


Local awareness raising actions in the Municipality of Pordenone (Italy)

Keywords	Awareness raising actions, education of youth, energy saving, biodegradable products
<p>Main photos</p>	
<p>Objectives of the action</p>	<p>The Municipality of Pordenone decided to carry out two awareness- raising actions in order to sensitize its citizens on energy-related issues. The idea behind the “Play the game of savings” campaign is to reduce the consumption of electric energy, while the “Ecological nappies” campaign is aimed at reducing waste and the cost of its disposal.</p>
<p>Description of the action</p>	<p>The Municipality has recognised the need to deal with a high level of energy resources consumption as one of negative habits imposed by a modern consumer lifestyle. Two awareness raising actions target the general public, particularly the youngest segments of the population. Their objective is to propose new sustainable lifestyles by means of acting on individual awareness, introducing environmental sensitization schemes and spreading the knowledge of environmental issues.</p> <p>The “Play the game of savings” campaign is meant to make school pupils more aware of the need to use the electric energy rationally. The campaign provides special label stickers with a note saying “Switch off the light if it’s not being used”. They are stucked on every switch in all primary and secondary schools within the municipality.</p> <p>The “Ecological nappies” campaign comes from a simple consideration that there is a large number of throwaway nappies being produced every year (up to 5,000 nappies per child are used before a baby turns three years old). The cost of their disposal is high and another problem is the environmental impact. Biodegradable nappies provide a solution to this problem, as the majority of them can be composted. They come in biodegradable packaging and are available for use with biodegradable wipes and nappy bags. Additionally, many biodegradable nappies are made from recycled materials, contain no chemicals and are unbleached. Therefore, they are more environment-friendly, both in terms of production and further decomposition.</p> <p>What might be seen as a problem, however, is the cost of such nappies. In order to popularize their use and provide families with a financial support, the Municipality of Pordenone has introduced a special granting scheme. Parents residing in the city can be reimbursed up to 50% of nappies’ cost, within maximum limits fixed by the Municipality.</p>
<p>Results / Achievements</p>	<p>Both campaigns are considered to be a success in terms of familiarizing the young generation with the knowledge of sustainable way of living and the need to save energy.</p>
<p>Advice for replication</p>	<p>What is necessary for the successful implementation of such campaigns is an effective collaboration with other entities, such as schools, businesses, NGO’s. Moreover, in the course of the campaign, it has to be emphasised how the proposed measure will affect the quality of life of citizens and their physical environment. With such knowledge, citizens will be more willing to get involved in a given action.</p>
<p>Online information</p>	<p>http://www.comune.pordenone.it/comune/progetti/gioca-al-risparmio http://www.comune.pordenone.it/comunicazione/notizie/contributi-acquisto-pannolini-lavabili (further information about both campaigns, including downloadable documents)</p>
<p>Contact</p>	<p>Municipality of Pordenone Gianni Pellizzer – Head of Environment & Mobility Department Tel: +39 0434 392 500 / E-mail: gianni.pellizzer@comune.pordenone.it</p>