

CUSTOMISED DIGITAL INTERVENTIONS - CO₂ GUIDE

Shopping and household tip: "Hang your laundry to dry on a clothesline instead of spinning it in the dryer. You'll get fresh-smelling clothes, cut your annual CO₂ emissions by 400 kg - and save DKK 750 (about EUR 100) on your electricity bill."

Mobile application for energy savings and lower costs in the company and among the employees.



Text message: "If everybody in your family turns off the water while brushing their teeth, you'll save up to DKK 530 per person every year."

MARCH 2011

PHASE 1: SIGN UP CAMPAIGN

PHASE 2: CLIMATE AWARENESS

PHASE 3: BEHAVIOURAL CHANGE

DECEMBER 2012

4 week campaign consisting of posters, portal news, flyer, events etc. Target: to motive sign ups for the CO₂-Guide

Customised short text messages and e-mails. Survey among employees

Encouraging behavioural change based on increased climate awareness