

Gazeta Wyborcza

Campaign : Let's save the Rospuda !

Description Multimedia campaign to save one the wildest valleys and rivers in Poland and make a newspaper relevant to young readers

Rospuda: a beauty to be killed



This is one of the wildest valleys and rivers in Poland.

There are many rare species of animals and plants living there like wolves, lynxes, eagles, orchids.

In August 2006 they all were sentenced to death as the Polish government decided to break the European Union laws and build there a new highway.

Reporter: let's fight together



Our nature reporter Adam Wajrak led the campaign. We created a community of supporters of Rospuda, served them as a communication medium in print and online, motivated activists and organisations to join, led them to protest personally around a country.

We had two goals. Firstly, we really wanted to save the valley. Secondly, we wanted to strengthen our relationship with young readers.

Launch: sign a letter to President

Dziś: Zaliczka alimentacyjna na dzieci – s.22

2004
19 lipca 2006
Nr 147 5175
1,50 zł

gazeta
WYBORCZA

RATUJMY ROSPUDĘ

Wzywamy do obywatelskiego protestu. Wycinka 20 tys. drzew nad jedną z najczystszych polskich rzek może się zacząć już w sierpniu. Zagładą dla doliny będzie przecięcie żłobkowymi pulami polaków torfu



Apel do prezydenta Lecha Kaczyńskiego

Skarżymy Pana Prezydencie!

W imię obywatelskiego protestu prosimy o wstrzymanie budowy obwodnicy Autostrady, części trasy Via Baltica, przez Dolinę Rospudy (zamykanie drogi ekspresowej przez ten teren jest śmiertelne na przykładzie: ...)

- Nie chcemy zanieść naszego kraju, gdzie żyją rzadkie, a nawet nigdzie indziej nie spotykane rośliny i zwierzęta.
- Jest sprzeczne z europejskimi, czyli światowymi i naszymi prawami.
- Jest śmiertelny przebiegiem pogrom. Bo ta dolina jest piękna.

Na szczęście nie ma wyboru: albo zdrowie mieszkańców Autostrady, albo dobro przyrody. Wystarczy zbudować obwodnicę kilka kilometrów dalej.

Panie Prezydencie, dwie wojny światowe i pół wieku komunistów wymyśliły w Polsce zabójcy kultury masowej. Działala dokoła przyrody. Z niej możemy być naprawdę dumni, na tym możemy być dumni (jako kraj).

Dolina Rospudy jest śmiertelstwem nie tylko naszym, ale i całej Europy. Prosimy Pana Prezydenta o zatrzymanie planów zniszczenia tego dziedzictwa.

Gazeta.pl | Wiedzieć | Ratusz | Ratusz | Microsoft Internet Explorer

http://wiadomosci.gazeta.pl/wiadomosci/74176,349296.html

gazeta.pl Blog Forum Poczta Kalendarz

Wiedzieć | Ratusz | Ratusz | Sport | Gospodarka | Nauka | Historia | Fotografier | Twoje sprawy | Pogoda | **Gazeta Wyborcza**



Ratujmy Dolinę Rospudy!

Panie Prezydencie!

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Dziękujemy za podpis.

Podpisał(a) się jako 147224

Podpisy z ostatnich dwóch godzin:

[Napisz o tej akcji znajomemu >>>](#) [więcej o akcji >>>](#)

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We launched and run the campaign in multimedia from start: on front and inside pages of Gazeta, on a dedicated website, on reporter's blog, in our radio stations and mobile services. We asked readers to sign a protest letter to the President of Poland. Everybody could ask him to support the campaign. One could cut the form from the printed newspaper, or sign online.

Young leaders involved



szukaj... HOME KLUB OCHRONA PRZYRODY ADRESY I LINKI

Klub Przyrodników

Lokalizacja: HOME

Na wesolo



Informacje

- › Zmarła prof. dr hab. Simona Kossak
- › ORLE PIÓRA 2007
- › Nowy Bociek 88 (4/2006) - zapraszamy!
- › Długa droga ptaków do Natury
- › Nowy bukiet Ekoregion Uście Warty!
- › Ustawa o PROW uchwalona

Rospuda - aktualności

- › Pierwsza PROSP w sprawie Rospudy
- › Minister szkie w zaparte
- › Ratujmy Rospudę!

Intervencje

- › Pismo do Premiera RP Jarosława Kaczyńskiego w sprawie strategii inwestycji w Polsce
- › O odszkodowanie lubuskich bobrów - pismo do Ministra Środowiska

Licznik odwiedzin

Dotychczas odwiedziło nas 114272 gości!

Zapraszamy

- › Wiosenne spotkanie z ląką 2007, 21.4.2007
- › Sesja "Zarządzanie zasobami przyrodniczymi" - 13-15.4.2007 - PROGRAM

Relacje

- › Akcja wiosennych szczepień w Owszarach

Informacje o przetargach

- › Ogłoszenie o wyborze najkorzystniejszej oferty
- › SIWZ do przetargów Bełwa, Izbićkie Bagno, Olszanka, Wierchucino
- › Ogłoszenie o wyborze najkorzystniejszej oferty - usuwanie drzew



Witamy na stronach Klubu Przyrodników

Klub Przyrodników jest pozarządową organizacją ekologiczną, zajmującą się ochroną przyrody. Działa przede wszystkim na terenie Polski Zachodniej i Północnej, podejmując także niektóre przedsięwzięcia na terenie całego kraju. Powstał w Świebodzinie, a jego działalność

We put attention to young readers' voices and helped them to be heard. We interviewed them, we asked them for letters, we helped them to launch their own blogs about Rospuda on Gazeta's website. Young opinion leaders were quickly recognised by other media - television channels, radio stations - that joined our campaign thanks to our PR or covered this topic just as any other news.

Power of citizen reporters



We used readers' generated content. We proved the beauty of Rospuda thanks to readers' photos and personal stories from holidays spent there. We published their accounts in the main paper and on our website. We also published expert analysis of alternative routes and costs made by retired engineers. Young artists made computer simulations how the highway could look like and how it would destroy the landscape.

Seminars at rock music festival



We organised live events at the largest Polish rock music festival called Woodstock that gathers 300,000 youngsters every year. Our nature reporter met with young music fans to tell them more about Rospuda and our campaign. We set up a tent where everybody could meet personally with Gazeta reporters, pick up a copy of our special edition about Rospuda and sign a letter to Mr. President.

A newspaper they want to read!



We published and circulated 50,000 copies of Gazeta's special edition about Rospuda. It was based on other young readers' content: photos, stories, interviews. On the front page it featured our reporter's call to action. It was the only newspaper that was allowed to enter the rock music festival and the only that was really read there. An information pack about Rospuda was sent also to schools in Poland.

Young readers march on streets



Our readers and some environmental associations like Greenpeace organised marches on streets and happenings at state buildings. Young people just wanted to show their commitment to the cause and marched in over 10 largest cities in Poland. We reported the events and promoted them using viral marketing techniques: we sent text messages on mobiles that were forwarded to others, and others...

An icon for Rospuda supporters



We created a multimedia icon of the campaign. Green ribbons were inserted to our newspaper, so readers could use them when going out. Well known Polish journalists and TV presenters were wearing ribbons in a sign of their support. Ribbons were also available online to download and put on readers' websites and blogs (linking to our website about Rospuda).

Young readers fight in the valley



Our reporter, our readers and activists set up a camp in the Rospuda valley, as the bulldozers were scheduled to start working there in February 2007.

Over 100 people wanted to fight personally for the values they believed in. They spent there weeks despite heavy winter. Their protest was covered daily in all the Polish media and helped to spread the cause.

Multimedia reporting on the blog



Our nature reporter lived with the others in the camp in the valley and was writing a blog. It quickly became the best read blog on our website: it was a success, as we run a platform with 200,000 blogs. Adam Wajrak was writing about the newest developments, clashes with authorities and the reality of living in the forest during winter time. Adam also took photos, recorded video clips and podcasts.

Results: the highway blocked



The European Commission sued the Polish government to the EU court and blocked destroying the valley. Until now, the court has not agreed the verdict, but - as a result of the trial - no trees have been cut. The President of Poland Lech Kaczynski and his wife announced officially their support to Rospuda and called the government to re-think the issue. The government led by his brother Jaroslaw is waiting for the EU verdict.

Results: we won this campaign together with our readers

- **160,000 readers signed a protest letter to the President of Poland (10,000 used printed form, 150,000 signed online).**
- Over 10,000 letters and e-mails were received by Gazeta regarding the issue. Most of them were written by people aged 24 and younger.
- **More than 20 marches were organised in major cities of Poland to support the campaign. Thousands of young people attended.**
- Hundred thousands people got green ribbons when they bought the newspaper and could show their commitment to the cause.
- **Over a hundred of the most active supporters spent six weeks in a camp set up in the Rospuda valley.**
- Our nature reporter Adam Wajrak's blog was the best read on our internet portal for the month of February 2007. It won with 200,000 other blogs.

Four lessons that we have learnt

- 1. The main newspaper must be relevant, if we want to win the hearts of young readers.** In the past, we used to publish special sections for young readers aged 15 to 24. Nobody really liked it: young people felt treated not seriously enough, older readers found those sections ridiculous. It is much better to find an issue important for both.
- 2. Young readers need authorities that are credible in their eyes.** They live in a celebrity-driven media world. Young opinion leaders are trustworthy, but you need to help them to grow, assist and treat their views seriously. A newspaper reporter can be such an authority, if he is passionate about his beat and transparent in his actions.
- 3. Young readers are not interested in just the news only, they want to act, to actively change the world for better.** Give them a cause and tools, and you will be amazed by their response and commitment.
- 4. Young readers use many media, you cannot target them in just one.** Our campaign could not be so successful, if we were stucked to the printed paper only. Online sites, mobile services, live events are crucial.