

WP 5 Online Campaigning

Deliverable 5.2

Topic 5: A Sustainable Summer

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Topic Introduction

This topic focuses on how to enjoy the summer as a student in a sustainable and fun way. This topic will be about sustainable traveling on a student budget, our Top 5 sustainable festivals in Europe and also include refreshing recipes. Also, this topic can be linked to the SMERGYmeter very easily. So you can include tips on how to save electricity to cool your student flat or other things. When you're writing the articles try to combine SMERGY message with 'Sustainable Summer'.

Overview Articles:

1. Green holidays - weather you travel across the world, visit festivals or stay at home, we have tips for you on how to enjoy your free time in an ecofriendly way.
2. Going abroad for the summer? Here is how to travel in a sustainable way!
3. The 5 best energy saving tips for the summer! (Smerygometer)
4. Keep it cool - how to keep your flat cool on a hot summer day.
5. How to travel when you're low on cash? Tips voor students on a budget.
6. Refreshment needed? Tasty and simple recipes for hot summer days.
7. Been at the beach for too long? Our Top 5 household items to soothe a sunburn.

Picture gallery:

1. Top 5 of the most sustainable festivals in Europe
2. Top 5 of the most sustainable travel destinations

How should you use this framework

- Header: Write the article, always use an interesting Header!
- Article content: Think of the message you want to communicate through the article, always combine it with your own message of the campaign.
- Article connection to Smerygometer: speaks for itself!
- Example blogs or other sources: A lot of articles are already out there (in English), so use it. When you write an article, you should use multiple sources and mention them in the text (through links).
- Supporting facebook posts: When you post your article on facebook, as a facebook post, it is interesting for your public to choose between different blogs or articles about one topic (A Sustainable Summer). You can support this by posting multiple facebook post about A Sustainable Summer. Like, before and after your post about your blog. You can find examples of these supporting facebook posts in every article.

Article 1

Possible Headers: Green holidays - whether you travel across the world, visit festivals or stay at home, we have tips for you on how to enjoy your free time in an ecofriendly way.

Article content: advice on how to reduce your carbon footprint when travelling, sustainable accommodations and tips for ecofriendly BBQ's.

Article connection to Smergymeter: At the end of the article: "Want to find out more ways to save energy? Check out our [Smergymeter](#) for handy tips that save you some money on your next energy bill."

Example blogs or source/supporting facebook posts:

How to green your holidays

Here comes the sun! Now it is the time to go outside and to enjoy your life on festivals, barbecues, or on short trips to places you have not visited yet. Whether you are going to spend your free time at home, on the beach, or at festivals the following tips will show you how you can make your trips and holidays more green. Enjoy the summer.

Some vacation basics

All roads might lead to Rome, but you don't need to go to Italy or travel to the end of the world just to see some beautiful places. There are many beautiful corners and places in your country or direct neighbor country where you can relax with your friends or experience some adventures. Beach, sea, mountains or lakes: information about traveling destinations in your country and Europe you can find in the internet. This means also you reduce your emissions and travel costs.

On the spot you can look for so-called sustainable accommodations. Camping in caravans or tents is one of the most climate-friendly accommodations. If you prefer to spend your nights in a hotel room or holiday home, look for the label "EU-Ecolabel" which guarantees you that the provider respects the local environmental standards.

Choosing the right transportation plays a particularly important role when traveling climate friendly. For travels within Europe you can easily travel by train or bus instead of taking the plane or car. Traveling by train only causes 40 grams of CO₂ per person and per km, whereas a plane trip causes 380 grams of CO₂ per person and per km, or a car trip 150 grams of CO₂ per person and km.

CO₂ free travelling? That's how it's done!

If, despite a long car or plane trip you still want to protect the climate and save the earth, you can compensate your travel with a voluntary contribution to an environmental organization like Atmosfair or myclimate. Your contribution will be invested in different climate and environmental projects, like for example the expansion of renewable energies in developing countries or other sustainable projects. This contribution is directly based on your CO₂ emissions during your travel.

Sunshine, pool and Barbecue

If you are spending this supper at home in a hammock or in your garden barbecuing with your friends and family, the following tips are just the right thing for you:

- Buy charcoal from sustainably managed forests to make sure that ecological criteria were respected during the production. Look for the FSC label during your next purchase.
- You can also contribute to environmental and climate protection by putting the right foods on the grill. Choose organic meat over non organic meat as well as pork and chicken over beef and lamb in order to reduce your Carbon Footprint.
- Another even more climate friendly barbecue option would be vegetarian and vegan food such as tofu or vegetables. A kilogram of beef causes as many CO₂ as 19 kilograms of vegetables which are also very beneficial for your health.
- You should put your drinks in an energy-efficient A+++ fridge which consumes 125 kilowatt less energy, than a conventional A class fridge.
- In order to reduce waste you should use reusable or returnable water bottles and food packaging. If there is waste left, do not just leave it on the ground, but take it with you so that you can dispose it the right way at home.

Article 2

Possible Headers: Going abroad for the summer? Here is how to travel in a sustainable way!

Article content: Handy tips for students on how they can travel and explore in a eco friendly manner. These tips could include anything from sustainable ways of transport (trains, busses, car sharing,...) to healthy biological food or sustainable hotels and travel destinations.

Article connection to Smerygometer: At the end of the article try to include something like: “But waiiiit! Before leaving your flat and heading to your travel destination: did you unplug your electronic devices like your radio and TV? You can also empty your fridge and unplug it if you’ll be gone for a while. For more energy saving tips check out our [Smerygometer](#) (include link to Smerygometer)”

Example blogs or source/supporting facebook posts:

(Article2- How to travel climate friendly)

How to travel climate-friendly this summer by bus, train or bike

Summer is just around the corner. Long, hot days invite you to travel. Whether you go on a short trip or long summer vacation the following tips will show you how to travel climate-friendly and easily by bus, train and bicycle.

Train travel

Travelling by train is not only fast and easy but also very climate friendly. The CO₂ emissions for train travels are 40g/km per Person. In comparison to that, for a plain ride 380g CO₂ are emitted per km and per person. 150g are emitted per km and person in a mid-range car.

Ticket prices can vary from country to country. Generally, if you plan your trip and buy your ticket in advance, it will always be cheaper than the spontaneous trips. You can also benefit from numerous special tickets and prices offered by travel agencies or the rail provider. Many countries offer season tickets, which allow you to benefit from certain price reductions. If you are planning to go on a big trip this summer through Europe or just one European Country, than you might consider buying an Interrail pass. Many rail providers or travel agencies also offer group tickets which can be used when travelling with your friends or family.

Bus travel

Travelling by bus has improved a lot over the past few years. Several long-distance bus companies are offering cheap rides throughout Europe. Although the ride usually takes longer than by car, many buses provide free Wi-Fi in order to make your journey more pleasant. In addition to that, you can travel CO2 neutral by paying a small amount, in correlation to your CO2 emissions on the travel, to a climate protection organization like [Atmosfair](#) or [myclimate](#). These organizations will invest your money in international sustainable development and climate projects.

Travelling by bike

Travelling by bike is by far the cheapest way to get from one place to another. If you are up for a real adventure this summer, you could simply ride your bike to Rome or Copenhagen. Or even through nine different countries, from St. Petersburg in Russia to Calais in France, on the European Bicycle Route 1. In case you don't have the time or strength to go straight to France, Italy or Spain you can also put your bike in the bus or train and explore the country by bike, once you are there.

Article2- How to travel climate friendly by car

Tips on how to travel climate-friendly by car this summer

Around [one fifth](#) of the ejected CO2 emissions in [Germany](#) are generated in the transport sector. The majority - [84 percent](#) - of these emissions are directly caused by cars, trucks and motorcycles. It is not always possible to travel by foot or by bike. Still, there are easy ways to improve your Ecological Footprint while driving towards the sun.

Hitch-hiking

You'll be amazed by how far you can get with just your thumb pointing up in the air. Hitchhiking is probably the cheapest way to travel, because usually you don't have to pay for the ride. Hitchhiking is legal in most of the European countries. In Italy or Spain, however, you are not allowed to hitchhike with your thumb up in the air. Asking the driver directly to give you a ride is after all allowed in these countries. Hitchhiking right on the highway or the service lane is forbidden in [Germany](#) and most other countries and can be very dangerous.

In certain countries, you are getting on quite quickly, in others you'll need a little more patience. Take care of your appearance in order to improve your chances to get a ride. Women and solo

Trampers usually get a ride easier and faster than men or group-hitchhikers. It is important that you trust your gut feeling. Don't get in a car where you don't feel safe or welcomed. There are numerous blogs and websites where you can find tips for a trouble-free hitchhiking journey.

Private Carsharing and car renting

In addition to the commercial car rental companies, there are also private carsharing options where you can rent a car, small bus or caravans, directly from a private car owner. Different online platforms allow you to contact the owner and find all necessary information about the vehicle, costs and insurance. This way of renting a car is usually cheaper than the commercial car rental option while offering you the same experience and advantages. In case you still prefer to rent a car from a rental company, there are many internet websites which help you in comparing and finding the best offer between different car rental operators.

Ridesharing

Ridesharing offers you an alternative to car sharing or renting a car. On different online platforms such as **Mitfahrgelegenheit**, roadsharing.com or **blablacar**, you can easily and conveniently find your next ride. There also various Facebookgroups where people regularly propose rides.

Ridesharing might not be as flexible as driving by car on your own, as the driver usually decides on the place of departure, time and cost. However, Ridesharing allows you to lean back and exclusively focus on the actual travel and meet new people.

Save fuel and money with the right driving style

No, it's not just another myth, the right driving style can really help you to reduce your fuel consumption and save CO₂. All you need to do is to lower you speed and avoid unnecessary braking and late gear changing. At 2000 rotations / minute you should switch to the next gear. By the way, also keep in mind that every kilogram of weight in your car increases the fuel consumption of your car. So get all the unnecessary stuff out!

Turning on the air conditioning can also result in an extra 10% to 15% higher fuel consumption. You should also regularly check your tires. Energy-saving tires have a lower rolling resistance than conventional tires and therefore consume less fuel. The costs for energy-saving tires amortize quickly and you can save up to five percent of fuel.

But even with conventional tires you can save fuel and CO₂ by habitually checking the tire pressure. If the tire pressure is 0.5 bar too low your fuel consumption can increase by around five percent. After one year this would present an amount of 140 kg CO₂ emitted and you would spend about 90 euros more on fuel.

Another way to reduce your fuel consumption would be by using synthetic fuel oil during the next oil change. Using low-friction oils can reduce your fuel consumption by almost four percent and keep your engine in good condition. Despite the additional costs for the high-tech synthetic oil you can save up to 90 euros per year.

- <http://www.lonelyplanet.com/ecotourism>
- <http://www.sustainablecouch.org/more/sustainable-travelling>
- <http://www.yale.edu/yalecollege/international/sustainability/tips.html>
- <http://www.ecoventura.com/sustainable-travel-6-ways-green-next-vacation/>
- http://www.wwf.org.au/get_involved/change_the_way_you_live/travel_transport_and_sustainable_living/

Article 3 (can be linked with Article 4)

Possible Headers: The 5 best energy saving tips for the summer!

Article content: A Top 5 of energy saving tips at home from the Smerygometer. Choose your top 5 tips or actions from the Smerygometer.

Examples from the Smerygometer: 1. Shower quicker for less water and energy consumption, 2. Unplug electronic devices, 3. close the windows and curtains on a hot sunny day

Article connection to Smerygometer: At the end of the article: “For more energy saving tips check out our [Smerygometer](#)”.

Article 4

Possible Headers: Keep it cool - how to keep your flat from overheating on a hot summer day.

Article content: Tips on how to keep your apartment cool during the summer without using an air conditioner.

Article connection to Smerygometer: At the end of the article: “For more energy saving tips check out our [Smerygometer](#)”.

Example blogs or source:

- <http://www.aol.com/article/2015/06/26/no-air-conditioner-here-s-how-to-cool-down-your-home/21201797/?ncid=txtlnkusaolp00001357>
- <http://money.usnews.com/money/the-frugal-shopper/2015/07/06/how-to-save-while-keeping-your-home-cool>

Article 5

Possible Headers: How to travel when you're low on cash? Tips voor students on a budget.

Article content: Tips for students on how to travel with a small available budget.

Article connection to Smerygometer: At the end of the article: ““Want to know how else you can save money to afford your next vacation? Check out our [Smerygometer](#) for handy tips”.

Example blogs or source:

- <http://www.wikihow.com/Travel-on-a-Budget>
- <http://www.wikihow.com/Travel-Cheaply-as-a-Student>

Article 6

Possible Headers: Refreshment needed? Tasty and simple recipes for hot summer days.

Article content: 2-3 quick and easy to make recipes for popsicles or self made ice tea and coffee.

Example blogs or source:

- <http://www.ecoicepops.com/what-is-an-eco-friendly-homemade-ice-pop/>
- http://www.canadianliving.com/food/cooking_school/six_rules_for_the_best_iced_tea_plus_recipes.php
- <http://www.countryliving.com/food-drinks/g1015/homemade-iced-tea-recipes/?slide=3>

Article 7

Possible Headers: Been at the beach for too long? Our Top 5 household items to soothe a sunburn.

Article content: Tips on how to cure a sunburn with simple household products.

Example blogs or source:

- <http://www.aol.com/article/2015/06/26/5-household-items-to-soothe-a-sunburn/21201674/?ncid=txtlnkusaolp00001357>
- <http://health.howstuffworks.com/skin-care/beauty/sun-care/10-home-remedies-for-sunburn.htm#page=1>
- <http://sunburntreatmenthq.com/home-remedies-for-sunburn/>
- <http://thesecretyumiverse.wonderhowto.com/how-to/9-common-household-items-for-relieving-sunburn-0128594/>

Picture gallery 1

Possible Header: **Top 5 of the most sustainable festivals in Europe**

content: Top 5 of the most sustainable festivals in Europe with a picture and a short description.

Sources for pictures of the gallery

- <http://www.agreenerfestival.com/2015/01/a-greener-festival-awards-2014-the-winners/>
- <http://www.sunseed.org.uk/blogs/2015/06/22/top-5-european-sustainable-festivals/>
- <http://greentravelerguides.com/green-eu-music-festival/>

- <http://blueandgreentomorrow.com/features/2014-guide-to-the-uks-top-sustainable-and-green-festivals/>

→ Check for copyright CC0 or CC1 before using any pictures (Have a look at the pictures we collected, they are free to use: '[Foto's free to use](#)')

Picture gallery 2

Header: Top 5 most sustainable travel destinations

content: Top 5 of the most sustainable travel destinations with a picture and a short description.

Sources for pictures of the gallery

- <http://greendestinations.info/top100/>
- <http://www.ecomagination.com/top-five-most-sustainable-cities-in-the-world>
- <http://mynatour.org/destination/top-10-ecotourism-experiences-europe>
- <https://www.ecotourism.org/ecodestinations-europe>
- <http://greenglobaltravel.com/2014/12/31/2015-top-travel-destinations-ecotourism-experts/>

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