



Mayors in Action Training Material

INFORMATION CAMPAIGNS



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Energy efficiency measures do not only allow Local Governments (LGs) to reduce their emissions and their energy bills, but also provide an opportunity to address socio-economic issues such as energy poverty. Promoting a 'saving culture' reduces consumption and delivers social and economic benefits.

Information campaigns and similar initiatives are mainly aimed at informing citizens and civil servants about energy efficiency and at raising awareness on environment protection. They are a good example of initiatives that with small investments can result in much larger impacts, achieving energy savings through behavioural changes and knowledge.



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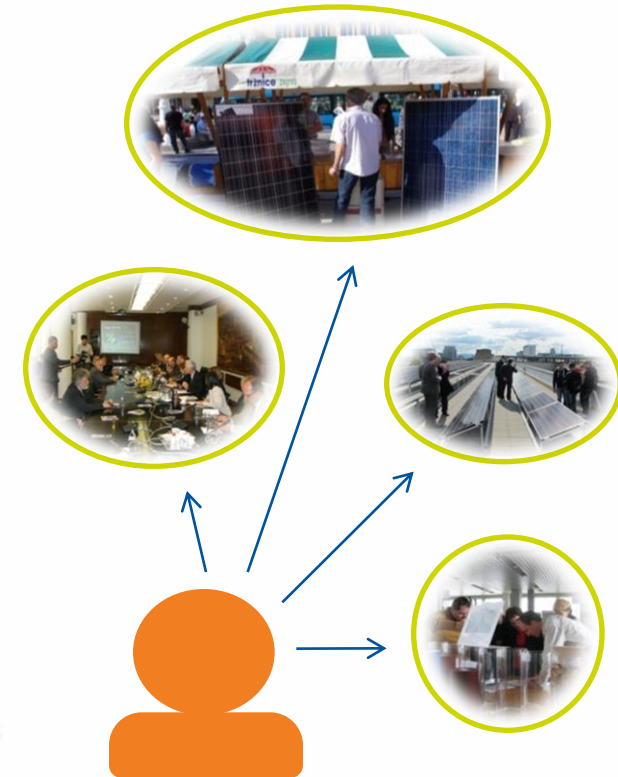
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Objectives

Many and different are the ideas developed to raise the awareness and foster the involvement of citizens and territorial stakeholders into climate changes, energy efficiency and Covenant of Mayors initiative.

Local info points, challenges, public events, exhibitions, financial support to external initiatives, information campaigns, energy weeks, etc. - every territory needs to exploit the best for its own peculiarities.

The public sector plays a fundamental role in this process, since it is a reliable information source and it can be example for the private sector, encouraging both interest in energy conservation and reduction in energy use.



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Methodology

1. Prepare: decide on the intended outcomes and priorities you want to achieve;
2. Identify stakeholders: make a decision on who you want to engage;
3. Develop a plan for engagement: who, when, what, with what money and what human resources: set up an organisation team and a person responsible for coordinating the activities;
4. Start the engagement process: communication and educational material: develop posters, brochures, videos and so on in order to raise awareness of the citizens and stakeholders involved in the initiative, and update them in case significant changes occur; Communication strategy for the activities: reach all the relevant stakeholders and all layers of society and involve them in the initiative;
5. Evaluate the process in the short and longer term: results; need for further engagement;
6. Continue engagement with stakeholders: keep informed.



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Actors of the process - ROLES

C&S:

- Develop, print and supply the necessary promotional and educational material;
- Trigger, develop and organise the initiatives and events;
- Training to LG officers;
- Communication and dissemination of initiative and its results;
- Periodic evaluation of the activities and their impact.

NGO or similar:

- Provide technical support to LG and C&S;
- Communication and dissemination of initiative and its results.

LGs:

- Identification of space availability to set up the informative campaign material;
- Inform, engage and seek the collaboration of all relevant target groups;
- Inform, involve and engage citizens;
- Communication and dissemination of initiative and its results;
- Periodic evaluation of the activities and their impact.

Local stakeholders:

- Provide leaflets and promotional materials about their products or activities;
- Communication and dissemination of initiative and its results.



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Financial resources

Often the municipality finances the initiative on information campaigns through the city budget and grants, but other ways of financing can be explored depending on the context.

For example:

- LGs own financial resources;
- regional or national contributions;
- EU Structural Funds (e.g. ERDF, ESF, Cohesion Fund);
- EU Funding Programmes (e.g. LIFE, territorial Cooperation, Horizon 2020, etc.);
- Public-Private Partnerships.



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Highlight

Info point

Info point is one of the actions that the Metropolitan city of Genova has included in the Sustainable Energy Action Plans of the territory, as a tool to involve citizens, local SMEs and stakeholders in the energy policy of the municipality. There is a Territorial info point, which plays a technical referent for all the local info points developed in each municipality of the territory, having a common visual design and organisation thanks to the support of the Metropolitan City and Muvita Foundation.



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Continuous information

The City of Zagreb aims to continuously inform citizens about energy efficiency and significance of environment protection through the use of recognizable EE Info galleries, City light galleries and Info point which are well-equipped with educational and promotional materials. Citizens gain useful information and advice on how to use simple methods to reduce expenses in households and also make a contribution to decreasing the negative influence on climate changes.



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“SWITCH it OFF” campaign

The “SWITCH it OFF” campaign organized in Warwickshire County (UK) provides a good example of initiatives that with small investments can result in much larger impacts thanks to the “low hanging fruits” of behavioural change. To this aim develop a stakeholders’ engagement plan, developing a tailor-made approach to target your audiences, a timeline and a clear overview of the resources needed (economical, staff, etc.), and set up a steering group to coordinate the campaign.



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The Zagreb Energy Week

The Zagreb Energy Week includes all stakeholders and all layers of society with the purpose of achieving synergy at all levels. The ZEW shows a high level of mutual understanding and cooperation of all participants in an effort to present the actual problems as well as the solutions and possibilities that will ensure a change of behavior and attitudes concerning the need for raising citizen awareness. The program includes a number of different activities: conferences, public discussions, open doors, exhibitions, specialized lectures in schools and kindergartens and many others.



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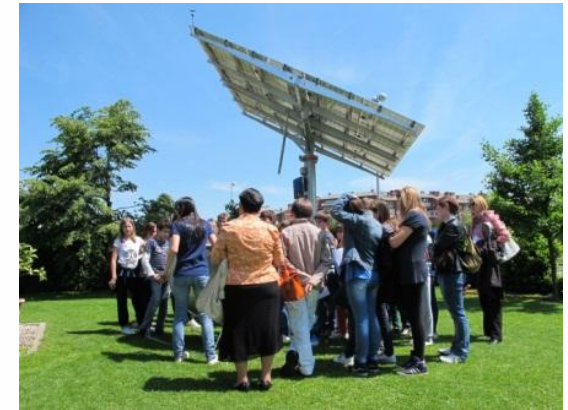
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Information campaign through NGOs programs and activities

The City of Zagreb grants financial support for NGOs programs and activities in the field of sustainable energy policy for the purpose at promoting, informing and educating citizens about saving energy, renewable energy sources, environmental protection and adjustment to climate change. Providing financial supports to NGOs ensure inclusion of significant number of citizens in implementation of the city's energy policy.



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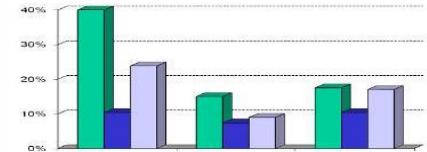
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Fiscal incentives

Fiscal incentives include measures to reduce the annual income tax paid by consumers who invest in energy efficiency: they comprise accelerated depreciation (industry, commercial sector), tax credits and tax deductions (households). Another form of fiscal incentive is to reduce the tax to be paid when purchasing energy efficient equipment (VAT, import duties or purchase for cars) or when investing to improve energy efficiency in buildings (reduction in VAT rate on labour cost).

To be effective and in order to encourage investments in energy efficiency, financial and fiscal incentives need to be combined with public information and awareness campaigns at local, regional and national level.



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THANK YOU



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