



NorthSouthEastWest on World Earth Day, Singapore.

Poster accompanying NorthSouthEastWest, Slovenia

Audience response

The NorthSouthEastWest exhibition was generally well received by audiences who found it thought-provoking and said it encouraged individuals to think about their own role in climate change. Many visitors to the exhibition identified the most memorable images as those that featured people, which reinforced the link between human behaviour and climate change.

"It [the exhibition] made the [Slovenian] President think deeply about the subject".
Tim Simmons, HM Ambassador Slovenia

"The exhibition made me realise this is a subject which both governments and individuals should address"
14 year old female, Singapore

"It makes me ask where are we going in Singapore with regards to the environment."
Male graduate student, Singapore

"It is good to see things represented in pictures and words as different people learn differently – some prefer words and others pictures"

Teacher, Singapore

"The most memorable pictures were those with people in them."

16 year old male, Slovenia

"All pictures warranted a second look because of the depth of the subject."

Teacher, Yemen

"I will be telling my colleagues about it [the exhibition] and coming back for another look because it is such an important subject."

"The best pictures are those that convey the most powerful messages. Often they are the ones that feature people and reinforce the link between human behaviour and climate change."

Visitors to ministerial reception and NorthSouthEastWest exhibition, Moscow



Front cover image: Detail of NorthSouthEastWest exhibition at schools competition, Singapore.

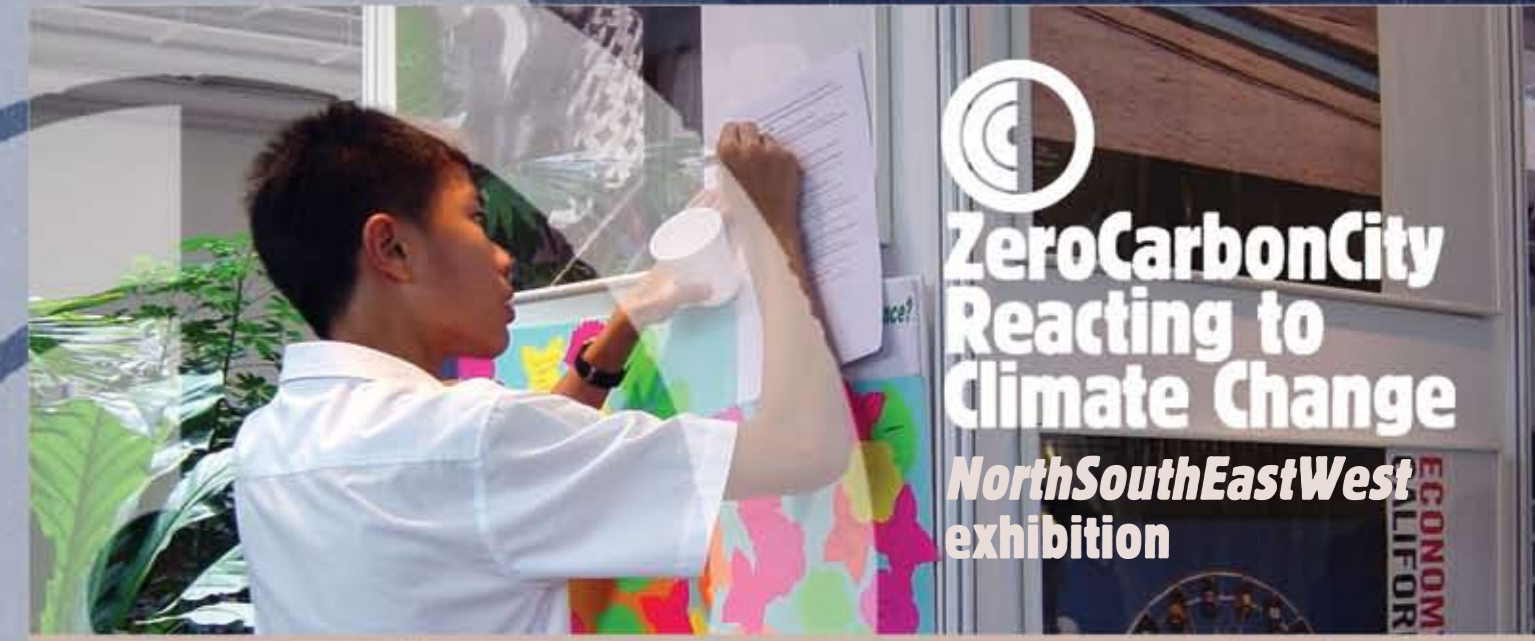
NorthSouthEastWest exhibition Success factors:

- worked well as a strong and visible core to ZeroCarbonCity activities
- looked professional, which helped to attract partners
- made an excellent backdrop to add value to activities taking place in the same venue
- photographs helped attract significant media coverage
- there were several 'hooks' for other activities, e.g. photographic and painting competitions in Russia and Singapore
- the photographs made science appear attractive, which appealed to audiences, especially teachers and non-scientists
- the media were able to quote the essays in articles
- formal openings and launch events helped to attract media coverage
- the format was flexible enough to be used in a range of different venues.

Sharing Good Practice Case Study

One of a series of documents designed to share good practice amongst offices and partner organisations.

More than 62 countries participated in ZeroCarbonCity during 2005 and 2006. It is estimated that the campaign reached 2.5 million people directly (i.e. participation in activities such as the NorthSouthEastWest exhibition or Café Scientifique events) with a further nine million reached indirectly through media coverage, giving a total of 11.5 million.



Introduction

To create the *NorthSouthEastWest* exhibition, ten of the world's top Magnum photographers captured images from ten diverse countries. They showed innovative examples of how people have adapted and responded to our changing climate. Each of the ten sets of images was accompanied by a guest essay from a leading thinker, activist, broadcaster, actor or writer.

This case study explores the development and impact of the exhibition. It also describes some of the creative ways in which different countries used it as part of their campaigns.

"I have seen the [NorthSouthEastWest] exhibition in several countries and have been impressed by its ability to capture the public imagination".

Ian Pearson, the UK Minister for Trade and Industry, Moscow, February 2006

"The best thing about NorthSouthEastWest is it made a subject that is usually invisible become visible to very many people."

Andrej Klemenc, E-Forum NGO Slovenia

"The exhibition is an effective window and mirror on the global issues of climate change."

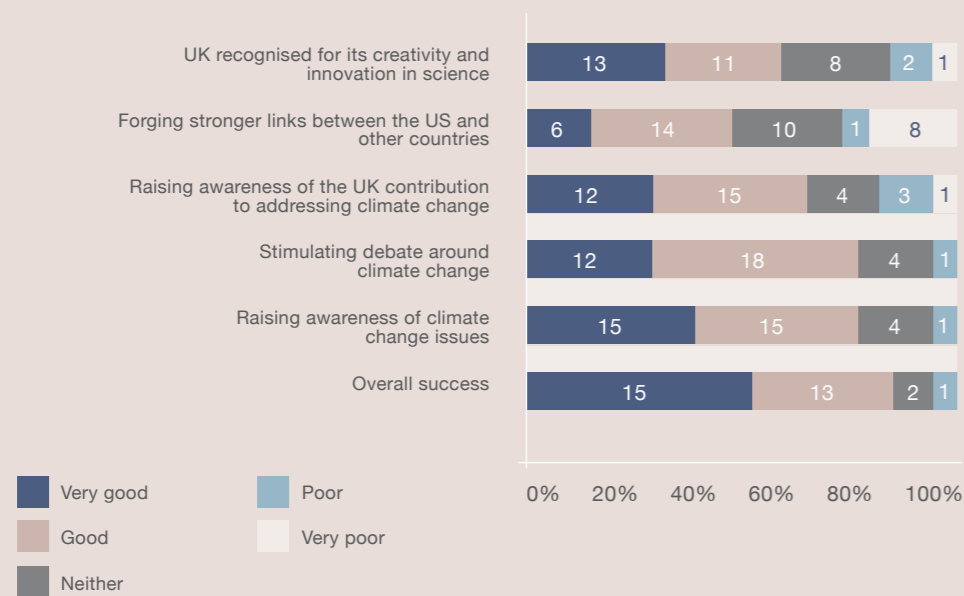
Luis Roberto, Director SIMA (a NGO) Mexico

Use in ZeroCarbonCity

The *NorthSouthEastWest* exhibition was the central part of the ZeroCarbonCity campaign in most participating countries. A number of wraparound activities were also staged, and are described in more detail in a separate case study.

37 of 42 e-survey respondents had used the *NorthSouthEastWest* exhibition. This made it, along with Café Scientifique, the most commonly used activity overall.

NorthSouthEastWest rating



NorthSouthEastWest exhibition, Science Museum, London.



NorthSouthEastWest exhibition, Melbourne, Australia.

"The idea/concept of the exhibition was really great, first class. The idea of having an exhibition at the core of the campaign also worked quite well. It was a door opener to many partners."

"The exhibition worked well for us as part of a programme of activities."

"It [the exhibition] made science attractive."

"The photographs gave the local State Governor [in Mexico] references for her speech at the launch of NorthSouthEastWest."

Clive Bruton, Director, British Council Mexico

"Many museums approached us wanting to host the exhibition because part of their agenda is to promote environmental issues."

Lucia Perez Moreno, Science Project Manager British Council Mexico

"NorthSouthEastWest was most successful when it was downtown because so many people could see it. It was not the most spectacular exhibition, but many different social groups were attracted by it, which was very good."

Dr Gemma Mercado, Director Science and Technology Council Zacatecas Mexico

"We chose libraries to host the exhibition for two reasons. The subject is wider than just science and we wanted to give people should be free access. The poster format enabled us to take the exhibition to libraries all around the island."

Mary Neo, Science Officer British Council Singapore

"The venue was outdoors which was great in terms of having water - our major environmental issue - as the background for the exhibition. People kept visiting it every day in big numbers as the location is a regular meeting place for people in Mukalla."

Khadija Al Sarhi, Assistant Director British Council Yemen

Locations

A variety of indoor and outdoor venues were used to host the exhibition, ranging from traditional to very modern. They included Trafalgar Square and the Glastonbury Festival in England. Successful venues were in locations with high visitor numbers and where visitors would naturally choose to spend some time.

The availability of different formats and posters allowed a wide range of locations to be used. This flexibility and nature of the subject matter made it very attractive to host partners. However, some of the venues chosen by partners were not always ideal. For example commuter rail stations were not successful, despite high visitor numbers, as they are not somewhere where people choose to stop.



Young explainers describing the exhibition in Yemen.



Trafalgar Square, London.

Innovations

Our offices and partners developed several innovations to overcome limitations with the exhibition. Among the limitations were:

- expectation of a larger, more striking exhibition
- tight copyright restrictions on the photographs limited PR opportunities
- extra interpretation was needed to make it relevant in different countries
- there were some issues with the layout, structure and finish of the exhibition materials
- the position of the UK in relation to climate change was not obvious and needed further explanation
- the distinction between branding for *NorthSouthEastWest* and ZeroCarbonCity was not always clear.

Many countries sought to increase the exhibition's impact. Many used it as a 'backdrop' for wraparound activities. In Mexico, striking signposts and a globe were used to point audiences in the directions of North, South, East and West. In some countries exhibition brochures were used to motivate visitors to read the panels. In others, quizzes and competitions were used for the same purpose. In Slovenia, school groups were sent a quiz in advance to help prepare for their visits.

The exhibition sometimes needed extra interpretation to be relevant in the different countries. This was addressed well in several cases, e.g. in Ukraine an extra panel was added illustrating local actions to tackle climate change, in Yemen a local question was added to the exhibition quiz.

"The exhibition added an additional panel in Ukraine illustrating local actions to tackle climate change and generate green energy. That was a good and successful idea that added value to the exhibition by making it even more relevant to Ukraine."

e-survey respondent

In Slovenia, the exhibition venue (a museum) displayed locally-produced materials alongside the exhibition. These materials were especially commissioned to explain the science of climate change and introduce local examples of its effects.

"The pictures in NorthSouthEastWest do not capture the science of climate change. It was important that we included this aspect to make it more appealing to schools. The local exhibits were necessary to give this dimension and increase local relevance, which appeals to local sponsors."

Dr Orest Jarh, Director Technical Museum of Slovenia

Many countries used competitions and other wraparound activities linked to the exhibition. For example, in Germany it was used as the backdrop for a business debate on climate change and in Russia for students playing a computer-based carbon trading game.

"The NorthSouthEastWest exhibition provided a hook around which other activities could be arranged. It also provided a successful backdrop for public events and receptions and probably helped to increase their visitor numbers."

Victoria Bruce, Head Marketing Communications, British Council Moscow