

→ Objective

In its 6th year, the Ministry of Ecology and Sustainable Development (MESD) wanted to turn Sustainable Development Week into a major national event, educating people with simple, "green" solutions to promote an overall realistic eco-friendly guideline for the every day life.

Over the last few years, people have become more and more committed to the idea of sustainable development, though they often don't really grasp how easily it is to effectively make a difference.

→ Action

A 360 campaign, the program included a movie shown on nine television channels, a digital program, radio spots, various communication tools and a large public event in the "Village" at the Jardin des Plantes in Paris. The public event was the culmination of the program and fully involved the target audience, while droving home the message of how simple it is to live an eco-friendly lifestyle. While in the "Village" participants enjoyed an educational program that included six workshops on how to switch to a sustainable lifestyle.



→ Reaction

On the day of the event over 9,000 people visited the "Village" in the Jardin des Plantes and learned how they could easily live a more eco-friendly life. Since then over 10,000 local events have taken place all over France with 20 partners such as media and financial institutions contributing the events.