protection programme and linked its actions to the common HIER logo.
- Promotion by the Federal Ministry of Environment and WWF:
The Ministry asked WWF to develop an educational package for primary schools. By accident, they gave their action, which is very similar to ours, the same name "In de WEER voor het KLIMAAT". Regionaal Landschap Zenne, Zuun en Zoniën gave them permission to make use of this title as well. Therefore, the Ministry and WWF generated extra publicity for our action. Our action has been spread to all schools of Flanders attached to a promotional brochure of their action with the same name "In de WEER voor het KLIMAAT".
- Other promotion channels:
 - On the webpage www.editiepajot.com: (an internet newspaper for the area of "Pajottenland" which more or less covers the area in which our organisation is active: many people visit this website) a large article at the beginning of September 2006 to announce the start of the championship.
 - On other websites with links to the RLZZZ site:
 - www.wwf.be
http://www.wwf.be/nl/index.cfm?group=act_now&menu=at_school.cfm&page=at_school/in-de-weer-voor-het-klimaat.cfm
 - www.klimaat.be
<http://www.klimaat.be/nl/onderwijs.html>
 - nme.milieuinfo.be:
http://nme.milieuinfo.be/front.cgi?action=detail&id_aanbod=2292
 - www.pov.be
www.pov.be/mededeling.php?id=161
 - Article in KLASSE (distributed in Flanders): a magazine for teachers
 - Press articles in April /May 2007

'Caring for Climate' championship: what we could have done better

➤ Reaching schools

It is difficult to reach schools and especially to reach the right teacher. We lost a lot of time and we lost many chances to reach the teachers because post /mails got lost on their way to the teachers. MOS experienced the same difficulties in reaching the schools on their first information day. Maybe we should have used other channels - like the environment officers of the communes - to reach the schools.

➤ Spreading an action over a larger area gives more weight and range to this action.

RLZZZ has a strictly defined working area, which it is not supposed to exceed. That is why the Climate Championship was initially developed for schools in our own region. This was a big 'handicap'.

Alternatives

Cooperation with other Regional Landscapes to resolve this problem:

Finally we decided to extend this action to the working areas of our 'colleagues' - Regional Landscapes in Flemish-Brabant (with their permission/ support): Regionaal Landschap Dijleland - Regionaal Landschap Noord-Hageland - Regionaal Landschap Groene Corridor. This extension to a larger area gives more weight and range to this action. Our colleagues from Regional Landscapes sent an invitation to the schools in their working area inviting them to participate. Their promotion resulted in 5 extra teams. We also received mails from other schools outside the area of Flemish-Brabant to participate. As we are supposed not to exceed Flemish-Brabant, unfortunately we had to refuse these candidates.

Future opportunities: A formula to be copied?

The concrete action formula (the concept, rules of play, documentation package and even the happening) could easily be copied in other areas and countries.

MOS (Milieuzorg op School) is interested in copying the action formula next year for a similar action in the whole of Flanders.

➤ **Promotion delay**

The Ministry and WWF generated extra publicity for our action. Our action has been spread to all schools in Flanders attached to a promotion brochure of their action with the same name "In de WEER voor het KLIMAAT". Unfortunately, this promotion started quite late, as their organisation had to deal with a delay, while the enrolment period for our championship was closed.

➤ **Missed future life for the Climate Kits**

Initially, we planned to give the winning kit a future life after the Climate Happening event. The winning kit – if reproduced - could be a useful tool to get the 'adapting to climate change' message into the official school programs. We contacted the Province of Flemish-Brabant, which supplies subsidies for 'education supporting projects', and asked them for extra finances for the reproduction of the winning kit. After reproduction, other schools would have the possibility to lend the kit. Unfortunately, we didn't obtain those extra finances.

Alternative future life for the Climate Kits

'Kleur Bekennen' (Showing one's Colours) is an educational programme to promote, stimulate and support global education and active cosmopolitanism. 'Kleur Bekennen' is a common programme by the Federal Minister for Development Cooperation, the Belgian Technical Cooperation, the Flemish provincial authorities and the Flemish Community Commission. The service disposes of a data bank of educational tools and offers those educational tools, as well as teaching files, videos, CD-ROMs, play boxes, study packets or other documentation. All these tools are available, free of charge, in the seven documentation centres. The service also provides professional advice on the use of the above-mentioned tools. This data bank can be consulted via www.kleurbekennen.be. Regionaal Landschap contacted the coordinator of Kleur Bekennen in order to give the winning kit a future through this service by means of reproduction of the kit. Kleur Bekennen is prepared to make 7 copies of the Kit and will offer these copies as educational tool in the seven documentation centres.

Additional details

(1)ClimXpo: Exposition of eco-minded companies:

- **ECOVER's** progressive environmental policy not only manifests itself through the products it brings on the market. It is an integral part of the operational management, which is best characterised by the construction of the world's first ecological factory with a 6,000 m²

green roof. The factory runs completely on green electricity, which is produced by windmills, tidal generators and other natural sources and is pumped into the general power network through a meter. The factory also disposes of its own wastewater treatment system, which filters all the water biologically. Moreover, Ecover pursues waste prevention, e.g. via re-usable packaging.

- The energy used by **COLRUYT**'s distribution centres is partly generated by windmills and solar panels. Its lorry traffic is kept to a minimum and the company puts bicycles at its employees' disposal. **BIO-PLANET** supermarket pursues a better environment as well through the use of existing materials and buildings for the construction of its shops. Walls are covered with ecological paint and work clothes are made of bio cotton. Bags at the produce department are 100% biodegradable. The shelves are stocked with about 5,000 biological products - without any chemical pesticides, fertilizers or genetic manipulation - as well as with ecological products: wooden toys, ecological cleaning products, environment-friendly school materials, etc.

(2) Tools:

-RLZZZ made a 24-page **documentation package** for each school team in the 'Caring for Climate' Championship.

-The Province of Flemish-Brabant and MOS (Milieuzorg Op School - Environmental Care at School) developed an exhibition on climate change for schools, called "**CLIMATE CASINO**". Pupils were introduced to subjects such as weather and climate, the greenhouse effect, renewable energy, the Kyoto Protocol etc by means of nine interactive pinball machines. For each degree they developed additional activities during the lessons: a food quartet, an energy box and a Kyoto role play. The Championship was launched together with the Climate Casino. Schools had the opportunity to visit this Casino.

(3) 'Caring for Climate' was developed with help from following partners: Interreg III B - ESPACE, Regionaal Landschap Dijleland, Regionaal Landschap Groene Corridor, Regionaal Landschap Noord-Hageland, Klimaatcoalitie, Milieuzorg Op School, Vereniging Leerkrachten Aardrijkskunde, Bond Beter Leefmilieu, Centrum Voor Natuur- en milieueducatie, GREEN Belgium, Koninklijk Meteorologisch Instituut, EHSAL Brussel, Katholieke Universiteit Leuven, Ecover, Bio-Planet, De Lijn, VRT weather photographers, VroemVroem, Kleur Bekennen, Radio 2 and Tante Kaat.

Participating politicians:

- Kris Peeters, Flemish Minister of Public Works, Energy, the Environment and Nature was invited to hand over the Climate Champion Award.

Serge De Gheldere, the Belgian Ambassador of Al Gore, handed over the press award.

'**Tante Kaat**' is very well known from her books 'Gouden raad van Tante Kaat' (which means 'super advice from Aunty Kaat') and already participated in the action 'Klimaatwijken' (action through which people can save energy in their own houses, to save the climate). Tante Kaat was "the aunty of our campaign", moderated our Climate Happening event, was a member of the jury and handed over the press award.

Margaretha Guidone is a Belgian [housewife](#) who recently became famous in [Flanders](#) because of her campaign for the environment and against [global warming](#). She successfully urged politicians to go and see the new climate documentary by [Al Gore](#), [An Inconvenient Truth](#); 200 politicians and political staff accepted her invitation, among whom were Belgian prime minister [Guy Verhofstadt](#) and Minister-President of Flanders, [Yves Leterme](#). Belgian federal minister of the environment [Bruno Tobback](#) devoted his speech to her at the climate

conference in [Nairobi](#), [Kenya](#). She addressed the conference on November 15, 2006. We invited her to be a member of the jury.

(4) The steering committee comprised the following partners:

- Bram Claeys from BBL (Bond Beter Leefmilieu - a Flemish umbrella organisation of environmental groups)
- Philippe Moreau from MOS (Milieuzorg op School- Environmental care at school)
- Christy Vanfraechem from CVN (Centrum voor Natuur- en Milieueducatie - Centre for Nature and Environmental education)
- Leen Van Gijssel from GREEN Belgium
- Jozef Thijs from VLA (Vereniging Leerkrachten Aardrijkskunde - Association of geography teachers)
- Dirk Coolsaet from VLA (Vereniging Leerkrachten Aardrijkskunde - Association of geography teachers)
- Georges Tibau from EHSAL (Europese Hogeschool Brussel – European Highschool Brussels)
- Dirk Vanderhallen from KUL (Katholieke Universiteit Leuven - Catholic University of Leuven)
- Stef Boogaerts (independent journalist).

(5) The jury comprised the following members (mix of steering committee, experts, press):

- Tante Kaat: Radio 2
- Nicole Van Lipzig: professor of Climatology KUL
- Luc Debontridder: Climate Expert KMI
- Tom Cornu: Klimaatcoalitie (Climate Coalition)
- Bram Claeys: BBL
- Philippe Moreau: MOS
- Christy Vanfraechem: CVN
- Leen Van Gijssel: GREEN Belgium
- Jozef Thijs: VLA
- Regional Landscapes Groene Corridor, Noord-Hageland & Dijleland
- Stef Boogaerts: independent journalist
- Sybille De Coo : newspaper 'De Morgen'
- Margaretha Guidone (the famous Belgian housewife)

Author: Tania Stadsbader, RLZZZ

Further information:
<http://www.rlzzz.be>