





## Other

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The next phase of the European Commission's 'Generation Awake' campaign has just been launched (4 February). The campaign focuses on the environmental, economic, social and personal consequences of using resources unsustainably. With its own focus on resource efficiency and enabling the circular economy the SPIRE PPP is a big supporter of the campaign.

The 'Generation Awake' campaign aims to make consumers aware of the consequences their consumption patterns have on natural resources, illustrating the benefits if they choose to act differently. The latest phase in the campaign centres round a fully interactive, multi-lingual website and features animated characters that highlight the environmental impact of everyday purchasing decisions.

