

Netherlands Education Campaign for local branches

Since 2004 the Climate Centre, in cooperation with the Netherlands Red Cross and supported by the Netherlands National Committee for Sustainable Development, is implementing the program: *'The humanitarian consequences of a few degrees more'*. Aim of this program is to inform the 339 branches of the Netherlands Red Cross and their volunteers about the risks of climate change and to motivate them to assess and address climate change related risks.

A team of twenty volunteers was set up and trained to give presentations to the branches. In 2005 a total of 70 presentations to local branches and other interested organisations were given. Evaluation reports of the meetings showed that most of the branches appreciated the meetings. To the Climate Centre the experiences of the volunteers gave a wealth of information on how to translate scientific knowledge about climate change to a general informed audience.

Another welcome lesson from the first year of experiences with the local branches showed a general need to translate knowledge into action. The risks of heat waves in particular for the lonely and isolated elderly were identified as a relevant climate change related concern for the local branches and a pilot-project to address this issue was developed and implemented in 2005. The Netherlands Red Cross agreed to finance €10.000 for this heat wave project.

Climate Beach Campaign

For the second time the Climate Centre's Netherlands program organised a beach campaign in the summer (23 July- 7 August) to reach out to the general public.

Sixty volunteers, many of them new to the Red Cross, were mobilised to participate for a few days in the beach campaign. A number of education tools were developed for the campaign to approach the audience in various ways:

- A 'towel'-quiz: volunteers approached beach visitors directly to question them about their knowledge on climate change with a little weather-related gadget as a price. A special questionnaire was developed for children.
- A mobile picture exhibition on the risks of climate change and adaptation-measures. **(picture 1)**

The material of this exhibition became the basis of a 'light weight' mobile exhibition that was developed in 2006 for use by local Red Cross branches.

- The sinking islands game for the youth. **(picture 2)**

The Climate Beach Campaign in 2004 took place during extremely nice 'beach' weather; unfortunately in 2005 it was the reverse. This had a large impact on the success and on the impact of the campaign. The weather was so bad that the organisers had to find alternative places, like museums, to reach the public. The campaign reached 2000-3000 people, which was below expectations but clearly related to the weather. However, the media exposure of the campaign was larger than expected. National radio, daily national newspapers as well as local media (TV, radio and newspapers) dedicated time to the campaign.

The experiences of 2005 have led to the conclusion that the beach campaign is too depending on weather conditions and will not be repeated in this form.