

WP 5 Online Campaigning

Deliverable 5.2

Topic 2 The Upcoming Holidays: Christmas time & New Years Eve!

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How to use Topic Framework number 2

This is the final version for our second Topic Framework. In this framework we have prepared content you can use for your national website. You're free to use or adapt any of this content. It is important for the interest of your target group that the content for your country will have national characteristics. You can start by translating the content to your national or regional language. You can also insert national characteristics as traditional sayings, national student/starters statistics, typical national examples (like national cities, festivals, green celeb's etc.) During the translation you will encounter these national characteristics, some are highlighted in the text. Also, it is important to relate to the European context of the campaign.

Topic Introduction

The articles in this topic will focus on the upcoming holidays: how students are experiencing these days and how they choose for a climate-friendly approach:.

Article 1 Climate-friendly Christmas time

Article 2 Tips for a green New Year's Eve Party.

Article 1 Climate-friendly Christmas time

Tofu sausages in place of roast goose? Contemplation instead of gifts? Anything else? When Christmas is near, even the best energy savers are increasingly careless: In the weeks before the joyful celebration mountains of gifts are bought, tons of butter are consumed as cookies and Christmas lights are burning day-and-night. But even during the Christmas season, the climate needs your protection. And that does not necessarily mean the end for our Christmas tradition. With our easy tips, you can save a lot of CO₂ during the feast.

Choose climate-friendly presents

Relatives and friends are glad about the time you spent with them together instead of buying expensive gifts. You still want to buy something, take a look at second-hand shops, flea markets or search at internet auction websites. Often you will find there very well preserved or exceptional small and large gifts from second hand - which are also much cheaper. For packaging gifts: old newspapers and magazines are a perfect alternative to gift wrapping paper. This saves resources, money and looks - depending on your selection - even more creative. Other great upcycling Christmas gift ideas can be found here (insert a link to an external website).

Keep a close eye on your wish list

Be critical when it comes to your wishes: Do I REALLY need all of these things? Always remember that in order to produce, transport, pack, sell and also as a result to dispose products an incredible amount of CO₂ will be caused. Your old smartphone is still working? Why do you need the new model? Instead of the new smartphone you can wish for an energy-efficient refrigerator, which relieves not only your CO₂ account, but also your wallet for the long run.

Low Carbon Christmas baking

Of course Christmas season includes cookies. Keep in mind to buy organic ingredient and try to replace not that climate friendly products with environmentally friendly alternatives. If you use for instance the same amount of vegetable margarine instead of 250 g butter, you can avoid about 5.7 kg of CO₂. Additionally you can skip preheating the oven, especially when switching on air circulation, which is better anyway. Moreover turn off the oven 10 minutes before the actual baking time is over and use residual heat.

Festive mood but still saving energy

Buy energy-efficient LED Christmas lights! It is worth to replace old lights with modern LED lights. You can save up to 80 percent energy. Also remember to turn off Christmas lights at night. Very atmospheric and climate-friendly at the same time are traditional candles. Christmas trees are a must in most households and they cannot be missed in the future either. However, you should buy trees from local forests or with an ecological certificate.

Traveling home climate-friendly

Most of you will probably drive to your parents' home during Christmas holidays. The most climate-friendly is to travel by train. Alternatively, you can also take the bus or use a carpool. Should you still be behind the wheel due to unavoidable reasons then think about climate-friendly driving, like driving with foresight and at low speed.

Article 2 Tips for a green New Year's Eve Party.

Next year everything will be different: eating healthier, exercises more often - and perhaps even live a little bit more climate-friendly? Good intentions, there are plenty of them at New Year's Eve. But why wait until New Year's Day? With our tips for a climate-friendly New Year's Eve bash you can still start this year and put your good intentions into action. Our Party Guide tells how a climate-friendly party works - from planning to climate-friendly clean up afterwards. Celebrate - green!

Like Birthdays, housewarming parties or New Year's Eve, there are plenty of occasions to pop the champagne cork. And of course, they can be celebrated climate-friendly as well! Here is a short Party Guide:

Before the party:

- Invite your friend's climate friendly and paperless via e-mail, Facebook, Twitter, or old-fashioned by phone.
- It's best to send some additional information how to reach your apartment by public transport.
- Do it without balloons, confetti, and garlands – the very next day everything ends up in the trash.
- Lights out! A cozy atmosphere and low power consumption provide solar string lights, LED light tubes or - very classic - candles.

During the party:

- Outside it's freezing cold? However during the party you can turn the heating down a few degrees and the music up instead. Then your flat gets climate-friendly hot by itself – thanks to the dancing mob!
- Finger food saves dishwasher and nerves. Especially climate-friendly are appetizers, which are produced local, organic and preferably vegetarian.
- Of course, more important than appetizers are drinks! Stay away from Corona, Budweiser and Co. There are quite a lot local and organic brewed beers. Also in the supermarket you'll find a wide range of local fruit juices, herbal liquors and wines, many of them are even organic.
- Drinks are cooled particularly climate-friendly in the bathtub or on the balcony. And by the way the good old party trick of labeling cups with your guest's names also works with glasses. Permanent marker can easily be wiped off from smooth surfaces with the help of pure alcohol.

After the party:

- Pack the remaining food not in aluminum foil. Fill it in lunch boxes and put them into the fridge. But please wait until they cooled down, because otherwise the refrigerator works twice as hard!
- For cleaning ecological cleaners should seriously be considered. As an example Vinegar cleaner, that is besides not even expensive.

- Almost there! Now just quickly take out the garbage and of course separate it neatly to the appropriate bin.