MOBILISING AND MONITORING STAKEHOLDERS, CITIZENS AND PUBLIC SERVANTS TO CONTRIBUTE TO COVENANT OBJECTIVES

EUSEW 21 June 2012

ENGAGE for energy & climate, make the difference for Europe!
www.citiesengage.eu
THE ENGAGE CAMPAIGN

- Inspired by the city of Heidelberg
- A participative communications initiative implemented by European cities…
- … that commits all citizens and stakeholders to play their part in building a sustainable energy future and reach the Covenant of Mayors objectives.
A user friendly tool to create tailor-made posters with personal concrete energy-related engagements
ALREADY OVER 40 ENGAGE CITIES!

- 12 pioneer cities
- 3,700 ENGAGEments
- More than 6,500 participants:
  - 4,500 citizens
  - 1,500 stakeholders
  - 500 elected representatives and public servants

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PROVING THAT COMMUNICATIONS CAMPAIGNS LEAD TO REAL ENERGY SAVINGS

MONITORING AND EVALUATING PARTICIPANTS

… in Ivanić-Grad
… in Heidelberg
ENGAGE MONITORING IN IVANIC-GRAD
**ENGAGE MONITORING IN IVANIC-GRAD**

### Kalkulator CO₂

<table>
<thead>
<tr>
<th>Uvod</th>
<th>Prijevoz automobilom</th>
<th>Avio-prijevoz</th>
<th>Kućanstvo (struja i grijanje)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>1. Prosječni mjesečni račun za struju (u kn)</td>
<td>Ukupno kWh mjesečno</td>
<td>Emisije na kWh (u kg)</td>
<td></td>
</tr>
<tr>
<td>150</td>
<td>258.62</td>
<td>0.0005</td>
<td></td>
</tr>
<tr>
<td>Godišnje emisije za struju (u tonama CO₂)</td>
<td></td>
<td></td>
<td>7.203</td>
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<tr>
<td>1.55</td>
<td></td>
<td></td>
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<tr>
<td>2. Prosječni mjesečni račun za grijanje 20m (u kn)</td>
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<td></td>
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<tr>
<td>900</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Jedinstva energenta</td>
<td>Emisija po jedinici energenta (u kg)</td>
<td>Godišnja emisija za grijanje (u tonama CO₂)</td>
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</tr>
<tr>
<td>kubični metar</td>
<td>0.0019</td>
<td>3.51</td>
<td></td>
</tr>
<tr>
<td>Ukupna emisija od struje i grijanja (u tonama CO₂)</td>
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<td></td>
<td>5.06</td>
</tr>
</tbody>
</table>
people using tool

avg. 200

online-carbon-footprint-tool
STEP 1: PHOTO SHOOTING + CO₂-FOOTPRINT

-1.69 to

-0.91 to

± 0.00 to
STEP 2: RE-EVALUATION AFTER ONE YEAR

- at ENGAGE event
- post questionnaire
- e-mail questionnaire
BEST PRACTICE: ENGAGE PROJECT WITH E-TEAMS

total reduction: 1.7 mill. kWh = 400 tons of CO₂
WHY HEERLEN ENGAGE(D)
Poster examples

Klimaat gaat over leven, mensen en dus de toekomst van onze stad.
Geert Simons, eigenaar L'imagine BV - Oktober 2011

Heerlen
Samen duurzaam. Doe je mee?

www.heerlen.nl
PR CAMPAIGNPLAN HEERLEN

Fotoshoots & monitoring
PR Campaignplan Heerlen

- City displays
- Municipal Buildings
- Internet
- As illustrations in publications
- Posterbook

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INTERESTED IN COMING ON BOARD?

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... AND JOIN US?

Belgium
- Liège
- Mouscron

Croatia
- Ivanić-Grad
- Koprivnica
- Sisak

Estonia
- Rakvere

Finland
- Helsinki

France
- Grand Paris Seine Ouest
- Mûrs Erigné
- Parc naturel régional du Haut Jura
- Pays du Bessoin au Virois
- Pays Sud Toulousain
- Rennes Métropole

Germany
- Aachen
- Heidelberg

Italy
- Benevento
- Messina
- Provincia di Teramo
- Rimini

The Netherlands
- Heerlen

Poland
- Bielsko-Biała

Portugal
- Agueda
- Barreiro
- Coruche
- Esposende
- Funchal
- Oeiras
- Sintra
- Ponte de lima

Romania
- Bistrița

Spain
- Alcalá de Guadaíra
- Cabra
- Morón de la Frontera
- Murcia
- Noáin
- Palencia
- Pamplona
- La Algaba
- La Puebla de los Infantes
- Puerto Real
- Santander
- Santisteban del Puerto

Sweden
- Växjö

Turkey
- Bornova

United Kingdom
- Leicester
5 REASONS TO JOIN ENGAGE

By becoming part of ENGAGE, you will...

1. **Save energy** and contribute to the EU’s ‘3x20’ objectives
2. **Build positive relationships** with local citizens that are focused around energy, climate and sustainability
3. **Empower citizens and stakeholders** to play a part in their energy future
4. **Build a common vision** for energy and sustainability in your municipality
5. **Prove that local solutions matter** and can lead to real energy savings
TEST THE POSTER TOOL!
JOIN ENGAGE!

ENGAGE is a participative communications initiative implemented by European cities. This campaign commits all citizens and stakeholders to play their part in building a sustainable energy future. Creative posters display participants and their engagements.

Thanks to a user-friendly online tool, local authorities can create participant posters with concrete energy and climate engagements. Tailor-made posters foster emulation, encouraging ENGAGE participants to make real energy savings and to monitor their energy consumption! Engaged cities can display their posters on their local website.

Join ENGAGE in 2 steps

Step 1 - Charter

Download the Charter and send two signed copies back to: Energy Cities, 2 chemin de Palente, France, 25000, Besançon.

Step 2 - Online Registration Form

The Project Manager that will be in charge of the campaign has to fill in the Online Registration Form.

S/he will then receive a login and password to access the online poster tool.

www.citiesengage.eu
ANY QUESTIONS?

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