



Climate campaign “Our green heart”

Measure by	Local authorities, Municipality of Nijmegen
Coverage	Local, City of Nijmegen
Measure type(s)	Inform
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Description and Aim

Climate campaign “Our green heart” is a local climate campaign to raise awareness with citizens for the problems of climate change and how to deal with them. In the climate campaign we focus on reaching people in their daily behaviour and to inspire them to be more sustainable. The campaign had a lot of fun items and easy to use solutions for at home so it wouldn't be hard to participate.

Aim:

Change knowledge, change attitude, change behaviour
The aim for change in behaviour was set at 3% reduction of energy consumption per year in Nijmegen.

Target group(s), Message, Instruments

Target group(s):

Population, inhabitants, property owners housing, age groups

Message:

Climate change should not stop at raised awareness “in the head”, but should also have a place “in the heart” of people so they act more sustainable.

Used instruments:

Opinion, emotion, facts
Events, promotional material: clothing, website, posters, banners, free-cards, advertisements, promo-teams, contests.
Climate and energy market where people can get information on how to save more energy in their home.

Experiences

Combination with other measure:

Structural measures such as green structures, especially green roofs by means of subsidy.

Follow up / Monitoring of results:

The campaign was successfully adopted by the target groups. In fact, after 3 months of campaign 38% of the citizens had heard of it and 80% said to be prepared for action.

Good-practice:

For every campaign it is important to have a good plan to work with. The Green heart has started a few years ago and has grown ever since (even into a climate-shop) but the basic message is still strong.