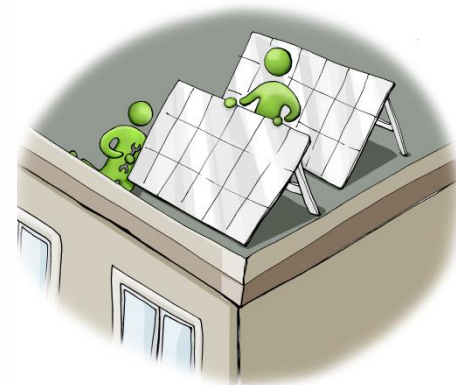




EcoLife – LIFE12 INF/IT/000465

Ecological Lifestyles for CO₂ Reduction



Coordinatore beneficiario



Beneficiari associati





The EcoLife Project

EcoLife- Ecological Lifestyles for CO₂ Reduction is a co-founded project by the European Commission with the LIFE+2012 **Information & Communication** program.

Coordinator



LEGAMBIENTE

Beneficiaries



DEEPBLUE
consulting&research



ASSOCIAZIONI
CRISTIANE
LAVORATORI
ITALIANI





EcoLife Objectives



EcoLife intends to exploit the experience achieved in **professional communication on risk perception and risk prevention**, adapting and transferring its approach to communication on climate change, to:

- 1) **Raise awareness and sensitivity about climate change** in the project target audience;
- 2) **Achieve an effective reduction of CO2 emission** through a more environmentally conscious lifestyle of the project target audience;
- 3) Exploit and **multiply the effectiveness of the communication approach** adopted by the project proposing it to other public and private environmental communication operators.

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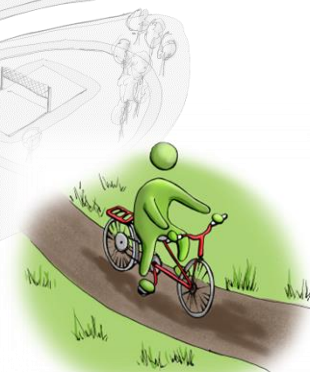


EcoLife Sustainable Actions



Ecolife **Sustainable Actions** will concern different aspects of current life:

- mobility,
- energy and waste,
- shopping and nutrition,
- public services,
- leisure time
- life in the house/collective environment.



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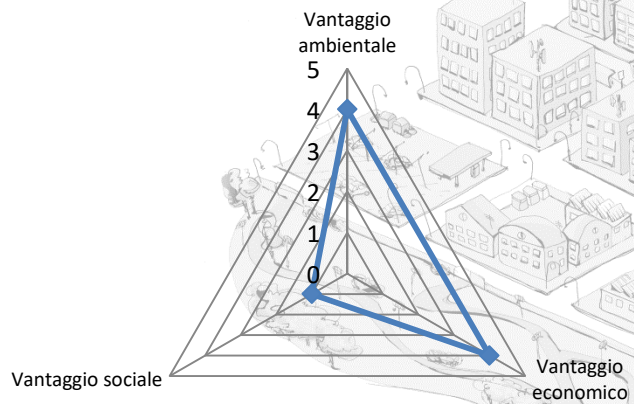
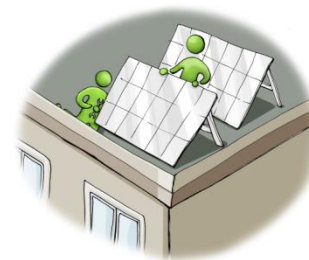
Beneficiari associati



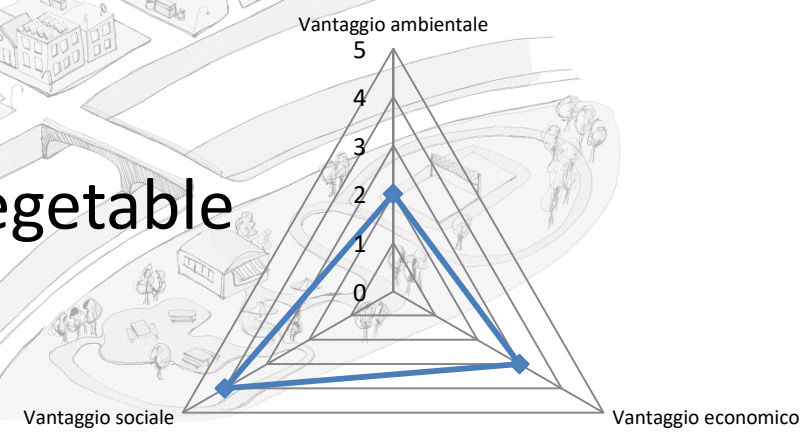
Scientific Guidelines

Habits change and eco-lifestyles:

➤ Install Solar Panels on your roof !



➤ Grow your own vegetable garden!



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Data Quality

- Inventory LCA: Ecoinvent
- Data from qualified entities and official institutions
- Clarity in Hypotheses and procedures
- Comparison of multiple sources

$$GWP = \sum_{i=1}^n [A_i * IF_i]$$

$$RF = \sum_{n=1}^{100} Abs_i * F_i / (\text{pathlength} * \text{density})$$

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Communication Targets



Three main targets of the communication campaign:

- Young Couples
- Retirees
- Domestic workers/care givers

NB Targets in periods in which they change their “lifestyle”

 GIOVANI COPPIE	STRUMENTI: Mostra, Fumetto, Sito Internet, Social Network, Newsletter, Report e documentazione di progetto.	STRUMENTI: Sito Internet, Social Network, Newsletter, Simulatore di scenario, Gioco, Consigli su stili di vita.	STRUMENTI: Sito Internet, Social Network, Newsletter, Comunità locali, Adesioni azioni sostenibili, Concorsi e iniziative reali e virtuali.	STRUMENTI: Sito Internet, Social Network, Newsletter, Report e documentazione di progetto.
 PENSIONATI	STRUMENTI: Mostra, Fumetto, Sito Internet, Newsletter, Comunità locali, Report e documentazione di progetto.	STRUMENTI: Sito Internet, Social Network, Newsletter, Consigli su stili di vita.	STRUMENTI: Sito Internet, Social Network, Newsletter, Comunità locali, Adesioni azioni sostenibili, Concorsi e iniziative reali e virtuali.	STRUMENTI: Sito Internet, Social Network, Newsletter, Report e documentazione di progetto.
 COLF E/O BADANTI	STRUMENTI: Mostra, Fumetto, Sito Internet, Newsletter, Comunità locali, Report e documentazione di progetto.	STRUMENTI: Sito Internet, Social Network, Newsletter, Gioco, Consigli su stili di vita.	STRUMENTI: Sito Internet, Social Network, Newsletter, Comunità locali, Concorsi e iniziative reali e virtuali.	STRUMENTI: Sito Internet, Social Network, Newsletter, Comunità locali, Report e documentazione di progetto.
TARGET	INFORMARE E AGGIORNARE	CONVINCERE E PERSUADERE	COINVOLGERE E MOTIVARE	DARE FEEDBACK CONTINUI

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The Local Communities



- To disseminate information and best practices on sustainable lifestyles, the beneficiaries of the project will make use of the "Local Communities".
- Local Communities are **30 information centers of assistance and support to citizenship**, daily managed by beneficiaries and located throughout the national territory.
- In only **24 months the Communities have saved 24,075,813 kg of CO2 equivalent**.



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beneficiari associati





Communication Tools



EcoLife has developed an intense and continuous media campaign, based on traditional and modern media. Main channels and tools were:

- a dynamic web portal and a periodic newsletter
- a project dépliant and a brochure on environmental communication
- a comic novel
- banners, posters and information boards,
- a traveling exhibition
- a scenario simulator, a simulation game and 2 apps
- social media campaigns: news, citizens contests and group discussions

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Some numbers

- 30 Local Communities: more than **80.000** citizens involved (in 24 months);
- web site www.ecolifestyles.eu: **17.173** sessions; **13.206** users; **45.097** page visualisations; **721** news (dati Google Analytics);
- Traveling Exhibition: **52** national events;
- 4 toolkit: **318** download; **3.674** usages
- Subscripion questionnaires: **6.003**

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Some numbers- 2



- Sustainable events presence: **63** national events, **3** international events (Bruxelles, Friburgo e Lisbona), **115.000** citizens met;
- Social media (Facebook e Twitter): **967** posts **115.020** visualisation, **4.611** “likes”, **2.920** **201** followers on Twitter;
- Newsletter: **13** newsletters reaching more than 1600 subscribers.

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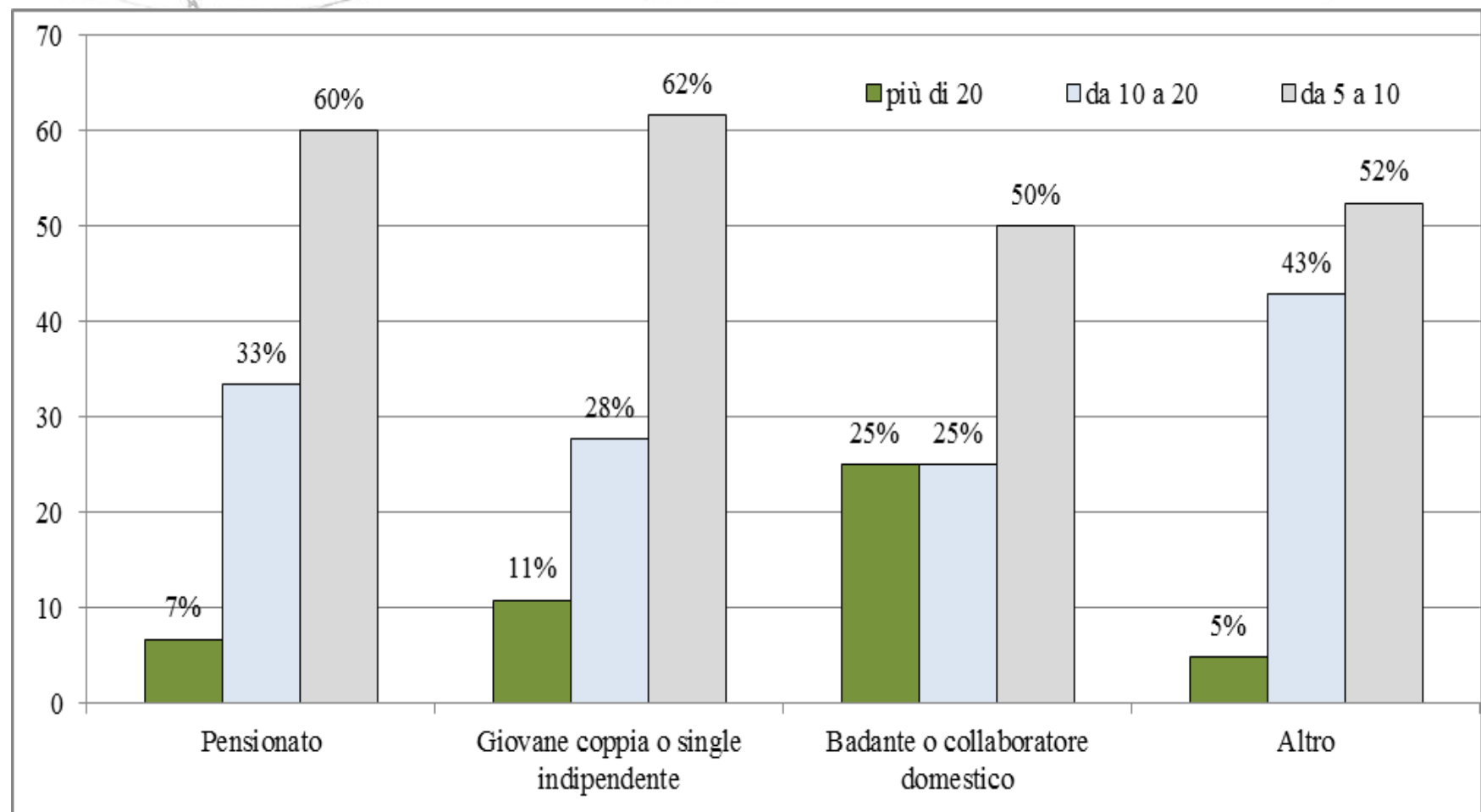


Beneficiari associati





Sustainable Action vs. Target



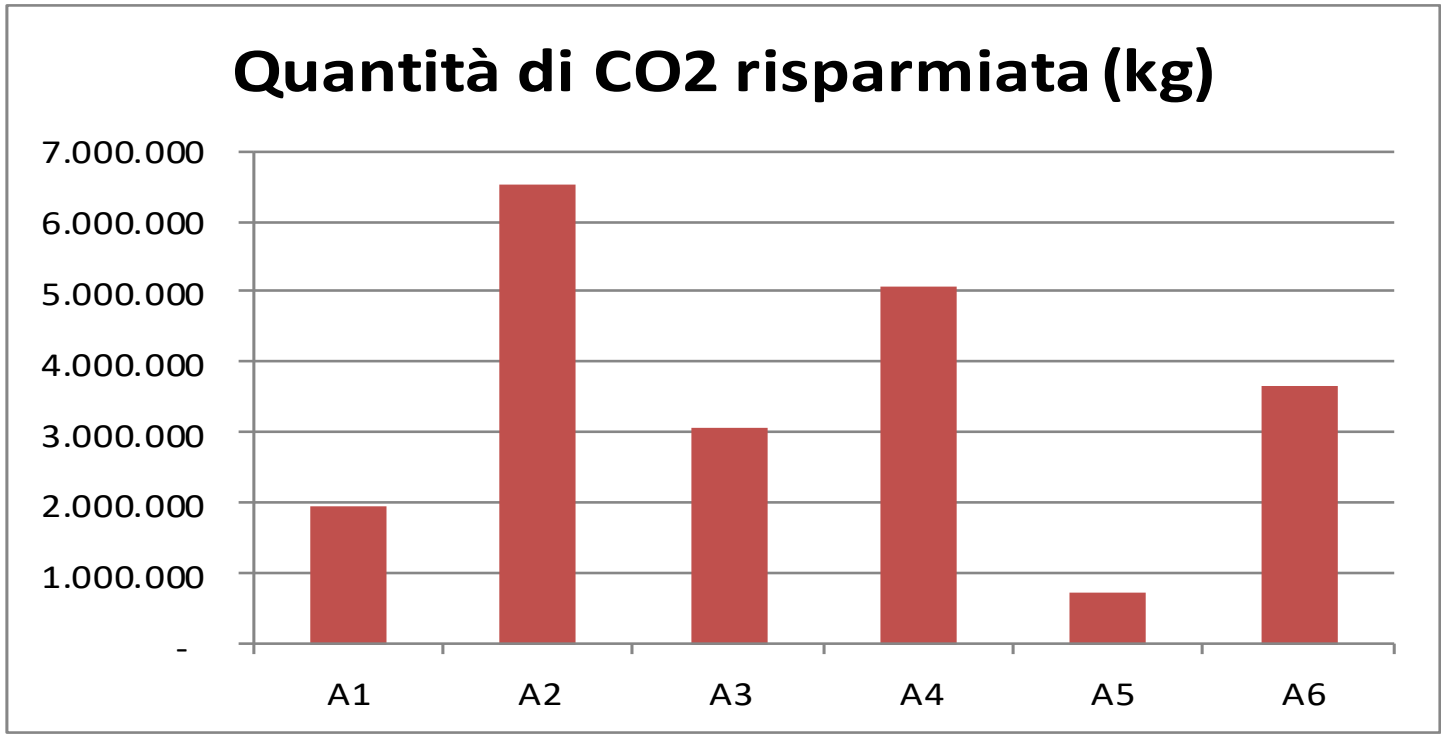
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Most Effective Sustainable Actions



A1 = Mobility; A2 = Energy; A3 = Shopping and Nutrition; A4 = Public Services; A5 = Leisure Time; A6 = Life in collective environments/house.

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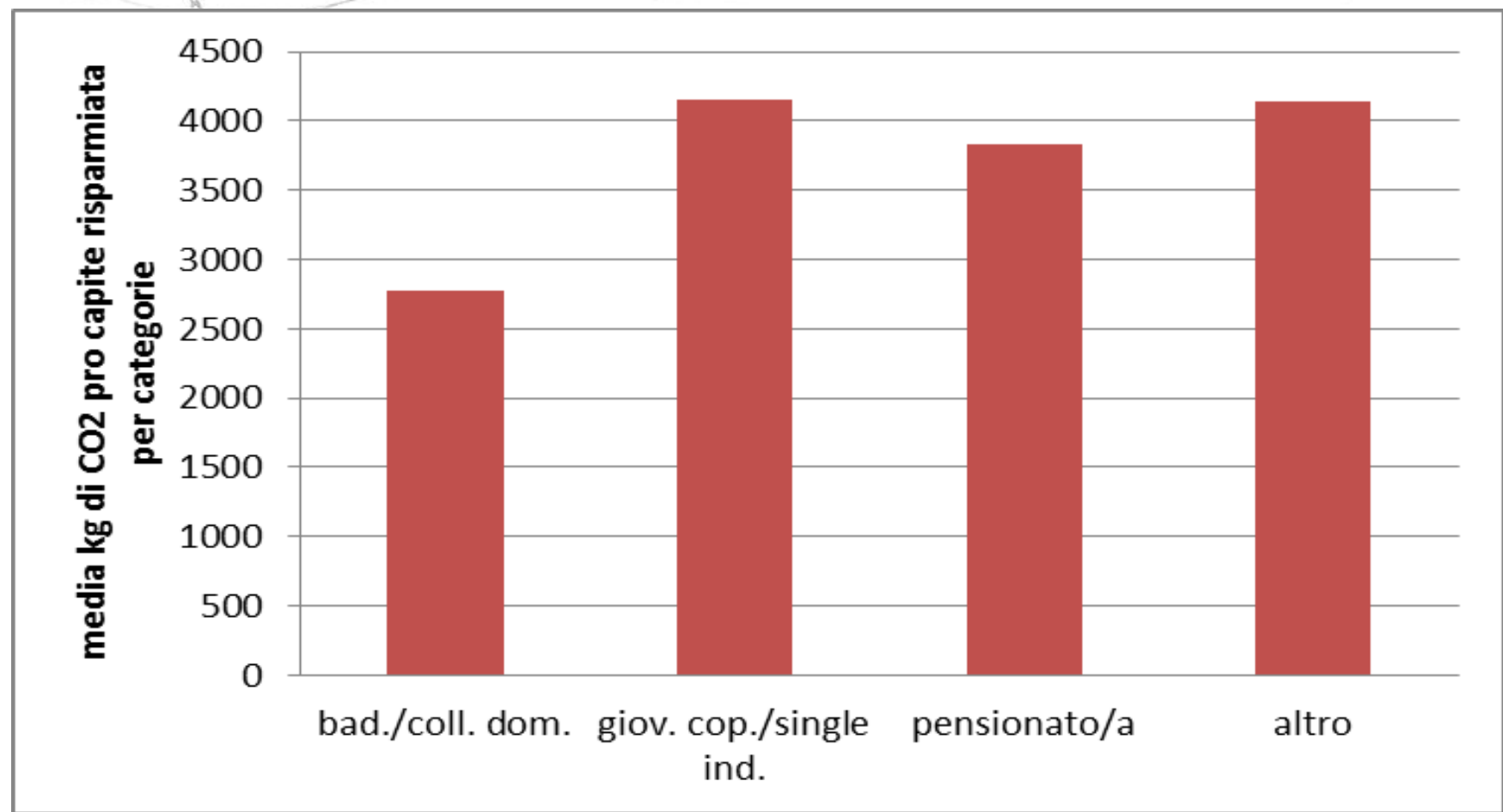


Beneficiari associati





Saved CO₂ by Target



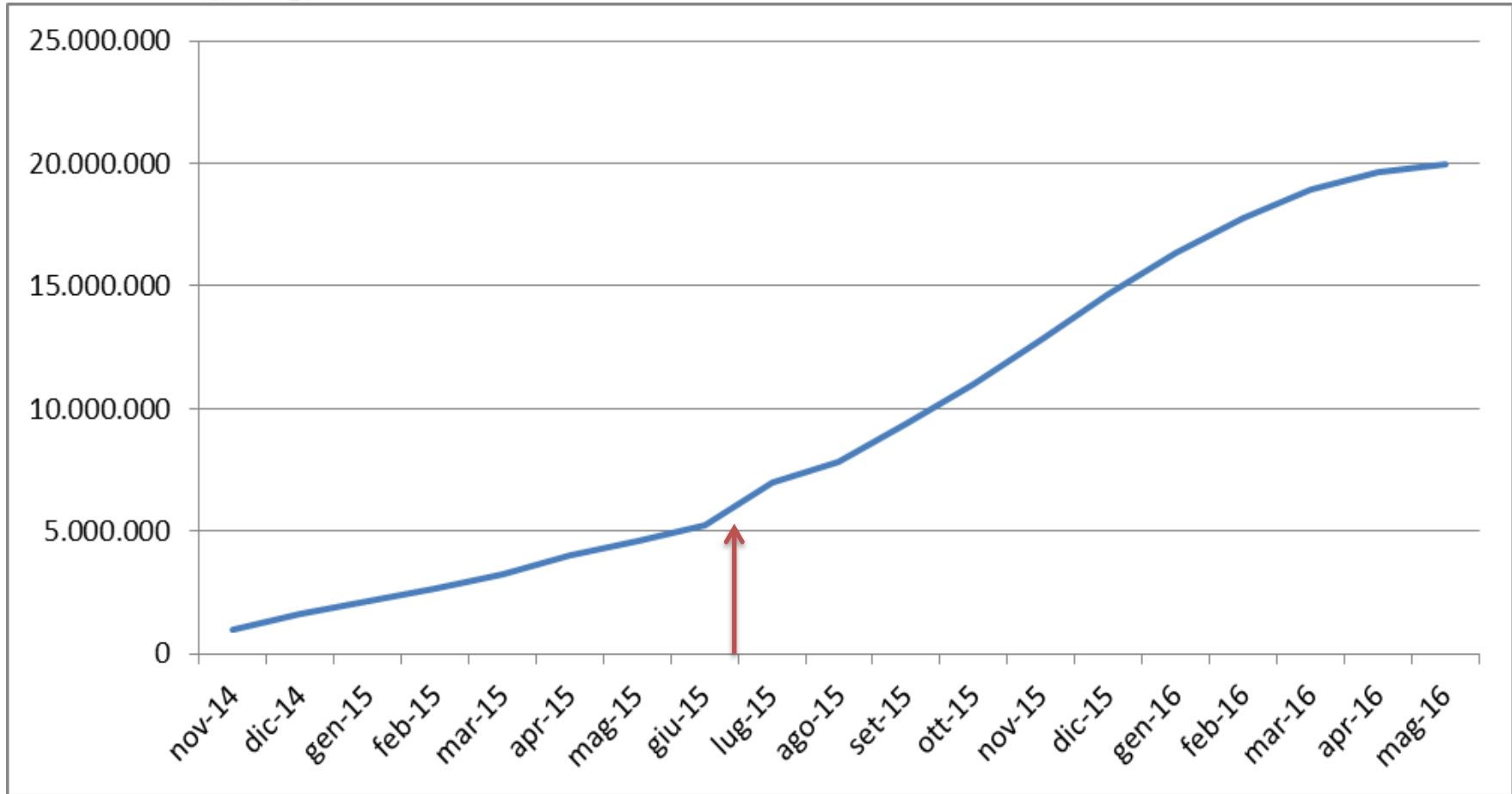
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Saved CO2 Kg



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Contatti



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