



WWF CLIMATE CHANGE CAMPAIGN

GREEN ELECTRICITY: LET'S SAVE THE CLIMATE

1. Introduction

WWF Netherlands (NL) promotes green electricity (GE) to save the Arctic from climate change. In collaboration with all major electricity distribution companies and financially supported by the Dutch Ministries of Economic Affairs and Environment, WWF NL has organised a large national campaign to promote green electricity as a solution to climate change.

2. Green electricity for climate protection

In its campaign, WWF NL warned that global warming already threatens ecosystems around the world, the Arctic region in particular, and that, unless we change our energy use, large portions of the North Pole will literally melt in the coming century. Under the slogan "Don't let the Arctic Melt; Go for Green Energy!", WWF presented green electricity as the easiest way for consumers to help curb global warming and help maintain the precious and varied nature of the Arctic region.

3. The GE campaign impact

In the Netherlands, green electricity is now nationally available. Since the Market introduction of green electricity in 1995, WWF-NL has supported the product. WWF verifies and guarantees that the premium paid for green electricity (5-10% extra compared to 'normal' electricity) is actually invested in solar, wind and biomass energy. Through its collaboration with the electricity distribution companies, WWF has been able to disseminate its climate change message through the companies' communications. By the start of the campaign on 4 September, 100.000 Dutch households had subscribed to green electricity; in the first 3 weeks of the campaign a further 20.000 households had applied for green electricity.

4. Public outreach

The campaign started with a large public event in which over 3000 volunteers rolled out a 300 km long green ribbon along the Dutch coast line. This resulted in a mention in the

Guinness Book of Records. The ribbon carried the campaign slogan and a text explaining that global warming is leading to rising sea levels, which would be a serious threat to the Netherlands, much of which is below sea level. The start event was covered live by one of the main radio stations and was picked up by all the main TV journals.

The campaign included also a series of TV programmes (total time over 5 hours: documentaries about nature in the Arctic, climate change and green electricity, a special of an existing TV quiz (Triviant) and a special of one of the most popular Dutch pop groups Bløf in Spitsbergen (the most Northern concert ever!). In addition the campaign message was communicated through the electricity distribution companies' general magazines, sent to all Dutch households.

WWF had adverts in the main Dutch newspapers and full-page colour articles in the main conservative newspaper (1.000.000 readers) and in regional Newspapers written by journalists that had visited Spitsbergen on a WWF-sponsored press tour. Students dressed in polar bear costumes handed out 250.000 campaign flyers at the main railway stations throughout the Netherlands. The campaign also included so called "promo-bikes", bicycles with a large campaign-billboard.

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