



## Objectives

The City of Zagreb, City Office for Energy, Environment and Sustainable Development, aims to continuously inform citizens about energy efficiency and significance of environment protection through the EE Info galleries, City light galleries and with the aid of the Citizen Information department (Info point), located in the Main administration building.



Example of the EE Info gallery



## Methodology

1. Determining a person for coordination of activities that aim to inform citizens through the EE Info galleries, City light galleries and Info point
2. Installation of the EE Info galleries and City light galleries
3. Development of promotional and educational materials for the City light galleries and Info galleries in order to raise awareness of the citizens about the significance of decreasing the effects of climate change
4. Continuously providing the galleries with the necessary materials in order to provide interested public with the important and useful information



## Financial resources

The costs of the galleries setup are financed through the city budget and grants. Also, development of the promotional and educational materials (posters, leaflets, brochures, etc.) is financed through the city budget and EU projects, depending on the content.

MATERIALS	AMOUNT (approx.)	FINANCIAL RESOURCES
Leaflets, Brochures, Posters, etc.	3.000 EUR	City budget and EU projects



## Barriers

The barriers are visible in the process of developing innovative and good quality material for the purpose of providing the interested public with the useful information. On the other hand, they can be overcome by constant learning and finding information about the topics related to climate, energy and environment.



Examples of the promotional and educational material

## Benefits/Results

As part of the promotional campaign, the City of Zagreb has put, at least, one city light gallery with EE symbol in every city district.

The increased number of interested public has led to significant savings in the field of energy and environmental protection. This is in large proportion due to the Info galleries, City light galleries and Info point developed in the territory with success.



Example of the City light gallery



## THANK YOU

Contact: [melita.boric@zagreb.hr](mailto:melita.boric@zagreb.hr) (CZG)

