

Annex 7 Test plan anchorage

Outline of planned tests

Test no.	Title	Target group	Test municipality	Anchorage instrument
1	Young people for sustainable lifestyle (New instrument)	Citizens	Herning	Network/organisation
2	Establishment of Hogweed fighters in Fredericia (New instrument)	Citizens	Fredericia	Information/Campaign
3	Hogweed fighters' effort in hogweed control (Existing instrument)	The municipality Citizens	Ballerup	Network/organisation
4	User group in Albertslund (Existing instrument)	Citizens	Albertslund	Network/organisation
5	Green shops (New instrument)	Enterprises	Copenhagen	Scheme
6	Green Diploma (New instrument)	Housing associations/ citizens	Copenhagen	Scheme
7	Environmental management (New/existing instrument) (Common test)	The municipality	All Dogma municipalities	Course/education

In the following the below three tests have been translated in full. A description in Danish of the other tests can be found on the project website at xxxxxxxxx.

Test no. 1: " Young people for sustainable lifestyle".

Test no. 3: "Hogweed fighters' effort in hogweed control".

Test no. 5: "Green shops". Target group: Enterprises.

Test no. 1

Title

"Young people for sustainable lifestyle"

Anchorage instrument

Network/organisation (new instrument)

Municipality

Herning

Problem

Young people are the agents of the future, so they are a very important target group for anchorage of sustainable thinking. The municipality of Herning has some experience with committed young people in terms of green thinking, and this will be drawn on in the establishment of a network. But it is in no way an area that has been cultivated.

Target group

Young people between 16 and 25 years in the municipality of Herning

Efforts

We will try to gather a group of voluntary young people who in their own terms will be ambassadors for a sustainable lifestyle. The group must be the idea maker and have large ownership of the initiatives to be launched. The idea is to create a group of voluntary that disseminate sustainable thinking in their sphere. The driving force will be commitment, it should be fun to participate, create a spirit of community and of feeling that you make a difference.

Indicators

1. Whether we succeed in establishing the group with a reasonable number of participants
2. Stable structure and organisation of the group's work
3. At least one successful event during the year
4. The size and width of the sphere the group can mobilise, activate or reach in other ways
5. Long-term perspective of the group
6. Impact indicators in the form of changed consumption or similar (difficult to measure).

When

2006: Start and activities.

2007: Evaluation of one year, continuation of activities.

How

We will start with an announcement/campaign to get the group established, afterwards it is very much in the hands of the group to choose which activities come into focus.

Test no. 3

Title

"Hogweed fighters' efforts in hogweed control"

Anchorage instrument

Network/organisation (existing instrument)

Municipality:

Ballerup

Problem

The municipality of Ballerup has for several years made serious efforts for hogweed control on the municipal areas. Since 1997 they have not used pesticides, but have controlled hogweed manually with machines, sheep and cattle.

But hogweed cannot tell the difference between municipal and private land. Therefore, the control only becomes really efficient when the municipality, citizens and enterprises cooperate. Already now, several allotment garden and houseowner associations have created networks (hogweed fighter groups), and this effort has just been given the Dogma 2005 award.

As a service to the hogweed fighters and other voluntary groups, the municipality offers the following:

- Practical assistance in the form of presentations of the municipality's efforts and demonstration of how to remove and dispose of hogweed.
- Facilitation of contact to other hogweed fighters, advertisements in the local newspaper, press releases and other information materials.
- Lending of equipment - tools, gloves and single-use protective clothes
- Catering at events and pick-up of sacks with hogweed waste
- Registration of hogweed on the Internet

The interesting aspect in terms of anchorage is: What makes ordinary citizens commit themselves to the local environment work of hogweed control – and doing so year after year? What is in it for them personally when they establish networks? And can their experience contribute to a new strategy for how municipalities can make citizens commit themselves and anchor the environment work.

Target group

The primary target group is municipal staff members who are responsible for coordinating efforts against hogweed. The secondary target group is the hogweed fighters and other citizens fighting hogweed and who at the end of the day will benefit from the fact that the municipality qualifies the strategy for hogweed control and for engaging more voluntary people.

Effort

The municipality of Ballerup will launch a campaign similarly to previous years, and it will at least consist of the following:

- Housing associations, houseowner associations, allotment garden associations and leisure associations will receive a letter about the efforts of the municipality and offers to voluntary wishing to cooperate in the hogweed control
- Letter to enterprises inviting them to fight hogweed at their premises
- Updating of website, probably with a map showing where the municipality has registered hogweed
- Articles in relevant newspapers and magazines
- Updating of pamphlet on hogweed control in the municipality of Ballerup

- Assistance in the form of presentations, advertisements etc. for hogweed fighters and other interested citizens

To test the anchorage level the established hogweed fighter groups will be invited to participate in focus group interviews, where they get the opportunity to table good and bad aspects of the voluntary work.

Indicators

The anchorage indicators will be "adapted" to the test of the Hogweed fighters, where special focus is called for as regards the motivation of the participants for making this effort.

When

February-September 2006: Hogweed campaign to run

October 2006: Focus group interviews

How

As described above the campaign will contain the same elements as previous years. After the end of the campaign three to four hogweed fighter groups will be invited to participate in focus group interviews. Here, each hogweed fighter group will get the opportunity to present and discuss the efforts of the years. In advance they will receive a question guide so that they know the agenda of the meeting. This question guide will primarily deal with questions of anchorage perspectives.

Test no. 5

Title

"Green shops"

Anchorage instrument

Scheme (New instrument)

Municipality

Copenhagen

Problem

Copenhagen's Environmental Network has launched the project "Green shops" directed at retailers, including restaurants and cafes in the City of Copenhagen. The purpose is that participants are to comply with a number of specific requirements. The requirements must be complied with continuously, and participants are given a green diploma. Green shops is a three-year project for the participants.

The test of the project "Green shops" will show whether the participants in the process have changed behaviour in a more sustainable direction. Copenhagen's Environmental Network has drawn up a checklist with 25 items. The participants can choose other environmental issues. The check list is divided into actions that can be carried out every year and it is broken down on operation, purchasing, waste as well as products and production information.

Target group

Retailers, including restaurants and cafes.

Effort

The effort is decided finally in the detailed planning in January 2006.

Indicators

- It will be tested whether the shops etc. have changed their behaviour in a more sustainable direction. After six to twelve months of participation in the project the result is tested in terms of number of participants and compliance with the checklist.
- Secondly, it may be measured whether selected shops, restaurants and cafes have changed from conventional detergents to eco-friendly detergents.

When

First half of 2006.

How

A project description is being prepared, stating the process step by step. The project description will be ready by the end of January 2006.

Who

- The Environmental Network's working group on green shops.
- Relevant professionals in the Copenhagen EPA, such as the chemicals agents
- Life, anchorage (Thomas Johannesen)