



THE NONHAZCITY PROJECT

OVERVIEW OF THE INHABITANTS' CAMPAIGNS IN THE CITIES
AND THE MOST SUCCESSFUL CAMPAIGN ELEMENTS

2018

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INTRODUCTION

About the project

The project *Innovative management solutions for minimising emissions of hazardous substances from the urban areas in the Baltic Sea Region* (NonHazCity, March 2016 – February 2019) united 18 partners from countries around the Baltic Sea and was financed by the European regional development fund within the Interreg Baltic Sea Region programme. Within the project, partner cities attempted to minimise the emissions of hazardous substances from non-industrial sources – in particular small businesses and service providers, municipal entities and households.

The cities analysed their effluent waters and defined priority hazardous substances, elaborated plans for reducing the emissions of substances, initiated emission reduction activities in the municipal entities and companies during three years of the project.

Besides the abovementioned activities, a great deal of effort was invested in raising the awareness of the residents through revealing their contribution to the pollution of hazardous substances and showing ways of minimising this by making safer everyday choices.

The BEL- NonHazCity project was a daughter project of the NonHazCity project which took place in two Belarus municipalities, and addressed residents and small enterprises to reduce their use of hazardous substances.

Inhabitants' campaigns in the cities

There were diverse experiences of raising awareness of hazardous substances in households and their reduction potential among the cities. Stockholm has carried out quite substantial informative and educational work taking into account that Silale is a small town and the project was the first attempt to address the local residents.

Each city elaborated its own communication strategy on how to approach residents. The strategy should envisage the main objective of the campaign, the main target audience/s, messages, tools, general work plan and evaluation of results.

Besides the set of activities foreseen in the strategies, seven out of nine cities also implemented the campaign *Test your household*. This was aimed at exploring the hazardous substances in the homes of 5 – 10 volunteers by making an inventory of articles/products used and the potentially hazardous substances in them. This activity was part of the awareness raising of residents. A detailed description and results of the campaign *Test your household* is available in the publication [REDUCTION OF HAZARDOUS SUBSTANCES IN PRIVATE HOUSEHOLDS](#).

The most intensive campaigning started in 2017 and continued during 2018.

Following the same overall objective – to raise residents' awareness about hazardous substances in products, and to inform them about safer choices – the strategies chosen by the project partners varied slightly, emphasising the specifics of the particular approach, e.g., use of entertaining and positive content, involvement of community members to spread the messages, concentrating on direct

Cities and partners of the NonHazCity project which implemented the inhabitants' campaigns

(Organised by a number of residents)

Hamburg (Germany) – Baltic Environmental Forum-Germany

Stockholm (Sweden) – City of Stockholm

Riga (Latvia) – Baltic Environmental Forum-Latvia, Riga City

Gdansk (Poland) – Gdansk Water Utilities (GIWK) Ltd., University of Gdansk, Municipality of Gdansk

Turku (Finland) – Turku University of Applied Sciences

Vasteras (Sweden) – City of Vasteras

Kaunas and Silale districts (Lithuania) – Baltic Environmental Forum-Lithuania, Kaunas District Municipality, Silale District Municipality

Parnu (Estonia) – Baltic Environmental Forum-Estonia, Parnu City Government

Cities of the BEL-NonHazCity project

Viliejka and Iūje (Belarus) – Ecopartnership

communication with people rather than indirect communication via mass or social media. Although the overall target audience for campaigns were residents, some cities chose to address specific subgroups such as, young families, women of a particular age, children or teenagers.

The tools chosen by the cities included traditional approaches such as printed materials, media relations and information events, as well as "trendier" communication tools, e.g., interest groups in social networks, Facebook campaigns and smartphone applications.

The results of the campaigns were mostly measured quantitatively: audience reached, number of materials disseminated, number of participants attending the events and similar.

The results of the campaigns show that the largest audience can still be reached via traditional media channels: internet news portals, newspapers, TV and radio, but this was closely followed by social media. Both types of communication channels helped to reach a wide audience, but a considerable number of people were also reached directly during the events, allowing them to interact, be involved and discuss the problem of hazardous substances in the home.

Overview of the inhabitants' campaigns

This overview has been compiled to show other municipalities and relevant stakeholders (environmental agencies, regional authorities, NGOs) how the campaigns on hazardous substances in households were carried out in the municipalities and to encourage them to use the collected results and experiences to prepare and build up their own info campaigns or communication strategies, targeting different groups of residents.

The overview gives a general insight and detailed descriptions of the most successful elements of the campaigns, as well as providing practical insiders' advice on what to consider when planning similar activities.

The general insight uncovers the main target audiences, what kind of strategies were chosen, what was done and what kind of results were achieved in the partner cities. Additional visual material illustrates the experiences of the partner cities.

The general insight is followed by a collection of detailed descriptions of the most successful elements of the campaigns which were chosen by the partners themselves.

The descriptions contain the following information:

- The main goal of a particular activity;
- The main target audience/s;
- Description of the action;
- Evaluation given by the partner about why the particular activity was successful, not only by quantitative results, but also qualitative achievements, e.g. involvement of the audience, opportunities to network;
- Advice on what to consider when planning similar activities;
- The workload which should be considered when planning similar activities;
- Costs of the activities categorising them as:
 - € relatively low;
 - €€ relatively high;
 - €€€ high;and providing the main cost positions.

Inhabitants' campaigns in numbers

- More than 400 copies of posters
- More than 19000 copies of brochures, leaflets, postcards and other printed materials
- About 600 copies of memory games
- 10 video clips
- 4900 copies of magazines

All the descriptions are accompanied by visual material which gives an additional impression of the vast variety of communication elements and their implementation process.

The NonHazCity project experience: what makes campaign activities successful?

The experience gained by the cities reveals that very different activities can be evaluated as successful. The examples given were chosen by the partners themselves. Some of the examples clearly show quantitative success either in audience reached (number of participants, number of shares and likes on social media etc.) or materials disseminated, but there are also activities which are assessed as

successful based on the qualitative criteria in this overview, e.g., the event *Chemical Smart Home* in Stockholm or the game *Catch the chemie-bug* in Riga, where involvement of the audience was mentioned as a success indicator. Partners also mentioned activities as successful because they can be used when the project has finished, because they provided feedback from the audience, and proved to be useful by the audience.

So what makes one campaign activity more successful than the other? What aspects should be taken into account? Read the conclusions below, about what the most successful NonHazCity campaign elements were, what they have in common and how they have helped reach more residents and fulfil the aim of the campaign.

An audience that cares

Although the target audience predefined by the project was all city residents, as is often in case of city campaigns it was narrowed down to specific target groups. Young families were chosen by several partners as the most involved and interested audience. Riga city narrowed the audience down to young urban females as the most perspective audience. Hamburg and Gdansk also addressed children and teenagers as future consumers and as a sort of bridge to the families and adults.

Hamburg and Parnu addressed environmentalists and other individuals who are more concerned about environmental issues. Vasteras, Turku, Viliejska, Iļe aimed their activities mainly at journalists, as they are the best multipliers and channels to a wider audience.

Participation, interaction, entertainment

The activities organised by the partners clearly showed that in order to get the public's attention, entertaining and interactive events should be proposed. People like to participate, to interact, to play, to have fun, to be part of the game.

The workshops in Silale and Kaunas districts, Parnu, and Gdansk where people had an opportunity to create something useful (natural air freshener, household cleaner or cosmetics) can attract quite large interest.

The game *Catch the chemie-bug* in Riga and participation in the ALTONALE festival in Hamburg with interactive games proved that information and entertainment also work very well together.

Ambassadors, influencers and spokespersons

This is a widely used approach, which, unsurprisingly, also worked for raising awareness of such an “unsexy” subject as hazardous substances in the household. By involving influencers (celebrities, media stars, popular internet personalities etc.), the message of the campaign attracted a much wider audience and more attention.

The best example was the campaign in Gdansk, where the ambassador, or spokesperson, was chosen and became involved. The popularity of the spokesperson allowed the successful implementation of a media campaign and created interest at national level.

Some cities, e.g., Stockholm and Riga which implemented the campaign *Test your household* and involved influencers as volunteers later could benefit from the cooperation because they disseminated information on their social media accounts, not only about the campaign, but also popularised the topic as such.

Interesting results of some campaign elements

- 2000 followers were attracted by the project's Facebook page in Gdansk in a short period of time.
- One of the posts on Stockholm's Facebook page *giftfrittstockholm* reached nearly 28 000 people.
- Short tips on hazardous substance free homes, published in magazine *Turkuposti*, were sent to nearly all Turku households (circulation ~ 121 400).
- Latvian magazine *Should we live greener?* had more than 1100 reads on the internet platform ISSUU.
- Approximately 17 000 visitors saw the exhibition *Chemical Smart Home* in Vasteras museum.
- 2 specialised doll houses were furnished in Riga and Stockholm to show hazardous substances at home.
- 200 self-made natural air fresheners were distributed in Kaunas and Silale districts.
- 2 video clips for rap songs were filmed in Gdansk.

Appropriate media choice

Regarding media choices, there isn't one recipe or approach, which could work in all cases. Only knowing the target audience and its habits of media use could the appropriate media source be chosen.

Residents of the two Belarus municipalities were successfully reached by using the traditional media types – local newspaper and television. Also, Turku disseminated information via a magazine which allowed almost all local households to be reached. In contrast to the Gdansk example – with the creation of a special Facebook group, around 2000 followers were attracted in a very short period of time, illustrating the power of social media. Social media activities were also successfully implemented in Kaunas and Silale districts, as well as in Parnu.

Solutions and recipes

The content of the most successful campaign activities highlights that the focus has moved from the «what not to do» to «what to do». People state that they know the problem with hazardous substances in products, but they want to know what to choose and buy instead. The confusion about the labels and the ingredient lists is still high, therefore the direct indication of “good” products are welcomed by the consumers. The examples with self-made cleaning/cosmetic products from Gdansk, Parnu, Silale and Kaunas districts also demonstrate that people desire usable recipes rather than theoretical advice or, even less so – alarming messages.

Use opportunities and piggyback

The examples of successful events confirm that the most effective strategy is to use the opportunities to participate in well-established and well-attended events organised by others. Be it a popular local museum, neighbourhood event or national festival with a long history – all of them can be a great stage for promoting ideas and to meet the residents. This kind of cooperation is also about resource efficiency and the possibility of reaching the audience.

Several NonHazCity campaigns had examples of such collaboration: Riga, Vasteras, Kaunas and Silale districts, Hamburg, Gdansk, Turku, Parnu.

OVERVIEW OF INHABITANTS' CAMPAIGNS IN THE CITIES

The overview of the inhabitants' campaigns in the cities includes information about the main target audiences, strategies chosen by the partners, the main activities which were implemented and the main results achieved during the campaigns.






The cities are listed according to the number of residents.

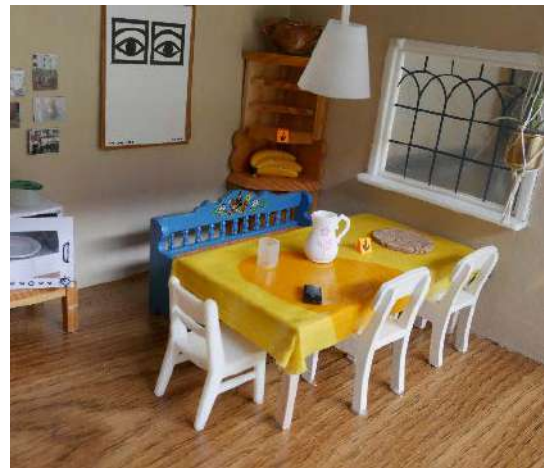
Hamburg (Germany)

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|------------------------------------|---|
| Main target audience | Young families with children; people interested in lifestyle issues – fashion, accessories, furniture etc.; private households in general; teenagers; people interested in environmental issues |
| Strategy chosen | To address the target audience by distributing information material (brochures, social media postings, calendar) by approaching them directly at events, on the street and in schools |
| Main activities implemented | <ul style="list-style-type: none"> • Social media campaign on Facebook and Instagram about different product groups and safer product choices. • 3 information brochures on chemicals in household products and materials: <ul style="list-style-type: none"> - Household in general - Lifestyle (fashion, accessories, trends) - Families with kids • Information brochure: Christmas edition: collection of topics around hazardous substances, which are especially relevant during Christmas time – e. g. decorations, presents, wrapping etc. • Presenting the topic and information material on several occasions to the public: <ul style="list-style-type: none"> - At a local Christmas fair - At the ALTONALE festival (an annual event celebrating culture and sustainability in the Hamburg borough of Altona) - At a meeting of the local <i>Cradle-to-Cradle</i> association (zero waste focus) - At an own event at a local zero waste store (Stückgut Hamburg) - At the annual assembly of <i>Haus der Zukunft</i>, the seat of BEF Germany where several other environmental organisations are also located - At the NORDEN festival - At the Hamburg climate week • Presentation of the topic at 3 schools (7th – 12th grade) in Hamburg during a 90-minute lesson • Specialised info material <i>Plastics – a threat for humans and the sea</i>: A special brochure for the NORDEN festival. • Wall calendar, two editions (2018 and 2019): <i>Nachhaltig durch das Jahr</i> (Sustainable throughout the year), 12 tips for avoiding hazardous substances • Regular project website update • Preparation of interactive games and materials for the ALTONALE festival |
| Main results achieved | <ul style="list-style-type: none"> • 120 posts and 50 stories on Instagram, more than 70 posts on Facebook • Distribution of 1000 calendars for 2018 and 1000 – for 2019 • Distribution of 1000 of each of the three household brochures • Distribution of 1000 brochures about plastics • Distribution of 500 Christmas brochures • Invitations to present the topic in more schools and at other events • Participation of several hundred visitors of the ALTONALE festival in interactive games and discussions on hazardous substances • Networking with other environmental organisations on the issue of hazardous substances |








Stockholm (Sweden)

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| Main target audience | Inhabitants |
| Strategy chosen | Chemical smart tips in many different ways to facilitate making the right choices |
| Main activities implemented | <ul style="list-style-type: none"> • Seminar for residents about the endocrine disrupting chemicals (EDCs) and their associated risks; concrete tips for the home on detox and discussion about the topic. • Postcard with 10 tips (600 copies: 300 in Vasteras, 300 in Stockholm). • 1000 copies of a brochure with 35 tips (6 rooms with 5 tips for each). Available also as a PDF . • Tip of the day on  Facebook account and Instagram  giftfritt_stockholm during two periods. •  Homepage stockholm.se with tips and films from the seminar. • Cartoon films produced within the LIFE+ project BaltInfoHaz translated into Swedish and displayed in libraries, public buildings and social media: youtube . • Advertising with 414 posters on city signboards with three different messages – <i>Why fluorocarbon-free outerwear?</i>; <i>Why discard old plastic toys?</i> and <i>Why organic Christmas food?</i> • Exhibition with a dolls' house, including tips for a chemical smart home. The exhibition was shown in public offices around the city. |
| Main results achieved | <ul style="list-style-type: none"> • Considerable amount of likes, shares and views for separate actions on social media. A normal post reached around 500 persons. All time highest reach was 28 000. • Over 100 000 visits at 18 city libraries during the summer period 2018, where we screened our films and distributed 480 brochures. • 150 shared postcards. • 650 shared brochures, mainly distributed by the libraries of the city. Downloaded around 300 times. • 3000 website visitors in 2017 and 2018 (until October 4). A peak of visitors to the homepage during street advertising with posters. |







Riga (Latvia)

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| Main target audience | Young urban women (age 25–45) who live in Riga and the surrounding areas with a different level of education, employment status, profession, marital status, income level |
| Strategy | To address the target audience by involving influencers – popular bloggers with the same sociodemographic characteristics – and to promote the project idea using an entertaining and positive approach |
| Main activities implemented | <ul style="list-style-type: none"> • Green lifestyle magazine <i>Should we live greener? (Padzīvosim zaļi?)</i> (2000 copies) and its dissemination  ISSUU. • Informative and entertaining game for young families <i>Catch the chemie-bug</i> and participation in three neighbourhood festivals. • Specialised info material <i>Laundry day – safe for children</i> (200 copies)  ISSUU with tips and advice on how to wash clothes using less hazardous substances, and dissemination at the clothing exchange fair <i>Andelemandele</i> in Riga. • Regular project website update: news, tests, tips and tricks  padomapiirmsperc.lv. • Video about a household visit and inventory of specific product groups by <i>Green Brigade</i>, placing the video on YouTube  and promoting it through a specialised news portal for parents and Facebook group <i>Zero Waste discussion Latvia</i>. • Co-operation with the  Riga city internet portal and other media, including preparation and distribution of two press releases about the results of water sample analyses and results of testing old and new articles intended for children, carried out in Stockholm. |
| Main results achieved | <ul style="list-style-type: none"> • 240 direct participants of the game, many more passers-by and onlookers • ~ 2100 magazines and leaflets disseminated • More than 6000 project website visitors per year • Considerable amount of likes, shares and views for separate actions, e.g. more than 300 views of the video on <i>YouTube</i> during the first 3 weeks, more than 1000 reads of the magazine on ISSUU |



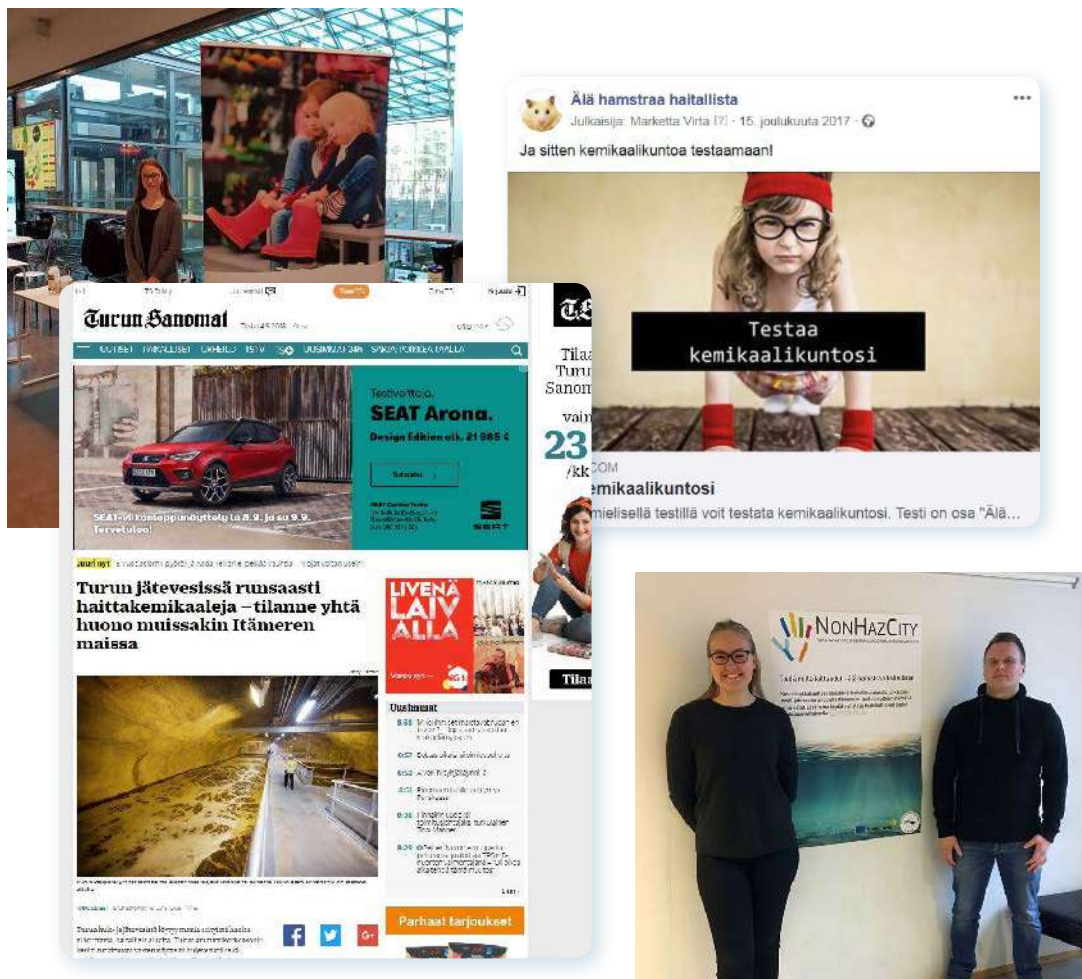
Gdansk (Poland)

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|------------------------------------|---|
| Main target audience | City residents, including children and pupils, media including social media, bloggers interested in ecological issues and promoting healthy lifestyle, regional environmental institutions |
| Strategy chosen | Increase awareness among city residents about what hazardous substances are, where they can be found in our everyday products and how they can be avoided |
| Main activities implemented | <ul style="list-style-type: none"> The choice of the ambassador of the campaign – Mrs. Katarzyna Bosacka, well known press and TV journalist who has her own programme on nationwide TV station TVN titled <i>I know what I eat, I know what I buy</i>. 2 workshops for kindergarten children on how to prepare ecological cleaning agents based on vinegar, soda, citric acid and natural oils. As a result of each workshop the children would not only possess the background knowledge about such products, but could also get those products to be tested at home with their parents. The project leaflets were distributed during different city events including regular meetings of the City Mayor with inhabitants of the city of Gdansk. A special internet app was elaborated to determine people's detox type (label master, theorist, sensitive, student, narcissist) miastonadetoksie.pl based on 25 questions. Run to springs event – two editions (2017 and 2018) organised under the <i>City on detox</i> umbrella, under the slogan <i>Direct on detox</i>. The <i>City on detox</i> info stands were placed at the event and the spokesperson also took part at the event promoting the campaign and her books. Participation in different events in the city with <i>City on detox</i> consultation stands: Komunalnik festival, Sustainable development week (stands and workshop). Social media: Facebook and Instagram profiles to present how to prepare ecological/natural products (DIY) and to present different hazardous substances that can occur in our houses and our environment. It is also useful for sharing interesting thematic posts or articles found on the Internet.   <i>City on detox</i> notebook with tips and general advice. Thematic calendars for 2018 with tips and general advice. 500 memory games with project icons. Rap song contest for primary school pupils within <i>Why the pipes don't like waste competition</i> – 4th edition. The task was to compose a rap song about hazardous substances and their influence on health and the quality of the environment. 7 rap songs were received and 2 won the first prize and were recorded as video clips to be used in the second phase of the campaign (media campaign).  Joł Rury Joł –  Kwasy Z Zasadami Newsweek Poland – article about the pilot project results. Article abstract: newsweek.pl. Participation in national TV station (TVN) programme titled <i>What is poisoning me?</i> about plastics and nutrients. Radio broadcast <i>City on detox – pioneer programme in Gdansk. Are you also ready to eliminate toxic chemistry from your life?</i> – 6 session broadcast emitted radiogdansk.pl. Media campaign. |
| Main results achieved | <ul style="list-style-type: none"> 41 participants of workshops at kindergartens 500 project leaflets distributed 500 wall calendars distributed 300 book calendars distributed 200 table calendars distributed 200 memory games distributed 350 users of Internet app 2000 regular followers of <i>City on detox</i> Facebook profile 100 Polish and 50 English <i>City on detox</i> notebooks distributed 7 teams (27 pupils) from 5 schools took part in the rap song contest <i>Newsweek Poland</i> – circulation of 130 000 45000 likes for Internet version of the radio broadcast Medium interactivity index for Facebook profile is almost 4000 people (starting from over 1000 in July 2017 to almost 7500 in February 2018) |



Turku (Finland)

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| Main target audience | Residents |
| Strategy chosen | To inform the target audience using a positive approach and to promote the project idea |
| Main activities implemented | <ul style="list-style-type: none"> • Informative social media campaign on Facebook on how to reduce hazardous substances in everyday life. The posts included practical tips, DIY videos, news and articles related to the subject, as well as a humorous quiz to test “chemical smartness”. • 100 memory games about hazard symbols. • Co-operation with the Turku city internet portal and other media. • Media release in cooperation with <i>Finnish Safety and Chemicals Agency (Tukes)</i>. • Tips for households in cooperation with <i>Service Centre for Sustainable Development and Energy of Southwest Finland (Valonia)</i>. • Information events for students and citizens on how to reduce hazardous substances in everyday life. The concept included a sorting table with everyday items (such as plastic food containers, toys, detergent bottles) as well as general tips on how to reduce your chemical load. There were 2 events for students and 2 for residents. |
| Main results achieved | <ul style="list-style-type: none"> • 49 Facebook posts during 6 weeks • 300 participants at the events • Approx. 15 articles generated in local and national newspapers • Some likes, shares and views on social media |



Vasteras (Sweden)

| | |
|------------------------------------|---|
| Main target audience | Boat owners, marinas, boat shops, boat clubs and residents |
| Strategy chosen | Increase awareness and knowledge about what hazardous substances are, how they affect the environment and how they can be avoided |
| Main activities implemented | <ul style="list-style-type: none"> • Advertisements in local newspaper about the <i>Test your household</i> campaign to find volunteers for the household visits. • 5 info-days about anti-fouling paints for the boat owners. • Live radio interview in connection with <i>Test your household</i> campaign. • Regular update of Facebook and project blog with posts about the <i>Test your household</i> campaign: who we visited, what we found in households. We also shared tips from the campaign material with our followers. • Press releases about <i>Test your household</i> campaign; exhibition in the city art museum showing results from the home visits. • Information letters for boat owners, marinas, boat clubs and shops selling anti-fouling paint about anti-fouling paints. • Information film about anti-fouling paint (what it is, why not to use it, what you can do instead of painting your boat). |
| Main results achieved | <ul style="list-style-type: none"> • 26 700 copies of local newspaper sold • 46 000 listeners of the radio programme • Considerable amount of likes, shares and views for separate actions on Facebook, blog • 17 051 visitors at museum where exhibition was held • 2800 boat owners, 16 boat clubs, 13 marinas and 10 shops received information letters about anti-fouling paint • About 125 persons visited our stand at the info-days about anti-fouling paint |



Kaunas and Silale districts (Lithuania)

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|------------------------------------|--|
| Main target audience | Young families with children and active community members (deputy mayors, teachers, doctors etc.) |
| Strategy chosen | To address the target audience by involving active community members who spread information between other community members through their experience. Promoting the idea using easy tips and showing that it doesn't take much to change. |
| Main activities implemented | <ul style="list-style-type: none"> • 1000 copies of safer and cleaner lifestyle magazine <i>Green city</i> (<i>Žalias miestas</i>). • 30 copies of posters and 500 postcards about the cocktail effect of hazardous substances <i>Cheers?</i> • Regular project website update with articles on hazardous substances in everyday life (textile, egg dye, toys etc.), texts about different upcoming events (workshops, seminars etc.). • Regular <i>Facebook</i> page update with posts on hazardous substances in everyday life, different upcoming events, photos from the different actions, e.g. introducing the project to the local communities. • Special <i>Facebook</i> campaign with short useful tips on hazardous substances in everyday life and how to substitute them (cosmetics, plastics, cleaning detergents etc.) every week or twice a week. • Co-operation with the Kaunas and Silale districts internet portals and other media. • Participation in city festivals with an interactive stand: info materials distributed, natural air freshener workshops organised, correct reading of the labels demonstrated etc. • Seminars for different groups of inhabitants about hazardous substances in everyday life (cleaning detergents, cosmetics etc.): how to recognise them, what effects they can have on human health and environment, how to avoid or substitute them. • Workshops on natural air freshener. Bottles of scent as a souvenir and information material. |
| Main results achieved | <ul style="list-style-type: none"> • Almost 1000 magazines disseminated (still ongoing). • 30 posters used (at events, in municipality buildings). • Almost 500 postcards disseminated (still ongoing). • 200 bottles of natural air freshener disseminated. • Around 940 <i>Facebook</i> page followers. • 300–1000 <i>Facebook</i> post reach. |



Parnu (Estonia)

| | |
|------------------------------------|--|
| Main target audience | Residents of Parnu, mainly families with children and slightly more environmentally aware |
| Strategy chosen | To spread the information through educational events, local media channels and practical experience |
| Main activities implemented | <ul style="list-style-type: none"> • 1900 copies of magazine for the environmental friends – <i>Think before you buy (Mõtle mida tarbid)</i>. • 400 pocket cards that help consumer to read product labels. • 5 workshops for residents on how to make your own cleaning agents and cosmetics. • Regular project website and Facebook (special group) update with more than 100 posts on the information on how to read labels, on products that contain hazardous substances, information on project activities etc. • Special Facebook campaign throughout 4 months with tasks on cosmetics, plastic, labelling, ecolabels etc. for participants and collecting feedback. • Participation in 5 events organised by city or other relevant actors in Parnu, e.g. Parnu Day, Vegetarian Day. |
| Main results achieved | <ul style="list-style-type: none"> • Almost 1900 magazines disseminated (still ongoing) • Around 350 Facebook group followers • 15000 notebooks with information for schoolchildren published • Around 110 active participants in 5 workshops |



Viliejka and Iŭje (Belarus)

| | |
|------------------------------------|--|
| Main target audience | Locals with a different level of education, employment status, profession, marital status, income level |
| Strategy | To attract the attention of city residents to the problem of dangerous substances in goods by using communication channels people use regularly – the local media |
| Main activities implemented | <ul style="list-style-type: none"> • Articles in the local newspaper • Interviews on the local TV channel • Articles in the national media about the types of hazardous substances in wastewater and the consequences for humans, as well as recommendations on how to reduce the negative impact and to buy ecological goods. • Posting in the popular local public page <i>Infocentre of the public utilities</i> • Info hours in schools which were devoted to the protection of water resources and the content of harmful substances in them, recommendations on the selection of goods without hazardous substances. • Educational platform where employees of the <i>Ecopartnership</i> advised residents on how to choose cosmetics and household chemicals, as well as distributed thematic brochures during the local festival <i>Uha Fest 2018</i>. • Regular project website update • Distribution of pocket guides with recommendations on how to choose goods – household chemicals, cosmetics, and building materials – without hazardous substances. |
| Main results achieved | <ul style="list-style-type: none"> • 6 articles in the local newspapers • 2 interviews on the local TV channel • More than 500 students in 7 schools took part in information hours in Viliejka, more than 60 students in 4 schools – in Iŭje • 5 articles in the national media • More than 20 posts on popular local public page • Considerable amount of likes, shares and views |



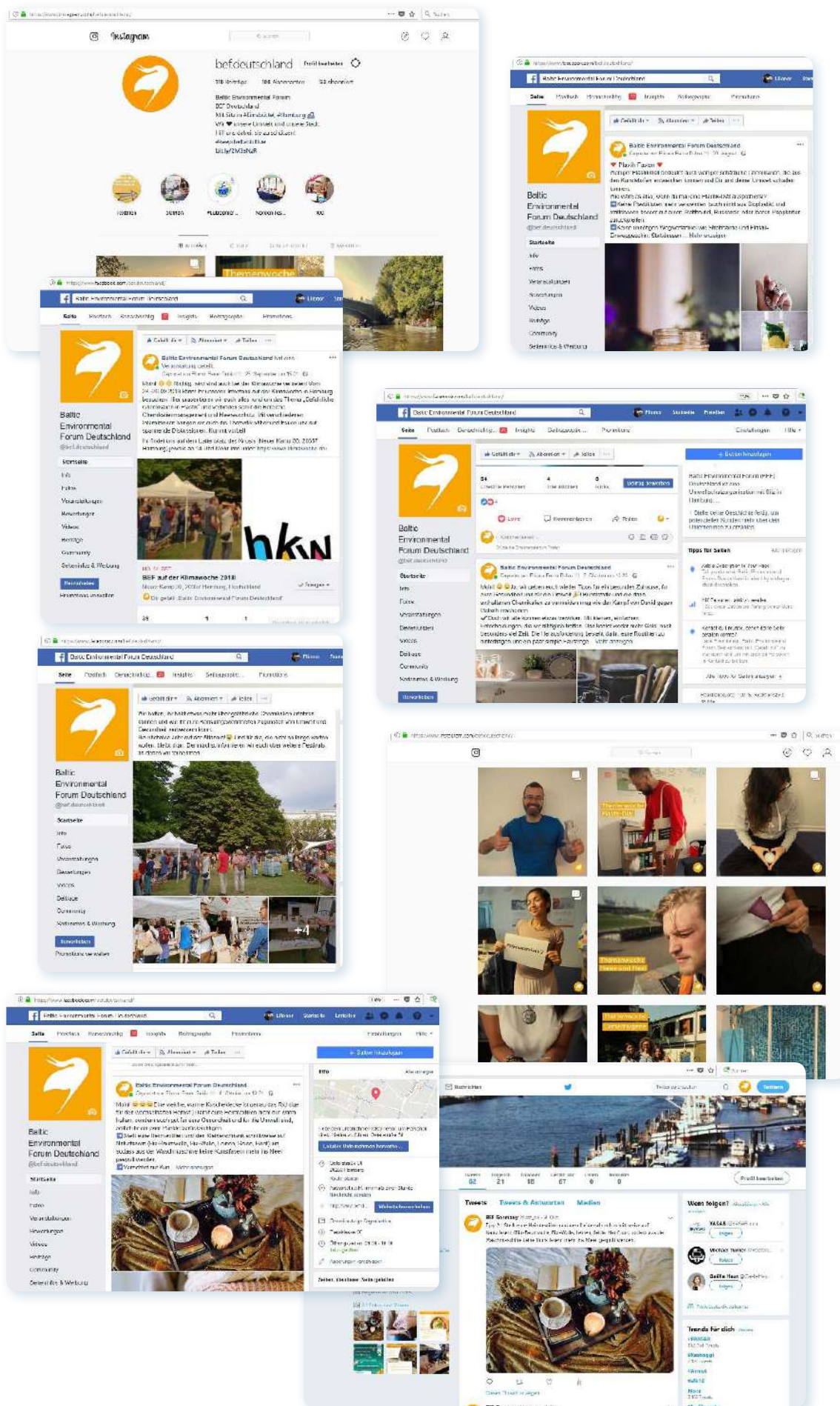
MOST SUCCESSFUL CAMPAIGN ELEMENTS


This section summarises the most successful elements of the inhabitants' campaigns chosen by the project partners. The review includes information about aims and target audiences of the actions, description of the activities, evaluation of their success and some useful advice on how to implement similar activities.

The cities are listed according to the number of residents.

Hamburg (Germany)

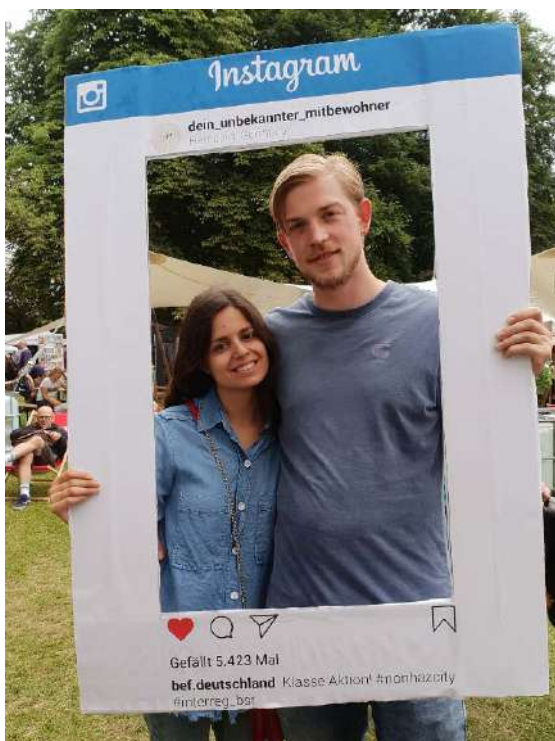
| Title | Social media campaign |
|------------------------------|--|
| The main aim | To arouse interest and curiosity of inhabitants about chemicals in everyday products, to give advice on specific products and materials and to show alternatives. Also to offer the possibility to ask questions and exchange ideas and experiences with other inhabitants. |
| Main target audience | Inhabitants of all ages and all levels of knowledge using social media |
| Description | Offering information about hazardous substances, certain products, product groups and environmentally friendly alternatives, announcing of interesting events covering the topic and links with articles about hazardous substances via Facebook and Instagram. |
| Why it was successful | <ul style="list-style-type: none"> • 120 posts and 50 stories on Instagram, more than 70 posts on Facebook • Permanently keep up with the topic and with new inventions, products and events • Finding out which topics can raise special attention • Connecting with partners and other groups working with this issue (Stückgut, Cradle-to-Cradle)Some users could ask detailed questions |
| Advice | <ul style="list-style-type: none"> • Illustrative pictures, videos and very short texts are essential to arouse interest (the shorter the post, the better) • People are more open towards the topic, if they find product examples of things they are using themselves • Make clear that small changes can make a big difference and that it is a step-by-step process to slowly reducing chemicals and not an overnight lifestyle change • Answer specific questions immediately • Contribute posts on a regular basis (Facebook once a week, Instagram 3 times a week) |
| Workload | High workload, needs a lot of research for the information and the pictures, especially for videos. Answering questions regarding previous postings can be time-consuming, when the topic is controversial or very complex. |
| Costs | <p>€ relatively low</p> <p>Main cost positions:</p> <ul style="list-style-type: none"> • Staff doing the information research, writing, taking pictures and making short video clips • Answering any unexpected questions you have not been prepared for |



| Title | Participation in festivals |
|------------------------------|--|
| The main aim | To arouse the interest and curiosity of inhabitants about chemicals in everyday products, to offer the possibility to actually touch and experience different products and materials and find out about problems and alternatives on an individual and light-hearted basis, suitable for all ages and levels of knowledge. Also, to increase knowledge and contribute towards building “chemicals intuition”, i. e. the ability to avoid potentially HS even where all the information is not available. |
| Main target audience | Inhabitants of all ages and all levels of knowledge |
| Description | For participation in such festivals such as the Altonale Festival (more detailed description in the following pages), the Norden Festival, the Climate Week, the local Christmas fair, and other events, the thematic information material (brochures), illustrative material (product examples), quizzes (questions, bingo, and memory game), learning and experience boxes (finding plastic codes, finding EDC-substances, finding non-hazardous food package materials) were prepared. Announcements of events were spread through project and cooperation partners, personal networks and social media. |
| Why it was successful | <ul style="list-style-type: none"> • Information distributed: <ul style="list-style-type: none"> - 1000 thematic calendars; - 3 X1000 household brochures; - 1000 brochures about plastics; - 500 Christmas brochures. • Very positive reaction of the inhabitants: people were impressed and surprised by the number and range of products with hazardous substances they use in their own households. • Most inhabitants declared that they would change something, some of them asked for advice on recently purchased products or showed us their previously bought bottles and boxes. • Many participants expressed interest in further information or wanted to obtain more tips and tricks. • Some collected brochures for friends, colleagues and partners, to inform them about the topic. |
| Advice | <ul style="list-style-type: none"> • Illustrative material is essential to arouse interest and connect with the topic • People are more open towards the topic, if they can identify problems and solutions themselves and if they find product examples of things they are using themselves • Make clear that small changes can make a big difference and that it is a step-by-step process to slowly reduce chemicals and not an overnight lifestyle change • Make sure that people are not blamed and/or judged – the focus is on advice and showing possibilities, to emphasise that is ok to continue with a favourite product even if they are not totally toxin-free, but that handling and the dosage counts • Answer specific questions immediately • Emphasise how easy it is to reduce contact with HS, even without checking everything • Make it as easy as possible: often people are interested in substance and chemical explanations while looking at specific products– but ultimately they want easy advice on what to use, what to reduce and what to avoid (we used one-line rules of thumb, for each box or game) |
| Workload | <p>High workload</p> <p>Needs a lot of preparation, planning, time for setup and support, two people are recommended to supervise the information desk at events, events can be broken into two shifts, each lasting 4 hours plus travel, additionally time to remove the stand, stock materials, continuous contact with new potential partners and interest groups.</p> |
| Costs | <p> relatively low</p> <p>Main cost positions:</p> <ul style="list-style-type: none"> • Staff doing the information desk support; • Wrapping up and preparation (booking, transport, etc.) of the events; • Answering any unexpected questions you have not been prepared for. |



| Title | Interactive games and discussion at the ALTONALE festival |
|------------------------------|---|
| The main aim | To draw the attention of the visitors to the presence of hazardous substances in household goods, by using several small gaming elements, approaches and discussions, distribution of information material |
| Main target audience | Residents of all ages and backgrounds, but with an already high environmental awareness |
| Description | <p>Baltic Environmental Forum-Germany had a booth at the abovementioned festival for two days which was part of an exhibition area where approx. 20 environmental actors or manufacturers presented themselves. Baltic Environmental Forum-Germany not only presented the information material but also prepared interactive “games”:</p> <ul style="list-style-type: none"> • a material box with EDC-containing products – people had to guess which of the products contained EDCs; • a bingo game in which participants were to choose the right statements out of a selection of sentences about a certain statement. They could win an award: the household check; • a game in which different coffee mugs had to be ordered according to their chemicals content; • a memory game: participants had to detect and remember original vs. fake eco-labels. |
| Why it was successful | <ul style="list-style-type: none"> • NonHazCity info stand was part of a bigger “eco-exhibition” which attracted more interested people. • People already had some knowledge about chemicals (esp. in plastics) so discussions with them were interesting, inspiring and fruitful. • People asked questions that had not been considered before, so it produced inspiration on what else to research. • Networking with other exhibitors. |
| Advices | <ul style="list-style-type: none"> • Consider participation in ecologically oriented local events because people who attend are more engaged and interested when you can talk about your common home town. • Participate in events that have already been established and well organised – this saves cost and time for spreading the news. • Consider attractive games with a little information, because people come to festivals to have fun not just to discuss problems. • Connect several elements of a campaign: once interested, people are open for information materials and (perhaps) continued contact (e. g. for household checks etc.) |
| Workload | <p>High workload</p> <p>The preparation of the game and organisation of participation in the events takes a lot of time and effort.</p> <p>If you can join an event organised by others you can avoid the very time-consuming process of the approval of the event with the responsible institutions and promotion of the event.</p> |
| Costs | <p>🕒🕒 relatively high</p> <p>Main cost positions:</p> <ul style="list-style-type: none"> • Materials and preparation; • Design; • Transportation; • Fees and rent of premises, additional equipment etc. |



Stockholm (Sweden)

| Title | Tip of the day on social media |
|------------------------------|--|
| The main aim | <ul style="list-style-type: none"> • To make more people interested in the issue and inspire them to make chemical smart choices in their daily lives. • People who are already interested in the issue will find it easy to locate good and relevant information and advice. |
| Main target audience | Residents |
| Description | <p>Two series of social media  giftfritt_stockholm and  tips (in total 117 posts) focusing on one room per week. With a short description of the issue and how to make a good choice. Some examples:</p> <ul style="list-style-type: none"> • Choose organic food to avoid pesticide residues. This benefits both farmers, animals and nature. • Harmful substances can transfer from tin cans to the food. To avoid this, choose food packaged in glass jars or cartons. Fresh and frozen food is also a preferred choice. • Shop for eco-labelled products to avoid hazardous substances. |
| Why it was successful | <ul style="list-style-type: none"> • More than 350 new followers (one sponsored post increased the number of followers of our Facebook site by 267 persons in one week) • A total engagement of almost 2500 (likes, shares, comments) • Continuity in the posting received reactions and were spread further |
| Advice | <ul style="list-style-type: none"> • Use the same texts and illustrations in different forums. For example, we used the same tips and illustrations in our brochure, on social media and in the exhibition. • Encourage and remind like-minded partners to share what you do. • For very little cost you can make sponsored ads on social media to reach a much larger audience. • One must be aware that sponsorship sometimes reaches different target groups, perhaps those who previously did not reflect on the chemical issue. This can lead to new kinds of questions and questions that should be answered. |
| Workload | <p>Medium workload</p> <p>The most time-consuming part is the writing and illustrating of all the tips.</p> |
| Costs | <p> relatively low</p> <p>Main cost positions:</p> <ul style="list-style-type: none"> - Ads on Facebook. |



| Title | The event <i>Chemical Smart Home</i> |
|------------------------------|---|
| The main aim | To make more people interested in the issue and inspire them to make chemical smart choices in their daily lives |
| Main target audience | Residents and journalists |
| Description | The campaign <i>Chemical Smart Home</i> was started with a seminar for residents. Mattias Öberg, researcher in toxicology, talked about endocrine disrupting compounds (EDCs) and what the actual risks are with them. Sara Johansson is a blogger on harmful substances and an environmentally friendly lifestyle. She spoke about her enjoyable journey from being an anxious mum to self-employed blogger and speaker. Katarina Johansson from Stockholm City gave concrete tips for the home on detox and Tonie Wickman from Stockholm City held a panel discussion and presented the NonHazCity project. |
| Why it was successful | The event was fully booked, and even though that meant just 90 persons in this case, it was regarded as a success. Normally, it is difficult to draw attention to such events and the audience was active and interacted a lot during the seminar. |
| Advice | <ul style="list-style-type: none"> • Try to find speakers with different angles on the subject. It's good to include someone who can give a solid scientific foundation for reliability. • Use your own channels to spread the invitations. Encourage and remind like-minded partners to share it too. Disseminate the invitations to environmentalist groups on Facebook. • Ask the speakers to spread the information in their channels. • Film the event and distribute the video clip on your website to make the seminar live on longer. |
| Workload | <p>Medium workload</p> <p>Finding good and complementary speakers is quite time-consuming.</p> |
| Costs | <p>€€ relatively high</p> <p>Main cost positions:</p> <ul style="list-style-type: none"> • Fee and/or small gifts to the speakers; • Possible cost of event venue. |







| Title | Green lifestyle magazine <i>Should we live greener?</i> |
|-----------------------|---|
| The main aim | To promote green living and emphasise choice of hazard free products with a positive approach, useful advice and by involving influencers-popular bloggers |
| Main target audience | Young urban females |
| Description | <p>Since leaflets are not welcomed by people anymore it was decided to replace them with something more appealing – a magazine: more pages, more visuals, more attractive.</p> <p>Information for the magazine was compiled from the project website. Some new articles as well as opinions from influencers-bloggers were added.</p> <p>Thematically, the magazine covered choices of products for the kitchen, the nursery, the wardrobe, the bathroom and other topics related to safer household products.</p> <p>The influencers were asked to comment on different topics of the magazine, to help get additional promotion for the magazine, e.g. a food blogger commented on the choice of kitchen tableware, a zero waste activist commented on the wardrobe and household cleaning.</p> <p>The magazine was prepared in printed and electronic versions.</p> <p>It was distributed via different channels and in different places, starting from neighbourhood festivals and ending with eco-shops and eco-kindergartens.</p> <p>The magazine can be reprinted if needed and additional issues can be elaborated as a continuation of the activity.</p> |
| Why it was successful | <ul style="list-style-type: none"> • All 2000 copies of the magazine were distributed at various events, places, and for various audiences. • 1105 reads on ISSUU. • Positive reviews received and shares earned on Facebook, e.g. ~ 100 likes and more than 20 shares just on the Facebook account of one of the influencers-bloggers; almost 30 likes and 15 shares for the post about the magazine by one of the members of the Facebook Zero Waste discussion group. • The magazine was also used as an information source by media representatives, e.g. special magazine <i>Let's renovate the house Spring 2018</i> used some of the materials from the magazine. The journalist asked for more material from the magazine for another specialised magazine for young parents. • Following the example of <i>Should we live greener?</i> magazines were also issued by the project partners in Lithuania and Estonia. |
| Advice | <ul style="list-style-type: none"> • Investigate content and visual preferences of your audience prior to the elaboration of the magazine. • Use the info base you already have (website, other leaflets etc.). • Write articles yourself. • Consider including more general information. With no time limits, to enable the use of the magazine for a longer period of time. • Don't forget about language editing – texts with a lot of mistakes can ruin your efforts. • Consider using electronic version only, bearing in mind zero waste activists and also the possibilities of distributing the printed magazine. • Use photos from free image banks. • Incorporate opinions, articles and comments from the influencers (celebrities, bloggers etc.) to get more attention and promotion of the magazine. |
| Workload | <p>High workload</p> <p>Approximately one full month per person to elaborate the content and texts, to collect the opinions and visual material, to co-ordinate the work of designer and language editor, to organise the printing, plus regular work on promotion and distribution.</p> |
| Costs | <p>€ relatively low</p> <p>Main cost positions:</p> <ul style="list-style-type: none"> • Designer; • Printing; • Language editing. |



| Title | Game for families <i>Catch the chemie-bug</i> |
|------------------------------|---|
| The main aim | To draw the attention of young families to the presence of hazardous substances in household goods by using an attractive game |
| Main target audience | Young families with small children |
| Description | <p>It was necessary to offer the festival audiences something thematic, entertaining, engaging and informative at the same time, therefore the idea about a mini-household and showing the presence of hazardous chemicals in it emerged. To make it more attractive, the chemicals were transformed into monsters – chemie-bugs. A small contest was organised via social media to elaborate the little monsters visually.</p> <p>Chemie-bugs were placed throughout the three storeys of the dolls' house on the products and items which usually contain such chemicals. The aim of the game was to find a particular chemical during the given time slot, therefore the name – <i>Catch the chemie-bug!</i></p> <p>The special info cards for each chemie-bug were developed to give an insight into what they are, why they are monsters and where they can be found in the household.</p> <p>The game was held at three events: two neighbourhood festivals and Riga City festival.</p> <p>Children, adults and families that took part in the game and fulfilled the rules of the game received small eco-certified prizes.</p> <p>All the participants and passers-by were able to obtain a copy of the magazine.</p> |
| Why it was successful | <ul style="list-style-type: none"> • Participation in the neighbourhood festivals was a huge success because people were very engaged and willing to participate. They were also willing to discuss the presence of the hazardous chemicals at home and to take a copy of the magazine. • The game was targeted towards both – parents and children – therefore everyone could take part. Without a doubt the children had better results in finding the chemie-bugs than their parents and other adults. • 240 direct participants of the game, as well as many more onlookers and passers-by. |
| Advice | <ul style="list-style-type: none"> • Consider participation in smaller local events because people who attend such events are more engaged. • Consider an attractive game with little information because people come to festivals to have fun not to read/listen to a long lecture. • Prizes and small giveaways are necessary to remind about your topic and to raise interest. • Take into account the weather – be prepared for the worst. • Remember that most festivals usually take place in summer and at the weekends, therefore replenishment of stocks should be considered. |
| Workload | <p>High workload</p> <p>Preparation of the game and organisation of participation in the events take a lot of time and effort.</p> <p>Since most of the public events are organised and announced very early, be prepared to present your activity and idea very well in advance – prepare short and engaging information and some visual material.</p> <p>If you can join an event organised by others you can avoid the very time-consuming process of the approval of the event with the responsible institutions and promotion of the event.</p> |
| Costs | <p>💰💰 relatively high</p> <p>Main cost positions:</p> <ul style="list-style-type: none"> • Materials and preparation; • Design; • Transportation; • Prizes; • Fees and rent of premises, additional equipment etc. |



Gdansk (Poland)

| Title | Rap song contest |
|------------------------------|---|
| The main aim | <p>To promote the main project ideas among school children.</p> <p>To increase awareness regarding the bad influence of hazardous substances when used and/or discharged to the environment, also via the sewer system.</p> |
| Main target audience | Pupils of secondary schools aged 10–13 |
| Description | <p>Pupils are the group that are not necessarily willing to learn additional knowledge. The best way for education is to find a good education tool, which will be interesting for pupils and therefore, encourage them to get involved in the subject. As a result, certain knowledge can be adjusted by them easily without typical efforts such as e.g. learning off by heart, and with relative ease and engagement.</p> <p>At the same time, this makes it possible to obtain an additional educational product (the song in this case), which can further be used for other pupils, their parents and teachers, and the general public.</p> |
| Why it was successful | <ul style="list-style-type: none"> • 7 professionally recorded educational songs obtained. • 2 of the songs were recorded as video clips, which can be used for media campaigns and/or in other educational activities in the field.  Joł Rury Joł— Kwasy Z Zasadami • National and local TV stations disseminated the information about the contest and interviewed the contest's winning teams. • The songs can be used broadly even long after the project is over. • A very good tool to achieve educational impact. |
| Advice | <ul style="list-style-type: none"> • The pupils must be provided with specific knowledge, which can be helpful in fulfilling the contest task. • It is good to plan the workshops in advance with professionals on how to compose and write a rap song. • It is helpful to provide professional recording conditions of the songs, to avoid useless material when recorded by pupils themselves e.g. with mobile phones or any other voice recorder. • To record the video clips of the winning songs is a very good idea for further media and public campaigns (if planned) – nowadays, “pictures” speak better than sounds. Additionally, such clips can be used as the contest award and is therefore a perfect product for the children themselves to be proud of. |
| Workload | <p>Considerable</p> <p>One month for the contest's preparatory work: terms and conditions, registration form, contracts with professionals, background materials; dissemination of the information about the contest to schools.</p> <p>2 full days for workshops and another 2 for recording.</p> <p>One month to prepare a celebratory closing gala for the participants, including diploma printing, purchasing of gifts and dissemination of the contest result.</p> <p>One week for video clip recording.</p> |
| Costs | <p>  relatively high</p> <p>Main cost positions:</p> <ul style="list-style-type: none"> • Workshops; • Professionals' support; • Recording; • Celebratory gala venue; • Gifts for participants. |



| Title | Public Facebook profile and closed Facebook group for volunteers |
|------------------------------|---|
| The main aim | <ol style="list-style-type: none"> 1. Open profile: to promote project activities among a broad range of audiences by giving tips, advice, presenting hazardous substances and explaining their meaning for health and environment, showing the products in which such substances can be found, presenting DIY recipes for ecological products. 2. Closed group: the “place” for volunteers to allow them to share observations among themselves, solve problems and ask questions |
| Main target audience | Facebook users and participants of the pilot project |
| Description | According to the aims. We found out that nowadays social media is a powerful informative tool, which can help to spread information very quickly with just one click. It is also a good tool for sharing information among all interested FB users. |
| Why it was successful | <ul style="list-style-type: none"> • Very helpful for volunteers. • Showed that the project field is very much of concern and interest • 2000 fans in a very short period of time • Huge interactive response to most of the posts |
| Advice | <ul style="list-style-type: none"> • Expert support should be ensured. • A good copywriter is needed to prepare good posts and search the Internet for sharing information available there. • Continuation of the profiles is needed, which means that they should also be available after the project. • Quick and substantial responses to the comments are the basis for building a broad profile society, thus increasing trustworthiness of the profile co-ordinators. |
| Workload | Constant, 24/7 |
| Costs | <p>💰💰 relatively high</p> <p>Main cost positions:</p> <ul style="list-style-type: none"> • Copywriter |



| Title | The choice of the campaign's spokesperson |
|------------------------------|---|
| The main aim | To promote the project ideas in a more reliable way. To reach even the most sceptical audiences. |
| Main target audience | Public |
| Description | A person who is known and whose work and activities are in some way connected with the campaign's main ideas can sometimes be more effective than any, even the most valuable activity. |
| Why it was successful | <ul style="list-style-type: none"> • Successful media campaign. • Increased interest at national level (Newsweek Poland article was written thanks to our spokesperson's contacts). • As a result of the Newsweek article we received a new proposal for co-operation from a stakeholder in Warsaw who is very active in ecological issues and has their own programme on the Internet. • Possibility to present the project ideas on nationwide TV station, dedicated programme that will be transmitted now and repeated many times, long after the project has ended. • Spokesperson increased the interest in project issues as compared to the range of interest we could have achieved ourselves. |
| Advices | <ul style="list-style-type: none"> • Every campaign should be assisted by a spokesperson. • It is very important to make a good choice, because the person should be active in the campaign and help to disseminate the knowledge gathered during the project using their contacts and possibilities. • The spokesperson shouldn't play the role of a figurehead, but should instead be the person very much engaged in the subject and in the campaign's activities, taking an active role in the campaign trying to reach the broadest possible audience. • Whenever required, the spokesperson should be treated as a very important person and thus provided with comfortable conditions and with all essential information regarding the campaign and its results. |
| Workload | Constant |
| Costs | <p>€€ relatively high</p> <p>Main cost positions:</p> <ul style="list-style-type: none"> • Spokesperson's salary; • Visits: transport and accommodation. |



Turku (Finland)

| Title | Media cooperation with <i>Valonia</i> |
|------------------------------|---|
| The main aim | To stir interest among regular newsreaders to think about hazardous substances in their everyday lives and to offer practical advice on how to minimise the chemical load in homes |
| Main target audience | Inhabitants vaguely aware of hazardous substances in their everyday lives |
| Description | Several tips on how to reduce hazardous substances were written. The tone was kept positive and practical. The tips were then sent to the <i>Service Centre for Sustainable Development and Energy of Southwest Finland (Valonia)</i> and distributed using <i>Valonia's</i> media channels (including their own webpage). |
| Why it was successful | <ul style="list-style-type: none"> The tips were produced in cooperation with <i>Valonia</i>, a well-known, neutral organisation. The tips were produced using an existing channel which is generally well utilised by local newspapers. The tone was kept positive and practical. |
| Advice | <ul style="list-style-type: none"> Utilise already existing channels instead of trying to create new ones Utilise neutral channels to achieve "label reliability" among the target group Use a positive, active tone Do not preach or fearmonger Do not use difficult terms especially if the topic is difficult to understand |
| Workload | Very low A couple of hours for planning and writing |
| Costs | <p>€ relatively low</p> <p>Main cost positions:</p> <ul style="list-style-type: none"> Content producer / planner |



| Title | Media cooperation with Tukes |
|------------------------------|---|
| The main aim | To inform regular newsreaders about hazardous substances which have been found in waste- and storm waters |
| Main target audience | Regular newspaper readers |
| Description | Media release was prepared and distributed via <i>Finnish Safety and Chemicals Agency (Tukes)</i> using their established channels. |
| Why it was successful | <ul style="list-style-type: none"> The topic was interesting and topical, i.e. it had media appeal The release was distributed via an official authority which generated a label of reliability and credibility. The release relied on hard facts. |
| Advice | <ul style="list-style-type: none"> Utilise already existing channels instead of trying to create new ones Utilise neutral channels to achieve “label reliability and credibility” among the target group Use a neutral, factual tone Do not use overly difficult terms especially if the topic is difficult to understand Prepare the content expert for media contacts and interviews |
| Workload | <p>Low</p> <p>A couple of hours for planning and writing the media release</p> <p>A day reserved for potential interviews and media contacts</p> |
| Costs | <p>€ relatively low</p> <p>Main cost positions :</p> <ul style="list-style-type: none"> Content producer / planner Content expert |

Haitallisia aineita löytyi hule- ja jätevesistä

Turvallisuus- ja kemikaalivirasto (Tukes) 16.1.2018, 09:20

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NonHazCity -projektin tiedote

Turku ja joukko Itämeren kaupunkeja on osallistunut tutkimukseen, jossa analysoitiin kaupunkiympäristössä löytyviä haitallisia aineita. Näytteistä analysoitiin mm. ftalaatteja, alkyylifenoleja, perfluorattuja yhdisteitä ja metalleja. Kaikista eri kaupungeista otetuista näytteistä löytyi tutkittuja yhdisteitä, mikä osoittaa näiden aineiden olevan laajalle levinneitä elinympäristössämme.

Turun ammattikorkeakoulu keräsi tutkimusta varten näytteitä hulevesistä ja teollisuusalueiden, asuinalueiden tai kauppakeskusten jätevesistä eri puolilta kaupunkia. Muita tutkimuksessa mukana olleita kaupunkeja olivat Pärnu, Kaunas, Šilalė, Riga ja Gdańsk.

EU:ssa erityistä huolta aiheuttaviksi aineiksi luokiteltuja ftalaatteja, bisfenoli-A:ta ja perfluorattuja yhdisteitä löytyi Turussa kaikista näytteistä. Ne ovat aineita, joita ei luonnostaan esiinny ympäristössä lainkaan, vaan ne ovat ihmistoiminnan tuotteita. Vaikka tämän tutkimuksen perusteella ei voida tehdä päätelmiä näiden aineiden aiheuttamista terveysriskeistä, tutkijan mukaan niiden laaja esiintyminen on kuitenkin huomionarvoinen asia.




Turvallisuus- ja kemikaalivirasto (Tukes)

Julkaisijan viimeisimmät tiedotteet

Omalla vastuulla - verkkokauppakampanja ja kaukomailta ostettujen halpatuotteiden turvallisuustestien tulokset 10.9. klo 10

Turvallisuus- ja kemikaalivirasto (Tukes)
03.09.2018, 10:08

Vasteras (Sweden)




| Title | Exhibition <i>Chemical smart home</i> |
|------------------------------|---|
| The main aim | To spread the results from the campaign <i>Test your household</i> to a broader audience and provide information about hazardous substances in everyday products |
| Main target audience | Residents |
| Description | <p>The idea of the exhibition was to present the results from the campaign <i>Test your household</i> home visits in a visually accessible way and spread the information about hazardous substances that could be found in households more widely.</p> <p>During the home visits, the goods and products that were advised to replace / throw away were photographed. They were grouped according to the hazardous substances they possibly contained. The pictures for the exhibition were grouped according to different substances, such as phthalates, flame retardants, PFAS. Next to the pictures there were explanatory texts with information about the substances and why they are hazardous, as well as the goods in which they can be found. The information about eco-labels and pictograms were also added.</p> <p>The information about the substances was complemented with tips on what to use instead or what to consider in order to avoid the substances.</p> <p>Information brochures with more information were available for the visitors to take home.</p> <p>The exhibition was shown for two weeks at the <i>City Art Museum</i>.</p> |
| Why it was successful | <ul style="list-style-type: none"> • The exhibition had many visitors. The museum had approximately 17 000 visitors during the period of the exhibition. • The results from the home visits became available to many. |
| Advice | <ul style="list-style-type: none"> • Good to have the exhibition in a place that usually has many visitors • Consider how the products will be displayed (pictures or physical products) • Do not have too much information text, it 's better to have brochures etc. with more information that visitors can take home |
| Workload | <p>Quite considerable</p> <p>Approximately two week's full-time work for one person</p> |
| Costs | <p> relatively low</p> <p>Main cost positions:</p> <ul style="list-style-type: none"> • Produce and print information texts; • Develop pictures. |



| Title | Info-days on anti-fouling paint |
|------------------------------|---|
| The main aim | Increase awareness and knowledge about anti-fouling paint, how they affect the environment and how they can be avoided |
| Main target audience | Boat owners |
| Description | <p>The purpose of the campaign was to inform, in particular, boat owners about boat bottom paints, or so-called anti-fouling paints. Initially, everyone who rents a boatyard from Vasteras city received a letter with information about anti-fouling paint and what they could do instead of using these paints. The information days were intended as an additional activity to the letters sent. The aim was to meet the boat owners in person, where they kept their boats during winter.</p> <p>The timing of the information days was chosen based on the launch of the boats in May when they perform previous maintenance of the boats. Two information days were organised in October when the boats are collected for winter storage on land and repeated maintenance of the boats is performed again.</p> <p>Prior to the information days, information material was produced to share during the events.</p> |
| Why it was successful | <ul style="list-style-type: none"> • 5 info-days were organised. • In total about 3000 people were reached with the information activities. • The boat owners met with during the information days were very positive: they felt that they received very good information and valued the efforts and work of Vasteras city on the issue. |
| Advice | <ul style="list-style-type: none"> • Plan more than one info-day because it's the planning for the first info-day that takes most time. • Prepare yourself (good arguments) for questions that boat owners may have because not all of them are positive. • Arrange something that is just for fun such as a competition to attract visitors. |
| Workload | <p>Moderate</p> <ul style="list-style-type: none"> • The preparation for the first info-day takes most of the time. |
| Costs | <p>💰 relatively low</p> <p>Main cost positions:</p> <p>Staff costs</p> |





Kaunas and Silale districts (Lithuania)

| Title | Magazine <i>Green city</i> –  ISSUU |
|------------------------------|--|
| The main aim | To promote a safer and cleaner lifestyle and to show that choosing hazardous free products can be easy |
| Main target audience | Traditional households (especially young families) |
| Description | <p>Using the example of Riga (magazine <i>Should we live greener?</i>) it was decided to publish a similar magazine in Lithuania and distribute it not only in Kaunas and Silale districts, but also in other parts of the country. A magazine was chosen because of its attractive form which was better received by people than a number of different leaflets. The information was gathered from the previous project, new facts were also prepared. A couple of interviews were also included to make it seem more like a regular magazine.</p> <p>A TV celebrity was on the cover and in the main interview, texts included tips from popular natural lifestyle specialists (hairdressers, cosmetic specialists).</p> <p>The magazine was prepared in printed and electronic form.</p> <p>It was distributed via different channels and in different places; at the community festivals in Kaunas and Silale districts, during the workshops and seminars organised for different groups of inhabitants. It was also distributed in eco-shops of local food and souvenirs, florists, hairdressers' salons. Each time the project's team visited a company, or a volunteer family, the magazine was also given as a present.</p> <p>The magazine has the potential to become a seasonal magazine with new information regarding the time of the year (for example: preparing for Christmas or cleaning your wardrobe in spring etc.)</p> |
| Why it was successful | <ul style="list-style-type: none"> • 1000 magazines were distributed in various events, places, audiences. • 360 reads on ISSUU. • Positive reviews received and shares earned on <i>Facebook</i>. TV celebrity on the cover also shared information about the magazine with her audience. • Every time a journalist visited – it was given as an information source for news articles or TV shows. |
| Advice | <ul style="list-style-type: none"> • Make the design attractive. • Consider finding attractive photos, if it is not possible for free – hire a professional. • Use the information you already have on your website, leaflets etc. • Write articles yourself, involve your colleagues, use the force of volunteers who come to work in your organisation. • Definitely make an electronic version for easier sharing and spreading of information and also considering environmental aspects. • Print the magazine on eco paper, consider the origin of the printing dye. • Try to include celebrities (TV stars, doctors, hairdressers etc.) • Make information simple, include useful tips. |
| Workload | <p>Considerable</p> <p>Approximately one full month per person in the organisation</p> <p>Approximately 2–3 weeks work for designer</p> |
| Costs | <p>  relatively high</p> <p>Main cost positions:</p> <ul style="list-style-type: none"> • Designer; • Printing; • Photos. |





| Title | Handmade natural air freshener |
|------------------------------|--|
| The main aim | To show people how easy it is to make something natural by yourself |
| Main target audience | Everyone interested in a more natural lifestyle, especially women and young mothers |
| Description | <p>The idea of creating a natural air freshener came up while trying to find ways to show people easy products they can make at home. Artificial home scents and toilet sprays contain hundreds of dangerous or potentially dangerous substances although natural scents are so easy to make. It takes only three ingredients and just a couple of minutes to mix, and can be used not only in the bathroom, but also to freshen the air of any room.</p> <p>People could take home souvenir bottles of 50 ml with the recipe and project info on a sticker after the workshops or receive it as a promotional gift during the events.</p> |
| Why it was successful | <ul style="list-style-type: none"> • 200 bottles disseminated during the events. • It was an easy way to show how to make something at home with simple supplies. • It also worked because you can show not only how it is made, but also let people see how it works while letting them smell it. • It is an inexpensive gift which is more likeable than a simple booklet or other printed material. |
| Advice | <ul style="list-style-type: none"> • Be sure not only to give away already made air freshener but also to demonstrate how to make it at home. This attracts attention, especially that of children. • Choose likeable and popular scents, because when people smell something familiar they tend to be more interested. • While doing a workshop add additional elements, e.g. scientist robes, dry ice etc. so it seems more like a show. • Make sure people know you are not selling any products but giving them for free just to suggest healthier lifestyle changes. |
| Workload | <p>There is not much work, just preparation – buying bottles, scents, printing labels. Workshops usually happen during events that you are already participating in – seminars or local festivals. Take into account that these usually take place at the weekends. You need at least two people – one to show how to make the freshener, the other one to make sure to keep the attention and to hand out the souvenir bottles.</p> |
| Costs | <p>€ relatively low</p> <p>Main cost positions:</p> <ul style="list-style-type: none"> • Materials (bottles, essential oils, spirits) and preparation; • Label printing; • Additional elements: robes, dry ice etc.; • Cost of transportation to the events. |



| Title | Posters and postcards about the cocktail effect of hazardous substances <i>Cheers?</i>  issuu |
|------------------------------|---|
| The main aim | To attract attention to the cocktail effect of hazardous substances, which is still an unknown topic among the general public. Special attention on endocrine disruptive chemicals (EDCs). |
| Main target audience | General public (especially young families, mums, pregnant women who are more vulnerable when talking about EDCs) |
| Description | <p>Posters and postcards contained a picture of a cocktail made from the most popular EDCs: bisphenols, alkylphenols, phthalates, PFAS. A small description of where these substances can be found and an invitation to learn more on the project's website accompanied the picture.</p> <p>Posters were distributed in municipalities – placed on the walls of municipality buildings, also handed out to other municipal entities, e.g. nurseries.</p> <p>Posters were also used in every event where the project team participated.</p> <p>Postcards were handed out to people at the events (city festivals, seminars, workshops, etc.)</p> |
| Why it was successful | <ul style="list-style-type: none"> • 500 postcards distributed in various events and places. • 30 posters placed in municipality buildings, during the events, in nurseries and other municipality entities. • It attracted people's attention with a simple and easily explained idea. • Postcards are easy information material to hand out to people who usually accept them. |
| Advice | <ul style="list-style-type: none"> • Make an appealing design which is an easy example to explain the issue, e.g. a glass of a cocktail with all the substances mixing together. • Make it simple with less text and more images. • Present information material in an appealing form, for example – postcards. Easy to take and usually kept if it looks good. |
| Workload | <p>Moderate</p> <p>Working on the idea (depends on how soon it comes up), designing, printing</p> |
| Costs | <p> relatively low</p> <p>Main cost positions:</p> <ul style="list-style-type: none"> • Designing; • Printing. |



| Title | Facebook campaign with illustrated useful tips |
|------------------------------|--|
| The main aim | To present different tips about safer product choice in an easy way |
| Main target audience | Followers of the project's  Facebook page <i>Pagalvok, kai perki</i> |
| Description | Short (one or two sentences) tip about safer product choices with the special design, picture and project colours. Initially, tips were posted twice a week, subsequently – once a week. The same tips were given to the volunteer families that participated in the campaign given to volunteer families |
| Why it was successful | <ul style="list-style-type: none"> • Almost 1000 followers on <i>Facebook</i>. • More than 20 posts published and the reach of every post was 300–1000 people. • Option of commenting on a tip. • Option of sharing a tip or your own experience. • Option to ask questions. |
| Advice | <ul style="list-style-type: none"> • Make an appealing design which is easily noticeable. • Make your own design (using free programs, e.g. <i>Canva</i>). • Make tips really short but understandable. If needed add additional information to the text section (not the picture). • Make sure you react quickly to people's comments or questions. |
| Workload | <p>Considerable</p> <p>Collecting tips, designing, scheduling the posts</p> |
| Costs | <p> relatively low</p> <p>Main cost positions:</p> <ul style="list-style-type: none"> • Design. If you design the posts yourself there are no costs at all. |

PAGALVOK, KAI PERKI
RINKIS PREKES BE PAVOJINGŲ CHEMINIŲ MEDŽIAGŲ



NENAUDOKITE SUBRAIŽYTŲ,
NUSIDĖVĘJUSIŲ, PAKĖITŲ
SPALVĄ PLASTIKINIŲ INDŲ M
LAIKYMUJ

PAGALVOK, KAI PERKI
RINKIS PREKES BE PAVOJINGŲ CHEMINIŲ MEDŽIAGŲ




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RINKIS PREKES BE PAVOJINGŲ CHEMINIŲ MEDŽIAGŲ



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PAGALVOK, KAI PERKI
RINKIS PREKES BE PAVOJINGŲ CHEMINIŲ MEDŽIAGŲ



KASDIENIAM VALYMUJ IŠMEGINKITE
TOKIAS NATŪRALIAS PRIEMONES,
KAIP SODA, ACTAS, CITRINOS
SULTYS, DRUSKA

PAGALVOK, KAI PERKI
RINKIS PREKES BE PAVOJINGŲ CHEMINIŲ MEDŽIAGŲ



VENKITE PLASTIKINIŲ ŽAISLŲ, O
JEI JUOS VIS DĖLTO RENKATĖS -
PIRKITE KIETO PLASTIKO ŽAISLUS.

PAGALVOK, KAI PERKI
RINKIS PREKES BE PAVOJINGŲ CHEMINIŲ MEDŽIAGŲ



RITIŠKAI VERTINKITE GAMINTOJŲ
TEIGINIUS, KAD GAMINYS YRA
EKOLOGIŠKAS AR NATŪRALUS.
NIMAS.
OMOS

PAGALVOK, KAI PERKI
RINKIS PREKES BE PAVOJINGŲ CHEMINIŲ MEDŽIAGŲ






VENKITE DANTŲ PASTOS SU
TOKIOMIS ANTIBAKTERINĖMIS
MEDŽIAGOMIS, KAIP TRIKLOZANAS
AR CHLORHEKSIDINAS.

PAGALVOK, KAI PERKI
RINKIS PREKES BE PAVOJINGŲ CHEMINIŲ MEDŽIAGŲ



ATIDŽIAI RINKITĖS
DEZODORANTUS. DAUGELYJE JŲ YRA
ALUMINIO JUNGINIŲ, KURIE GALI
PADIDINTI KRŪTIES VĖŽIO RIZIKĄ.



Pärnu (Estonia)

| Title | Magazine <i>Think before you buy</i> |
|------------------------------|--|
| The main aim | To explain the potential consequences of hazardous substances, to give advice and solutions for avoiding them |
| Main target audience | People with an interest in environmental topics |
| Description | <p>The topical magazine was proven to be well accepted in Riga and inspired the publishing of a similar one in Estonian. The intention was that the magazine would work as the inspiration for starting a more environmentally friendly lifestyle or taking the next step in that direction. The focus of the magazine was on the hazardous substances in our everyday products and in our households. The main distribution of the magazine would take place in Pärnu but if suitable opportunities arose then also in other Estonian cities.</p> <p>A magazine was chosen because of its attractive form which was better received by people than a bunch of different leaflets. The information was gathered from the previous project, new facts were also prepared. A couple of interviews were also included to make it seem more like a regular magazine.</p> <p>The added value to the magazine was also the shopping cards with lists of substances to avoid in certain product groups. In some cases people were even more interested in just the shopping cards.</p> <p>The magazine was prepared in printed and electronic forms .</p> <p>It was distributed via different channels and in different places. It was distributed in the Pärnu city events, during workshops and seminars organised for inhabitants and also for different profession representatives (eg kindergartens). It was also distributed in eco-shop chains. Each time the project team visited a company, or a volunteer family, the magazine was also given as a present.</p> <p>The magazine was also distributed in Tallinn, Tartu and Kuressaare at various environmental events.</p> |
| Why it was successful | <ul style="list-style-type: none"> • 1900 (400 initially printed and the remaining 1500 copies' distribution ongoing) Magazines were distributed at various events, places, audiences • Positive reviews received and shares earned on Facebook |
| Advice | <p>Content:</p> <ul style="list-style-type: none"> • Use the information you already have on your website, leaflets etc. • Write articles yourself, involve your colleagues (or volunteers) • Organise interviews to share existing experiences • Make information simple, include useful tips. <p>Visual:</p> <ul style="list-style-type: none"> • Make an attractive design. • Consider finding attractive photos, if not possible for free – hire a professional or use existing photo banks. • Definitely make an electronic version for easier sharing and also considering environmental aspects. • Print the magazine on eco paper, consider the origin of the printing dye. |
| Workload | <p>Considerable</p> <p>Approximately one up to two full months per person in the organisation (depending on materials already available)</p> <p>Approximately 2–3 weeks work for a designer</p> |
| Costs | <p>  relatively high</p> <p>Main cost positions:</p> <ul style="list-style-type: none"> • Designer • Printing • Photos |



| Title Workshops – DIY cleaning agents and cosmetics | |
|---|---|
| The main aim | To show people how easy it is to make something natural themselves. People made their own cleaning agents |
| Main target audience | Everyone interested in a more natural lifestyle, especially women and young mothers. |
| Description | <p>The aim of the workshops is to give people instructions how to make their own cleaning agents (general cleaner, air freshener etc.) or cosmetics (natural scrub, deodorant etc.) and to show how easy it actually is. And that it requires only 2–3 components which quite often are available in your kitchen already.</p> <p>During the approximately 1-hour workshop participants were given the recipe for making their own cleaning agents or cosmetics and had a chance to try it.</p> <p>After the workshops people could take home their own made products with the recipe and project info on a sticker.</p> <p>Each workshop also had a small theoretical part to explain the reasons why hazardous substances in our everyday products should be avoided.</p> |
| Why it was successful | <p>It was an easy way to show how to make something at home with simple supplies. It was especially interesting for children – easy to make and take away.</p> <p>It also worked because at events you can show not only how it is made, but also let people see how it works, while letting them smell it.</p> |
| Advice | <ul style="list-style-type: none"> • Allow enough time for making different things • Be prepared to give answers to various questions about use of the products. • It would be good to ask people to come with their own containers (small glass jars) for mixing the agents • Make sure people know you are not selling any products but giving them for free just to suggest healthier lifestyle changes. |
| Workload | <p>There is not much work, just preparation – buying supplies (components, jars, bottles (if not asked to bring along)), scents, printing labels.</p> <p>There are two kinds of workshop – one is a special workshops where people are asked to come and register and the second is during local festivals or info days. The latter ones usually take place at weekends – you need at least two people to be able to satisfy all potentially interested people.</p> |
| Costs | <p>€ relatively low</p> <p>Main cost positions:</p> <ul style="list-style-type: none"> • Materials and preparation; • Label printing; • Cost of transportation to the events. |

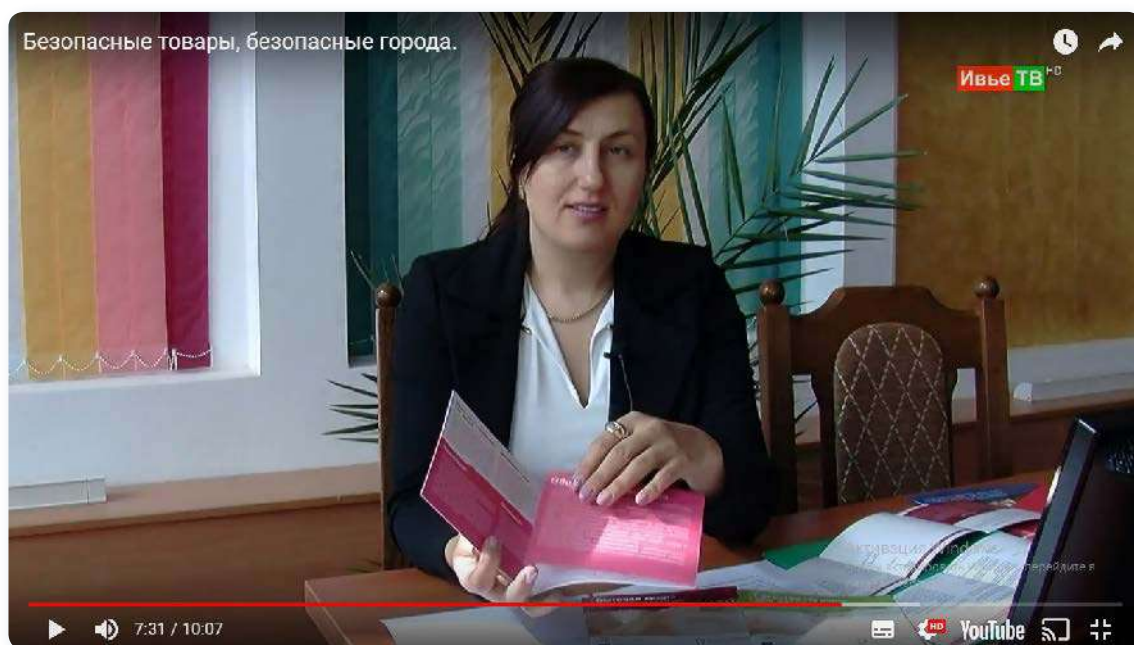


| Title | Facebook challenge with 10 tasks and useful tips |
|------------------------------|--|
| The main aim | To attract attention to the topic with the potential to involve yourselves and present tips in an easy way, reaching the general public. |
| Main target audience | Project's Facebook group  Mõtle mida tarbid followers |
| Description | <p>10 tasks during a 5-month period. Some of the tasks were more simple (who is your most environmentally friendly friend); others a bit more complicated (ask the chemicals' expert).</p> <p>Each task had to be answered in a comment or by e-mail which allowed points to be collected. In the end, the participants with most points were awarded with environmentally friendly cleaning products.</p> |
| Why it was successful | <ul style="list-style-type: none"> • Almost 350 active participants in the Facebook challenge • More than 50 posts published. The reach of every post is 300–1000 people • The interactive challenge allowed sharing own experiences and to learn from others |
| Advice | <ul style="list-style-type: none"> • Think through all the tasks and the period of the challenge (eg. any special holidays during the time) • Make an appealing design which is easily noticed • Make tasks easy to understand and the first ones also easy to implement • Make sure you react quickly to people's comments or questions • Think of the awards to give participants – if there is an option to win something the reach might be greater |
| Workload | <p>Preparation of tasks and collection of feedback (time)</p> <p>Designing</p> <p>Scheduling the posts</p> <p>Negotiation of awards</p> |
| Costs | <p> relatively low</p> <p>No special cost positions if you design the posts yourself</p> <p><i>Note: Relatively high – €€ if awards have to be purchased</i></p> |



Viliejka and Iŭje (Belarus)

| Title | Articles in the local newspaper in Viliejka and interviews on the local TV channel in Iŭje |
|------------------------------|--|
| The main aim | To introduce local residents with the topic about hazardous substances in everyday goods and to give recommendations on how to choose safer goods |
| Main target audience | Residents |
| Description | <p>The media market of Belarus has long been characterised by the tendency of people to read local newspapers and watch local TV channels, more than national ones. This is due to the fact that such media pay more attention to local problems and talk about people that you might meet every day. For inhabitants, the local media seem closer and more reliable. If environmental problems are mentioned in the local media, people therefore show more concern about it.</p> <p>Therefore, it was important for the campaign to gain the attention of the local media. Publications in the local newspaper and stories on the local television helped to reach the maximum number of local residents. Even if a person did not read the newspaper or watch the local TV channel him/herself, he/she most probably heard the information from his neighbours or relatives who watched or read the mentioned media.</p> <p>Since there is no television station in Viliejka, the newspaper is the main source of local news. The newspaper has a circulation ~ 6000 copies. Residents can also read the news on the website of the newspaper.</p> <p>In Iŭje cooperation with the local TV channel was established. In terms of impact, television often outperforms printed media. Although the channel did not provide accurate information about its audience, it is estimated that the channel has more than 5000 viewers.</p> |
| Why it was successful | <ul style="list-style-type: none"> • The circulation of the newspaper is 6000 copies. • The printed version plus the online version plus the transfer of information by word of mouth helps disseminate the information more widely among the residents of the district. • The estimated audience of the TV channel is more than 5000 viewers. • The television helped to increase awareness about the campaign themes. |
| Advice | <ul style="list-style-type: none"> • Local journalists are more interested in stories about the local residents. • The most advantageous way to interest a journalist with a topic is to invite an informational campaign with them to visit the volunteers. • It is important to maintain good relations with the editor of the newspaper. • In case of a small local TV channel one should be prepared to elaborate the script of the TV slot, act as a facilitator and ask questions to the expert. • When writing the script, the approach “the simpler, the better” should be followed. • Prepare arguments in order to persuade the editor of the TV channel to broadcast you for free. |
| Workload | <p>Moderate</p> <p>Preparation of articles or scripts, communication with the journalists and, in case of TV recording, a story or programme</p> |
| Costs | <p>€ relatively low</p> <p>Main cost positions:</p> <ul style="list-style-type: none"> • Travelling expenses. |



Viliejka and Iŭje (Belarus)



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This overview was developed in the NonHazCity project, with financial support of the INTERREG programme of the European Union. The content of this brochure solely reflects the views of the authors and by no means represent the view of the European Commission.

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