## WHAT IT’S ABOUT:

Kislábnyom was aimed at promoting long-lasting and sustainable behaviour change in lower income households, given these community members tend to live sustainable lifestyles but don’t necessarily identify as being “green.” The effort consisted of interactive training sessions with groups of families around the country, small footprint competitions for households, closing celebratory community events, planting of native fruit trees, and taking collective responsibility for emissions associated with program-related events.

GreenDependent Sustainable Solutions Association in Hungary implemented the initiative through two year-long campaigns in collaboration with the social services organization Large Families Association and other non-profit organizations with direct connections to modest-income families. These organizations helped with recruitment while GreenDependent provided the methodology, professional materials, publications, and training events for the regional coordinators of the collaborating organizations to become amplifiers and local agents of sustainable lifestyles households, as well as for households. They also created press releases that received good uptake from local mainstream media.

To achieve the goal of long-lasting sustainable behaviour change, GreenDependent appealed directly to the common desire to cut household costs, identified many behaviours that households were already taking that could be expanded on, and reframed how participants thought about the issue by promoting the idea that low income lifestyles are inherently sustainable.

### PROFILE

**GEOGRAPHY:** Hungary  
**AUDIENCE:** Large and lower income households  
**ORGANIZATION:** GreenDependent Sustainable Solutions Association (NGO)  
**DATE:** 2010 – 2012  
**DOMAIN:** Holistic  
**NEEDS ADDRESSED:** Subsistence, housing, health, identity, participation, understanding  
**COMMUNICATIONS METHODS:** Workshops, community events, challenges, magazine articles, television profiles
BETTER LIVING

Kislábnyom focused on demonstrating how lower-income households that viewed sustainable lifestyles as being for the elite and out of reach were well on their way toward sustainability and that additional no cost solutions could be easily adopted. Families that engaged in the workshops realized they were already making sustainable choices which opened their thinking about additional steps they might take.

IMPACT

Through competitions among the participating families, measurable results were demonstrated and this motivated participants to share their experiences beyond the project and continue to find new ways to live sustainably. Between 2009 and 2011, nearly 9,000 households were reached, with 1,030 households participating in the Kislábnyom campaign directly. Of these households 433 completed the full set of competitions. Post-campaign research suggests that families who participated in the campaign showed carbon footprints roughly half that of the average Hungarian household.

SYSTEMIC

In this project the full benefits of sustainable lifestyles of the participants were considered, such as growing food, cooking family meals at home, swapping and recycling household goods and clothes, increasing community capacity to meet needs, and saving money by conserving energy. Participants learned how their everyday activities accumulated and interacted with the environment in their community and globally including on climate change.

DIVERSITY

The Kislábnyom campaign was targeted at low income households often left out of sustainable lifestyle campaigns and its reframing of low-income living as having a lower impact generated a sense of pride and empowerment. Kislábnyom was featured on national television and a women’s magazine, increasing the reach of the message to other families.
COLLECTIVE ACTION

This project engaged entire families and communities of families. The campaign included not only seminars and discussions on the sustainability topics but also celebrations, sharing meals and playing family games. The concept of “we are all in it together and we need each other to make change” was prominent in the messaging for the initiative and the “graduates” of the project were strongly encouraged to become the messengers and change agents within their networks.

COMMUNICATIONS TAKEAWAYS

Connecting with Audiences:
Avoid Assumptions About Attitudes Toward Sustainability

Most people care about the environment, but that concern can manifest in very different ways. Take time to understand what your audience values and the assumptions they may hold about sustainable lifestyles.

Framing:
Address Environmental Elitism

Overcome the perception that environmental choices are only for elites by illustrating how reducing consumption is more impactful than buying new products, even if they are green.

Strategy:
Eliminate Barriers to Participation

Design engagement strategies that help overcome barriers for lower-income participants, such as providing free childcare and/or transit to workshops. Focus on tangible benefits and if families are involved, make it fun using challenges, games, and community events.

MORE INFORMATION

http://kislabnym.hu/
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