

<http://www.faktorn.com/2011/04/cartoon-campaign-encourages-green-lifestyles-among-eu-children/>

Cartoon campaign encourages green lifestyles among EU children

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Today's children are tomorrow's consumers and so raising awareness among young people about how to live environmentally sustainable lifestyles can have beneficial future impacts in a wide variety of matters including climate action, water conservation and biodiversity protection. The introduction of LIFE's new Information and Communication component provided an opportunity for environmental education stakeholders to do just this by helping primary school children to understand how they themselves can make a difference by adopting greener ways of life.

[Link to Eco-Animation Website](#)

[Link to EC News Page on Eco-Animation](#)