

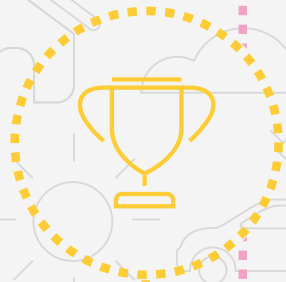
SUSTAINABLE ENERGY WEEK

BUILDING THE ENERGY UNION TOGETHER



ENERGY DAYS

Guidelines for organisers



**SUSTAINABLE
ENERGY WEEK**
13-17 June 2016

An initiative of the  European Commission

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• WHY ORGANISE AN ENERGY DAY?

The EU Sustainable Energy Week (EUSEW) is the EU's leading effort to promote secure, clean and efficient energy, amplifying sustainable energy choices.

Energy Days are the key events of the EU Sustainable Energy Week to reach the local, regional and national level throughout Europe.

As Energy Day organisers, you:

- ➔ are part of an important community working for a sustainable future
 - ➔ increase the visibility of your organisation, within and outside the EUSEW community
 - ➔ get visibility for your event via the EUSEW website and social media channels
 - ➔ get an opportunity to show how you implement the EU energy policy at the local and regional level
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- ➔ get communication support from the EUSEW Secretariat
 - ➔ have access to a reliable online registration system for the participants
 - ➔ can update information published on the EUSEW website on your event

Since 2009, the EUSEW Secretariat has been working with the Covenant of Mayors at local level. All cities and supporting structures that have joined the Covenant of Mayors are encouraged to identify, promote and organise Energy Days.

The following guidelines are intended for anyone wishing to set up an Energy Day in their area, drawing upon the experience of a range of successful events across Europe.



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WHAT IS AN ENERGY DAY?

Organised by local public and private organisations, Energy Days are activities and events taking place in the month of June raising awareness of energy efficiency and renewables. Any activity can be an Energy Day – from a workshop, to a competition, to an online event, to a tour of a power station – providing it helps to engage citizens and energy stakeholders in building the Energy Union.

Energy Days mobilise actors such as consumers, businesses and decision-makers to promote secure, clean and efficient energy. They are public events, demonstrating to a wide audience that sustainable energy technologies and patterns of behaviour are viable, cost-effective and better for the environment. Energy Days bring local actors and EU energy policy-makers closer together.

WHO ARE ENERGY DAYS FOR?

Typically, Energy Days may engage a range of stakeholders, including private companies and public authorities/organisations. However, the main objective of an Energy Day is to raise awareness of the general public, both adults and children.

CAN AN ENERGY DAY BE LINKED TO AN EXISTING EVENT?

Yes, Energy Days can be planned as new initiatives or as a part of an existing project or programme.

Promotional activities related to a project and scheduled during the EUSEW period or actions organised as part of another series of events at the European or worldwide level are welcome. For example, Global Wind Day events or Green Week satellite events can be considered as Energy Days if they include secure, clean and efficient energy aspects in their programme.



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LOW-CARBON WORKPLACE WEEK

Wrexham County Borough Council in the UK promoted a low-carbon workplace with a week-long series of interactive events for its employees.



EDUCATIONAL STREET EVENTS

Barcelona Provincial Council reached out to the youngest members of local communities with educational street games on energy-saving and energy-production.

WHAT TYPES OF ACTIVITIES CONSTITUTE AN ENERGY DAY?

Usually organised at the local, regional or national level for a specified period, the types of activities you plan can vary, but could include one or more of the following:

- ➔ Guided visits and tours for the general public to companies, public administrations, private homes or other organisations that use renewable energy sources or implement energy efficient technologies.
- ➔ Educational activities and programmes helping children to discover and learn about energy efficiency techniques and renewable energy.
- ➔ Open door days, during which the general public visits organisations to learn more about energy efficient and renewable energy measures on the premises.
- ➔ Exhibitions and fairs, where public and private organisations demonstrate and explain their energy technologies to the wider public.
- ➔ Opening ceremonies, inaugurations, exhibitions and events aimed at the wider public and showcasing innovative renewable energy technologies, energy efficiency or alternative modes of transport.
- ➔ Breakfast or lunch seminars on sustainable energy subjects.
- ➔ Online events, such as twitter chats and webinars, on sustainable energy subjects.



ENERGY DAY WORKSHOP

Led by prize-winning student in energy efficiency research, Budapest's Antall József Knowledge Centre held a workshop for the public to share ideas on sustainable energy.



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SCHOOLS AND BUSINESS EVENT

Severn Wye Energy Agency's 'Your Green Future' event brought together secondary-school students and local businesses to promote greener energy use.



SOLAR CAR COMPETITION

A day-long competition held by Leipzig Environmental Information Centre gave 8-20-year-olds the chance to build solar-powered boats and cars, inspiring interest in renewable energy.

Some ideas to get you started:

- ➔ Involve your local/regional authority as the leading support for the event; explain clearly the political benefits of such an initiative.
- ➔ Find companies and industry actors willing to open their doors to the general public and present their concept of energy use and savings.
- ➔ Find other public authorities and schools interested in supporting your initiative.
- ➔ Find out who is promoting renewables and/or energy efficiency in your area and help them gain visibility by organising an Energy Day.
- ➔ Consider making VIPs part of your project – justify their attendance as an opportunity to take part in a crucial awareness-raising effort.
- ➔ Contact other Energy Days organisers for advice and information sharing.
- ➔ Make the most of social media outreach.



WIND FARMS

Throughout the month of June 2015, wind farms across Ireland opened their doors to the general public, showing visitors around the turbines and explaining how they generate electricity.



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HOW TO ENSURE MEDIA COVERAGE?

Ensuring the appropriate level of media coverage for your initiative seems like a daunting task. Below is a summary of key points to remember when planning this aspect of your project.

What generally works:

- ➔ Identify local, regional or national journalists interested in the fields of environment or energy.
- ➔ Use an updated database with local, regional or national journalists from the print and audiovisual press.
- ➔ Emphasise personalised contacts with the press.
- ➔ Contact journalists with a concise press file, highlighting the essential elements of your event/activity.
- ➔ Follow up via telephone and email well in advance and send a reminder in the days before the event.
- ➔ Propose story angles and provide illustrative support (photos, films, examples of your work).
- ➔ Ensure the attendance of VIPs, including known educators and business and political leaders.
- ➔ Set up opportunities for 'grassroots' interviews and/or interviews with VIPs.
- ➔ Provide clear information about the impact of your initiative on the wider debate concerning consumers and sustainable energy, climate change and the earth's natural resources.
- ➔ Consider launching your Energy Day with a press conference, including the participation of local, regional and national journalists.

Things to avoid:

- ➔ Proposing financial rewards to journalists as a primary motivation for covering the event.
- ➔ Having insufficient prior contact with a journalist.
- ➔ Targeting journalists unfamiliar with the field of environment or energy.
- ➔ Bad timing of the Energy Day and its activities – i.e., overlapping other events, breaking news, etc.
- ➔ Using an outdated contact database of journalists and media representatives.



HOW TO ENSURE SOCIAL MEDIA COVERAGE?

- ➔ Always use hashtag #EUSEW16
- ➔ Mention the Twitter @euenergyweek and Facebook account of EU Sustainable Energy Week in your communication
- ➔ Communicate your event well in advance with several messages – with call-to-actions, questions, the names of speakers,...
- ➔ Tag relevant influencers in tweets – local influencers who may be interested in your topic OR who may want to share your event in their network(s)
- ➔ Make people aware of your Energy Day by organising a Facebook event
- ➔ Make your content visually engaging – create visuals with the online tool [Canva](#) for example
- ➔ Provide live-tweets from the event – this allows people to follow quotes, conclusions from a distance
- ➔ Record small videos with participants and share those on your social networks
- ➔ Make a Facebook album after the event and allow people to 'tag' themselves

HOW CAN THE EUROPEAN COMMISSION SUPPORT MY ENERGY DAY?

Within the EU Sustainable Energy week, Energy Days are given Europe-wide visibility and credibility.

Official Energy Day organisers are provided with:

- ➔ exclusive rights to use the logo;
- ➔ promotional support downloadable from the EUSEW website and via social media;
- ➔ an online participants management tool.



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HOW TO ENGAGE WITH THE EUSEW SECRETARIAT?



<http://eusew.eu/contact-organisers-energy-days>



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