



# Generation Awake campaign

Generation Awake is an awareness-raising campaign about resource efficiency. It targets the general public, showing what can be done in daily life to reduce waste and use natural resources like water, energy, wood and metals more wisely. It was launched in 2011 by the European Commission's Directorate-General for the Environment to promote a resource-efficient Europe with a green (or 'circular') economy. The campaign invites people to think about consumption habits and their consequences for the environment, natural resources, quality of life, health and well-being.

## Who is the target audience?

25- to 40-year-olds, with a special focus on young urban adults and families with small children.

## What is resource efficiency?

**Resource efficiency is about doing more with less, using limited resources sustainably and minimising our impact on the environment.** Our future depends on how we use resources like water, air, metals, minerals, forests, land, food, and biodiversity systems. These resources are essential for our prosperity and well-being, but we are using them faster than they can be replaced.

As individuals and as a society, we need to change the way we use resources. That way we – and our children – can look forward to good quality of life, a vibrant economy and a healthy environment.

## Evolution of the Generation Awake campaign

The campaign was launched in October 2011 with a multilingual website [www.generationawake.eu](http://www.generationawake.eu), Facebook fan page [www.facebook.com/GenerationAwake](https://www.facebook.com/GenerationAwake), viral video [www.youtube.com/user/GenerationAwake](http://www.youtube.com/user/GenerationAwake) and PR activities. These elements featured Routine Robbie, Chubby Charlie and Impulse Inga – personalised shopping bags that represent typical consumption choices.

In 2012, the campaign focused on water consumption. An additional character, Water Maniac Walter, was introduced with content and a video promoting the sustainable use of water. A new [website](#) was developed, addressing the hidden water use of everyday consumption goods.

The campaign used social media to invite citizens to take action and save natural resources. Facebook followers were encouraged to show what water means to them through a photo-tagging application. The results were collected on a photo wall on the Generation Awake Facebook page. Generation Awake Facebook fans also voted for their favourite videos. The My Green Resolution **Facebook application** was added in January **2013** to help fans keep environmentally friendly New Year's resolutions, and share their suggestions.





A new phase began in **early 2014** with the focus on better waste management, one of the key elements in achieving the goals of the green economy. New character Richard Rubbish comes with the message that 'waste that cannot be avoided is a valuable resource'.

The campaign is bringing tangible results. Its websites have been visited by over **750 000 people**, the videos have been watched over **4.5 million times**, the Facebook community consists of nearly **100 000 followers** and PR activities have brought **1 100 articles** about the campaign.

## Who can become a campaign supporter?

Public and private organisations interested in spreading the Generation Awake messages are invited to become official supporters of the campaign. To support the campaign applicants need to fill in the request form in the 'The campaign' section on the campaign website [www.generationawake.eu](http://www.generationawake.eu)

## Why become a supporter?

If you are **doing business or providing services in a resource-efficient way, becoming a supporter can help promote your organisation's environmental profile**. You can also join the wider effort, spreading the message that cutting waste and doing more with less are good for the environment and the economy, and that acting sustainably is both a moral and commercial choice.



As a supporter, **you have access to information and material** to use in newsletters or on websites. You also get free access to campaign visuals, photos and videos for your publications and events.

Supporting organisations can also **gain visibility via the campaign official website**, as the logo of public organisations supporting the campaign will be visible on the supporters' page of [www.generationawake.eu](http://www.generationawake.eu) ('The campaign' section). It also offers the opportunity of green networking as the page identifies other like-minded organisations and interest groups throughout the EU.

Requests from the public sector (public administration, NGOs, public institutions and organisations, universities, schools) are directly accepted. Applicants receive by e-mail all information and materials needed for promotional activity. Requests to use the logo from the private sector are to be considered on a case-by-case basis. DG ENV will approve or refuse the request within 15 days of receipt. Permission to use the Generation Awake logo is non-exclusive, world-wide and is limited to the period of the campaign which is foreseen until the end of 2014, with possibility of extension.

[www.generationawake.eu](http://www.generationawake.eu)

[www.facebook.com/GenerationAwake](https://www.facebook.com/GenerationAwake)

[www.youtube.com/user/GenerationAwake](https://www.youtube.com/user/GenerationAwake)

