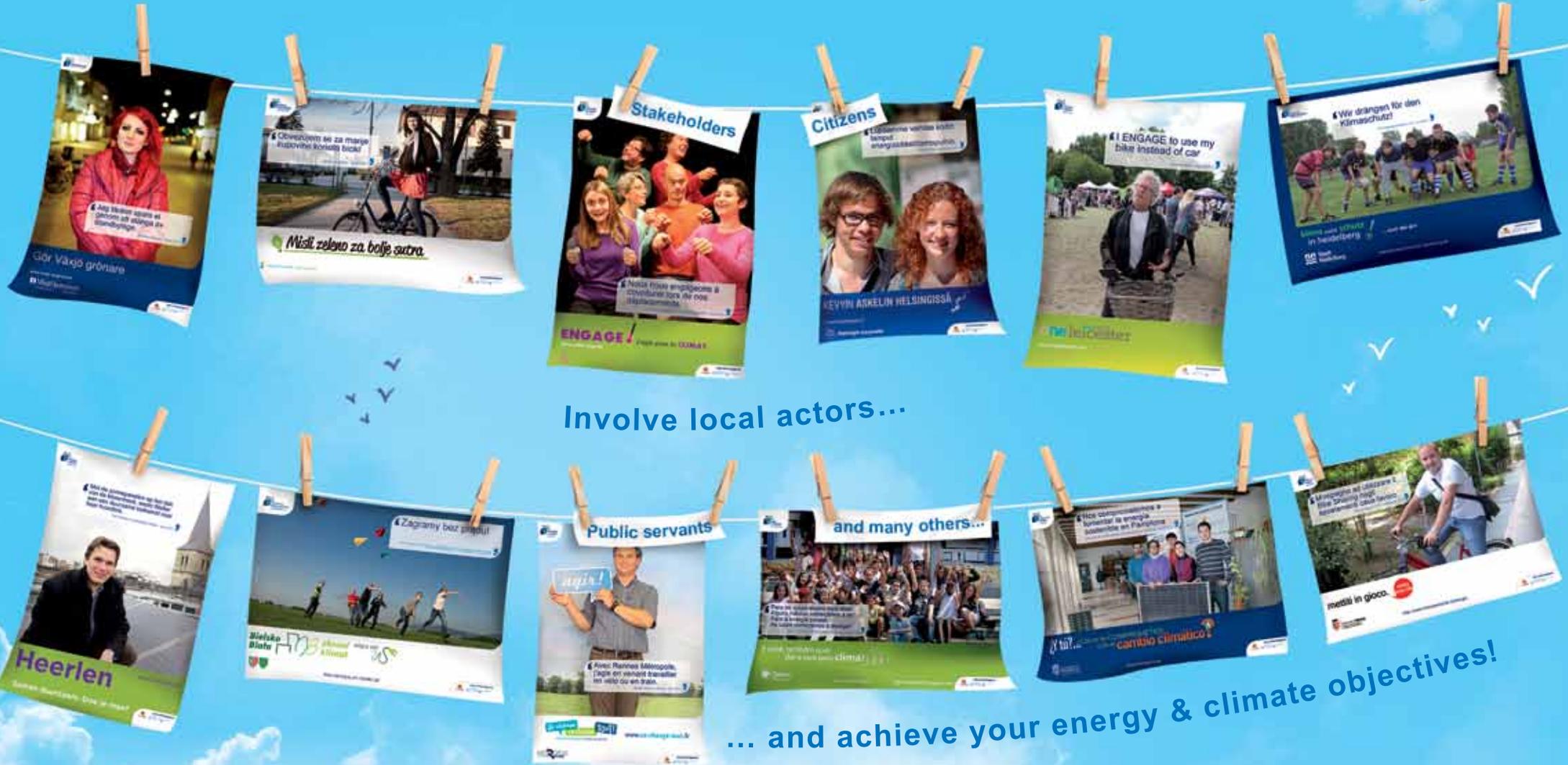


# ENGAGE CAMPAIGN GUIDEBOOK FOR CITIES



Involve local actors...

... and achieve your energy & climate objectives!

## WELCOME TO ENGAGE

- 04 **ENGAGE IN 2 MINUTES**
- 05 **LOCAL AUTHORITIES AS ADVISORS, MOTIVATORS AND ROLE MODELS**
- 06 **5 REASONS TO JOIN ENGAGE**
- 07 **TOP TIPS FROM THE 12 PIONEER CITIES**

## A 5-STEP PARTICIPATIVE COMMUNICATIONS APPROACH

- 09 Why you need a communication campaign
- 10 Starting your local ENGAGE campaign
- 12 **RESEARCH**
  - 12 Know your city
  - 13 Learn from others
- 14 **PLAN**
  - 14 Create a campaign plan
  - 15 Share your objectives
- 16 **INVOLVE**
  - 16 Walk the talk
  - 19 Involve local stakeholders
  - 21 Connect with citizens
- 26 **CREATE**
  - 26 Capture the moment
  - 27 Create posters
- 28 **ACTIVATE**
  - 28 Display posters
  - 29 Promote your activities
  - 31 Celebrate through ENGAGE days

## KEY ACHIEVEMENTS

- 34 **ALL OVER EUROPE LOCAL PLAYERS ARE POSTER STARS**
- 35 **A COMMUNICATION CAMPAIGN LEADING TO CONCRETE ENERGY SAVINGS**
  - 37 Citizen monitoring
  - 39 Stakeholder monitoring
  - 41 Public servant/elected people monitoring
- 43 **LESSONS LEARNT FROM PIONEER CITIES**
- 44 **RECOMMENDATIONS**

## JOIN ENGAGE!

- 45 **THANK YOU FOR EXPLORING THE ENGAGE CAMPAIGN**
- 46 **NEWCOMING CITIES**
- 48 **TEST THE ENGAGE POSTER TOOL**

## POSTER GALLERY

- 49 **MOST VIEWED POSTERS**



## Dear Readers,

Greetings and welcome to the ENGAGE campaign guidebook.

ENGAGE is a pan-European communications initiative that helps **European cities** of all shapes and sizes ENGAGE their citizens, communities and organisations to play their part in building a sustainable energy future.

A large part of any city's carbon impact comes from the activities of its people and businesses. For this reason, the significance of their involvement in an energy and carbon reduction campaign cannot be overstated. By joining ENGAGE, you will encourage fellow inhabitants of your city to not only get involved, but take action.

I am proud to say that the idea for the ENGAGE campaign originated in **Heidelberg** in 2007 and has seen great success since then; a success I hope you will soon be part of, having been inspired by this guidebook.

In a remarkably short time, we've seen the transformation of ENGAGE from a Heidelberg

idea to a successful Europe-wide campaign. And it's still growing. This transformation has been coordinated by **Energy Cities** – the European association of local authorities inventing their energy future.

ENGAGE supports cities like yours to run compelling and integrated PR campaigns. Inspiring and ENGAGING communications are key to success. Together with Futerra Sustainability Communications and Energy Cities, ENGAGE is able to provide on-going tactical advice and communication expertise to cities that sign up.

To give you a taster, one important tool you will use in your ENGAGE campaign is a user-friendly but powerful online poster creator, which makes it easy and fun for everyone to participate and make an energy commitment or "ENGAGEMENT".

This guidebook will take you through how to create a successful PR campaign for your ENGAGE initiative by showcasing inspiring examples from the 12 pioneer cities.

ENGAGE also proves that participative communications campaigns lead to concrete energy results. By the end of 2012 participants in the 12 ENGAGE pioneer cities monitored were able to avoid 40,000 tonnes of CO<sub>2</sub> emissions. On average, a citizen has reduced his/her annual CO<sub>2</sub> emissions by 12%!

We hope you're inspired to join ENGAGE and bring Europe closer to a sustainable future. You can sign up by visiting our website.

Yours sincerely,



**The Mayor of Heidelberg**  
January 2013



# WELCOME TO ENGAGE

## ENGAGE IN 2 MINUTES

ENGAGE helps towns and cities across Europe to contribute to building a sustainable energy future.

By helping you work with elected members, colleagues, citizens and stakeholders to tackle environmental issues, ENGAGE helps you deliver tangible energy savings.

These are driven by the EU's challenging energy-related targets for 2020 – they're known as the '3x20' targets:

- to reduce greenhouse gas emissions by 20% (against 1990 levels);
- for 20% of EU energy to come from renewable resources;
- to reduce primary energy use by 20% (compared with projected levels) by improving energy efficiency.

### How does ENGAGE work?

ENGAGE is all about encouraging individuals to play their part. Through a combination of tips, tools and tactics, as well as success stories from our 12 pioneer cities across Europe, this guidebook will show you how to get citizens and stakeholders excited and involved about their local sustainable energy future.

ENGAGE also supports collaborative work among local administrations, stakeholders and citizens facing similar challenges in different European countries.

### ENGAGE helps you:

- ENGAGE your citizens through a poster campaign that tells tangible local stories;
- give citizens the opportunity to make their own personal energy reduction pledge;
- raise awareness amongst European citizens about energy savings;
- monitor and evaluate ongoing energy consumption with a monitoring tool of your choice.

### What's in it for you?

At the end of a successful ENGAGE campaign, your city will:

- have many public servants, elected members, citizens and stakeholders that are visibly ENGAGED in being more energy efficient;
- be recognised for taking a leadership role in energy efficiency and significantly helping to drive the European sustainability agenda forward.

**ENGAGE**

Stakeholders

Citizens

Public servants

and many others...

...AND ACHIEVE  
YOUR CITY'S  
**ENERGY  
& CLIMATE**  
OBJECTIVES!

Join the European ENGAGE campaign!  
[www.citiesengage.eu](http://www.citiesengage.eu)



# LOCAL AUTHORITIES AS ADVISORS, MOTIVATORS AND ROLE MODELS

## Who can join ENGAGE?

Many of the cities involved with ENGAGE have signed the **Covenant of Mayors**, a pledge to go beyond these '3x20' targets. However, this is not a requirement – any city with ambitious local energy and climate objectives is welcome to join ENGAGE. A core group of 12 pioneer cities from 12 different countries have been running exceptional ENGAGE campaigns since 2010.

As stated in the annex of the Covenant of Mayors official text, local governments play an important role in advising, motivating and acting as a role model.

Awareness-raising and involvement of citizens are among the key objectives Covenant of Mayors signatories commit to in order to cut CO<sub>2</sub> emissions within their territory. Any local authority that has ambitious local energy and climate objectives needs a tool that federates the different actions taking place.

**Why not use ENGAGE to create personalised posters of all these actions!**

*“Local and regional governments can help to inform and motivate residents, businesses and other local stakeholders on how they can use energy more efficiently. Awareness-raising activities are important to engage the whole community to support sustainable energy policies. [...] It is equally important that the authority should lead by example, and play an exemplary role in sustainable energy activities.”*

Covenant of Mayors - Appendix 1



## 5 REASONS TO JOIN ENGAGE

By becoming part of ENGAGE, you will...

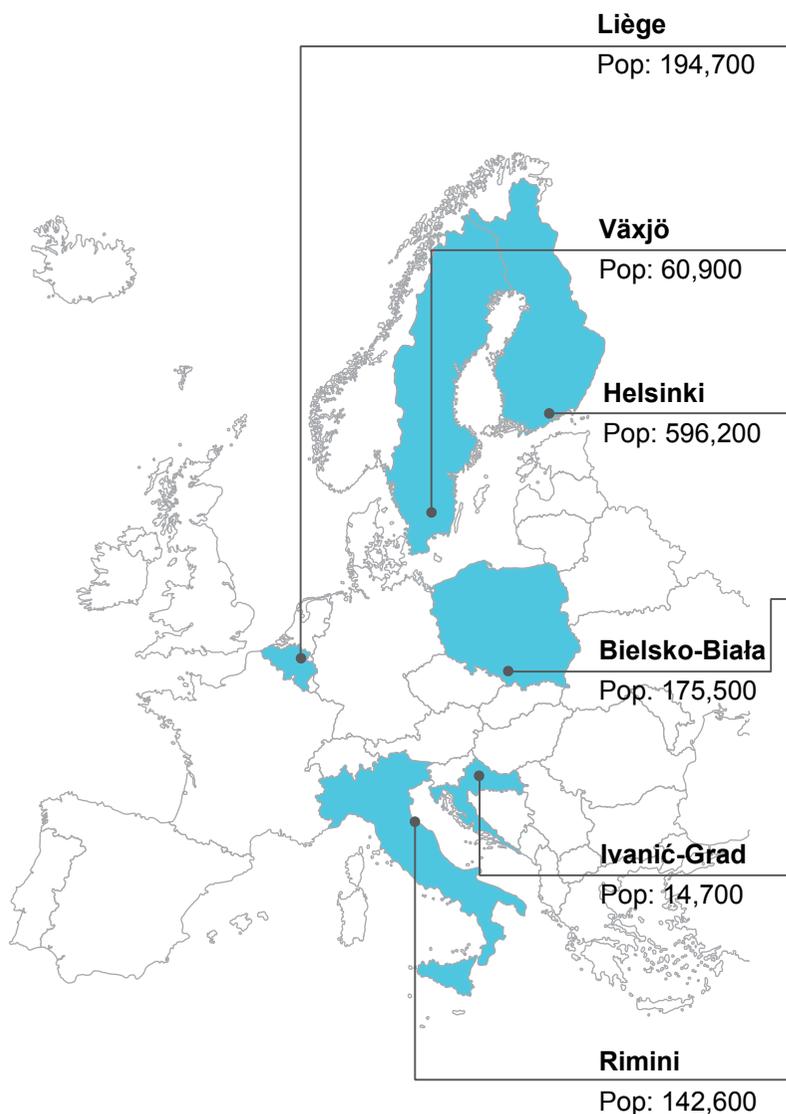
- 1** Save energy, reduce carbon and contribute to the EU's '3x20' objectives
- 2** Build relationships with local citizens that are focused around energy, climate and sustainability
- 3** Empower citizens and stakeholders to play a part in their energy future
- 4** Build a common vision for energy and sustainability in your municipality
- 5** Prove that local solutions matter and can lead to real energy savings



ENGAGE participants in Rennes Métropole (France)



## TOP TIPS FROM THE 12 PIONEER CITIES



### Liège

Pop: 194,700

“Be sure to **consider your audience** when choosing the channels to communicate your campaign. Once people have made ENGAGEments, it’s important to encourage them to follow-through, tell others about their progress and help them **lead by example**.”

**Fabienne Coumanne**, Energy Manager, Liège (Belgium).

### Växjö

Pop: 60,900

“In Växjö we run ENGAGE events alongside **existing events**. These **synergies are essential** to the success of our campaign.”

**Sohie Kim-Hagdahl**, Environmental coordinator, Växjö (Sweden).

### Helsinki

Pop: 596,200

“Plan your ENGAGE activities carefully, **find good partners for co-operation** and try to find synergies with other events in the environmental sector. Bear in mind that this is also a good opportunity to deepen the stakeholder involvement and networks of the City for the future.”

**Tiia Katajamäki**, Project Specialist, Public Works Department, Helsinki (Finland).

### Bielsko-Biala

Pop: 175,500

“In Bielsko-Biala, we recognise the **need for municipalities to empower and lead their citizens** in taking real and ENGAGEd action towards energy savings. To involve citizens you need to **think locally** and touch their daily lives. For example, social media is a great way to reach young people. **Excite people** with the campaign and the posters, but at the same time install a sense of responsibility for the local environment in which they live.”

**Katarzyna Kordas**, Inspector, Energy Management Office, Bielsko-Biala (Poland).

### Ivanić-Grad

Pop: 14,700

“In the City of Ivanić-Grad the success of the ENGAGE campaign is based on **excellent cooperation with stakeholders**, associations and citizens. As a **modern PR campaign**, ENGAGE is implemented in every local event in the City.”

**Vlatka Berlan Vlahek**, Head of Department of City Development, Ivanić-Grad (Croatia).

### Rimini

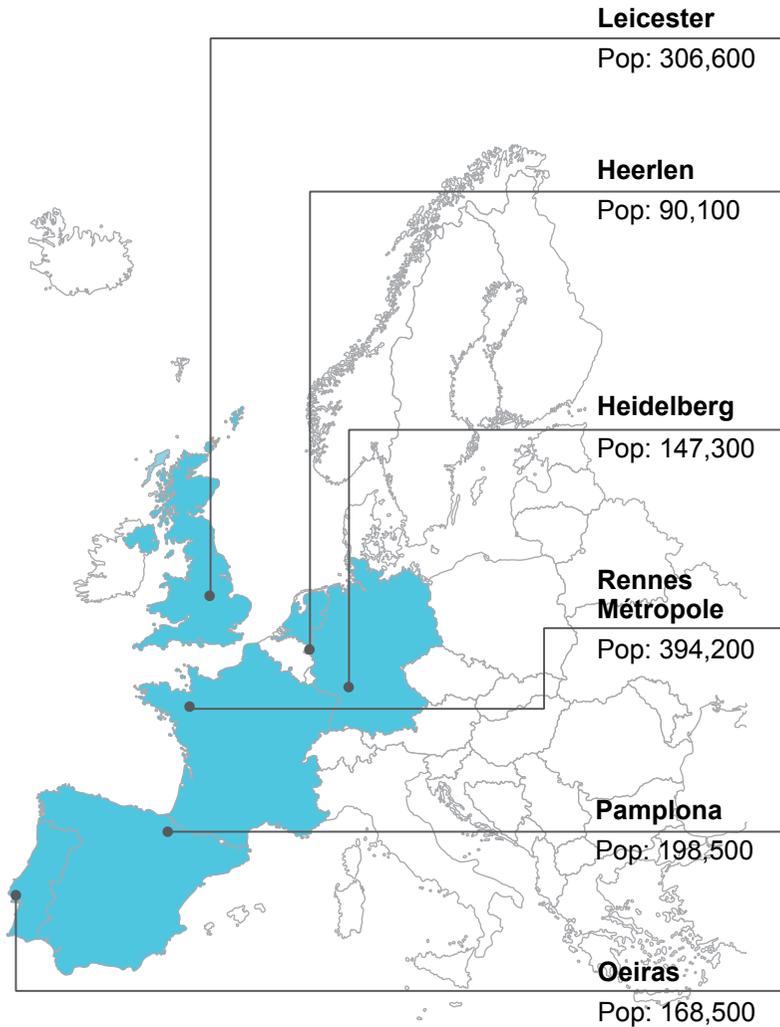
Pop: 142,600

“It is critical to **employ trained and motivated employees** so that you have a full-time, hardworking team on the ENGAGE campaign. Also, creating a **catchy slogan** will help distribute the ENGAGE mission easily throughout the city.”

**Davide Frisoni**, Energy Manager, Rimini (Italy).



# TOP TIPS FROM THE 12 PIONEER CITIES



“Considering **diversity of audience**, such as minority ethnic groups and languages, is a vital activity in campaign planning.”  
**Darsheet Chauhan**, Team Leader, Leicester Energy Agency (United Kingdom).

“**Good resources** are invaluable. Having committed staff, a good campaign plan, and knowledge of citywide events makes a big difference. **Activities also should be fun** – giveaways and freebies, prize draws and quizzes ENGAGE citizens and can incentivise commitment to pledges.”  
**Hans van der Logt**, Climate coordinator, Heerlen (the Netherlands).

“Put time into being creative. **Hire professional photographers** for beautiful posters. Host exciting and eye-catching events to attract the public’s attention.”  
**Dr. Hans-Wolf Zirkwitz**, Director Office of Environmental Protection, Trade Supervision and Energy, Heidelberg (Germany).

“Following up with citizens is critical for maximum energy savings. An online presence and regular events and activities after poster ENGAGEments will help you **keep in touch** with everyone who has joined the campaign.”  
**Brendan Catherine**, Energy Manager, Rennes Métropole (France).

“To create an integrated campaign you need to use **diverse channels** of communication. Also, **high quality images** and attention to detail mean everything.”  
**José Fermín Costero**, Responsible for Local Agenda 21, Pamplona (Spain).

“It has been very gratifying witnessing the **visibility that the EU ‘3x20’ objectives have gained** thanks to ENGAGE. It is our firm belief that this project will bring us a lot closer to the targets we defined in our Sustainable Energy Action Plan.”  
**Paula Cristina Santos**, Environmental Manager, Oeiras (Portugal).



# A 5-STEP PARTICIPATIVE COMMUNICATIONS APPROACH

## WHY YOU NEED A COMMUNICATION CAMPAIGN

A local PR campaign is the best way to get lots of stakeholders involved quickly. If you run a PR campaign alongside energy saving and monitoring initiatives, it will maximise awareness and impact.

The most effective local PR campaigns are carefully planned ones. This means getting a clear picture of your objectives, goals, audience sectors and communications messages in advance. That way, you're much more likely to communicate in a way that leads to active participation rather than simply awareness. And you'll be able to measure the success and impact of your campaign more easily at a later stage.

A strong PR plan will give you a reassuring point of reference throughout your campaign to frame ongoing communications and check that you're on track.

For more information about PR campaign guidelines, visit the *ENGAGE campaign tools* section at [www.citiesengage.eu/en/ENGAGE-CAMPAIGN-TOOLS.html](http://www.citiesengage.eu/en/ENGAGE-CAMPAIGN-TOOLS.html)



The Pamplona choir pose for their pledge poster during a PR stunt.



# STARTING YOUR LOCAL ENGAGE CAMPAIGN

There are five clear parts to the creation and launch of a successful local ENGAGE campaign, each involving various activities. You don't need to do all the activities listed, but we recommend that you look through all of them.



# STARTING YOUR LOCAL ENGAGE CAMPAIGN

## RESEARCH

Before you plan your ENGAGE campaign, it's important to gather useful information about your own city and learn from other campaigns across Europe.

 **Know your city** ▶  
Information about resource and energy use in your city, particularly on an individual basis, will be useful as you come to plan and activate your campaign.

 **Learn from others** ▶  
Research what other ENGAGE cities have done and use their experience as inspiration.

## PLAN

With a better understanding of how people use energy in your city, and of other cities' approach to ENGAGING their citizens, you're ready to start planning your campaign.

 **Create a campaign plan** ▶  
Clear objectives and target dates will give structure and direction to your ENGAGE campaign.

 **Share your objectives** ▶  
Sharing these objectives within a vision of your ENGAGED city is an important first step towards attracting local involvement.

## INVOLVE

ENGAGE is all about getting people involved and taking action. There are three groups of people to focus on in your campaign. Each has a role to play in your campaign.

 **Walk the talk** ▶  
A powerful way to inspire citizens/inhabitants and stakeholders to get involved in your campaign is to use elected representatives and public servants as role models.

 **Involve local stakeholders** ▶  
Local NGOs, private companies and other official associations can support your campaign and attract attention from the other two audience groups described here.

 **ENGAGE citizens** ▶  
Getting everyday citizens involved early on in your campaign will make it feel real and accessible to the rest of your city's people.

## CREATE

To attract widespread attention for your campaign you need high quality communications materials.

 **Capture the moment** ▶  
Photographs of real people making real commitments to cutting their energy use are an essential ingredient in your campaign.

 **Create posters** ▶  
ENGAGE's online poster tool will help you turn simple photographs into an effective and recognisable poster campaign for your city.

## ACTIVATE

Your campaign's ready to go – now get it out there!

 **Display posters** ▶  
Put your posters up around town and display them in an online photo gallery and with social media links to help spread the word.

 **Promote your activities** ▶  
From organising events to running social media promotions, there are many ways you can promote what's happening with ENGAGE in your city.

 **Celebrate through ENGAGE days** ▶  
It's important to celebrate people's commitments and achievements. ENGAGE days are the perfect opportunity to do this while attracting more attention to your campaign.





## KNOW YOUR CITY

Communications and PR are great for leveraging and mobilising change. But, to understand how well they're working, you need to know what that change means in terms of real energy savings.

Before you start planning or activating your ENGAGE campaign, we recommend you establish baseline energy use measurements for the people and organisations that get involved, and that you put in place a process to collect ongoing results. This will give you the data you need to prove your campaign has been a success and to learn from it for next time.

Each of the 12 pioneer cities chose an evaluation tool to help them measure and evaluate the energy savings of participants to their advantage.

RESEARCH

PLAN

INVOLVE

CREATE

ACTIVATE

### Know your city: The Heidelberg CO<sub>2</sub> Mirror, Germany

Every inhabitant of Germany is responsible for an average of 11 tonnes of CO<sub>2</sub> per year. The EU '3x20' objectives aim to see this reduced by 20% by 2020.

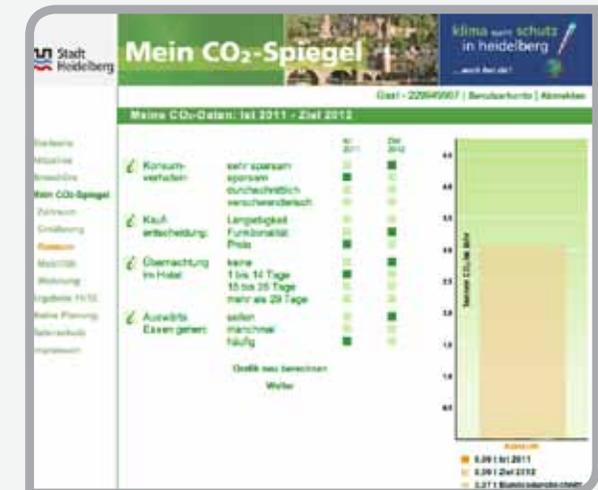
The City of [Heidelberg](#) developed a 'CO<sub>2</sub> Mirror' to reflect their energy consumption. This online tool lets individuals measure how much greenhouse gas they emit each day and then set some targets for cutting this down.

The 'CO<sub>2</sub> Mirror' is divided into four sections: Nutrition, Consumer Behaviour, Mobility and Housing. Participants can monitor their emissions from, for example, central heating and transport, and analyse their daily habits as consumers and shoppers. They can even compare their results to the national average.

The tool helps people estimate how much energy they could save by making small lifestyle changes, such as with their travel or heating,

each with easy-to-follow steps. In a few clicks, they can quickly work out their personal carbon footprint for a period of up to five years, enabling them to set clear and realistic targets.

Find out more at [www.co2spiegel.de](http://www.co2spiegel.de)



Heidelberg's CO<sub>2</sub> mirror is simple and easy to use





## LEARN FROM OTHERS

RESEARCH

PLAN

INVOLVE

CREATE

ACTIVATE

As well as the 12 pioneer cities referenced throughout this guidebook, there are already many cities that are signed up to ENGAGE and initiating their campaigns across Europe. Reading about these campaigns, and even asking questions of the people behind them, will be really helpful as you consider the best approach for your area and start to plan your campaign.

We have a resource-packed website and a thriving online community of participating cities. You can view a large online gallery of posters on the ENGAGE campaign website and ask specific questions from the people who have had firsthand experience of running campaigns.

All cities are encouraged to share documents and details of their campaigns online on their city page, via their account on the poster tool, that they think other cities might find useful. City pages are accessible from the map of ENGAGE cities at [www.citiesengage.eu/who\\_is\\_engaged.php](http://www.citiesengage.eu/who_is_engaged.php)

### Learn from others: Study visit, Oeiras, Portugal

To present some of the actions conceived in the Sustainable Energy Action Plan (SEAP) in Oeiras, and to ENGAGE other cities in the project, the Municipality of Oeiras, in partnership with the “Metropolitan Agenda 21” of the Lisbon Metropolitan area, organised an ENGAGE study visit and invited different municipalities.

The event was held on 11<sup>th</sup> October 2011 in Oeiras and was attended by 36 participants from Oeiras and municipalities within the Lisbon metropolitan area.

A workshop was held to discuss energy sustainability, including the SEAP in Oeiras, ENGAGE, energy efficiency in public lighting and the solar community.

This was followed up with a study visit to meet some of the projects referred to in the workshop and admire the posters showcasing ENGAGE commitments in the streets. The visiting cities were so impressed by what they saw in Oeiras that already five new Portuguese cities had joined ENGAGE by April 2012.

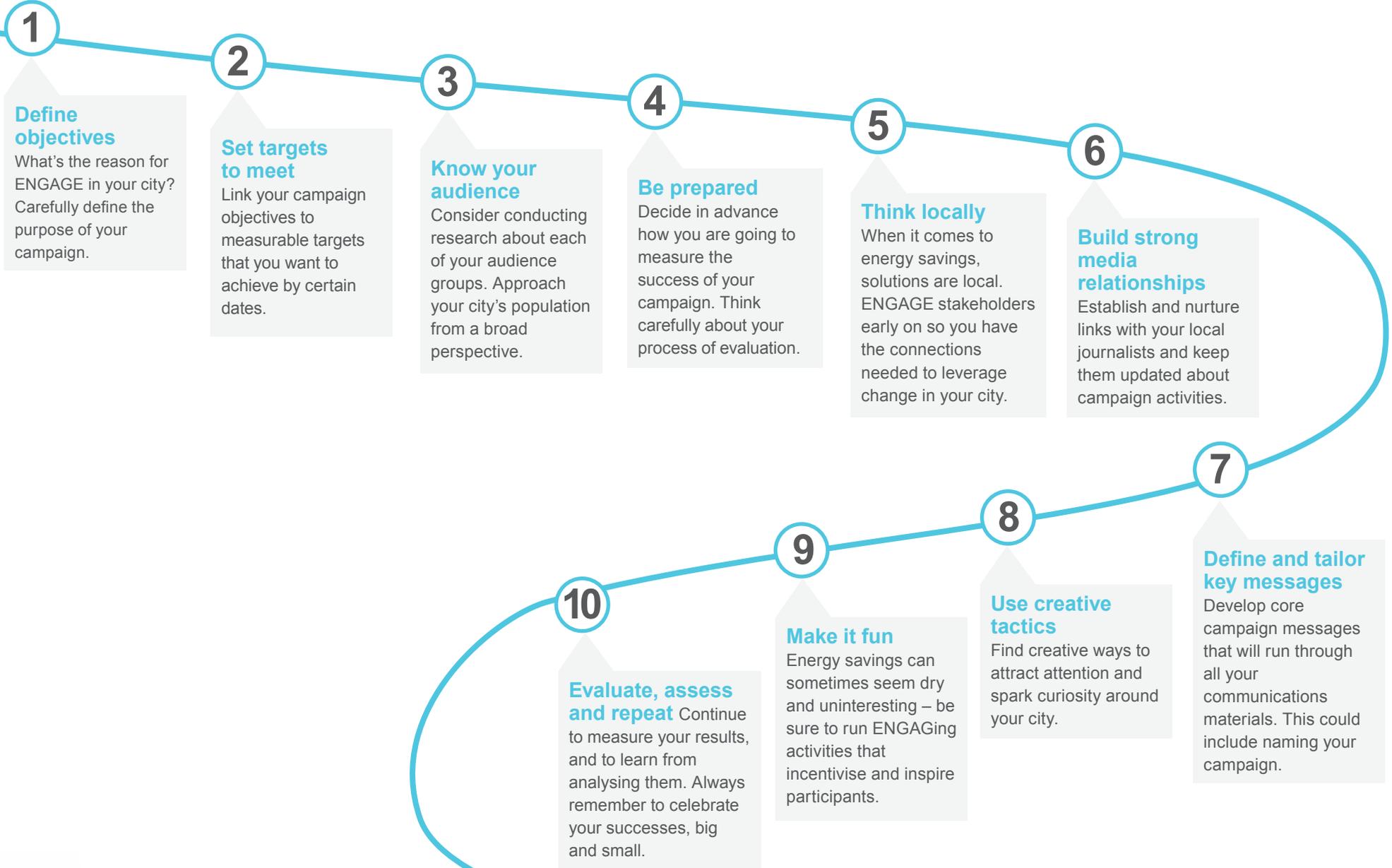


Oeiras sustainability workshop





## CREATE A CAMPAIGN PLAN





## SHARE YOUR OBJECTIVES

Once you have developed your objectives, it's time to share them at a local level. To give people an idea of the 'bigger picture', it's best to show how your city's objectives fit within the EU '3x20' objectives or other ambitious, long-term energy and carbon objectives. We recommend doing this alongside a vision or mission statement for your city – something that gets people excited about the end result.

Apart from building excitement for your campaign, the main reason for sharing your objectives early on is that you need as many people in your local authority ENGAGED as possible. Energy and climate objectives require action from many different municipal areas, including departments for communications, natural environment, transport, social and welfare, planning and infrastructure.

We therefore recommend that you hold regular interdepartmental meetings so that city departments can discuss these transversal targets and join forces to achieve them.

As you can see from this example from the city of Bielsko-Biala in Poland, these meetings can prove highly effective at making things happen.

RESEARCH

PLAN

INVOLVE

CREATE

ACTIVATE

### Share your objectives: **Interdepartmental meetings, Bielsko-Biala, Poland**

Within an 18-month period, the ENGAGE team at [Bielsko-Biala](#) held seven interdepartmental meetings. These have been well-attended by members of the mayor's office including the mayor himself, Jacek Krywult, on several occasions.

Other departments that attended include the Department of Environmental Protection, the Department of City Strategy and the Head of Department of City Promotion. Individuals from the informatics, communication and urban management teams have now come on board too.

In the first meeting (September 2010) a permanent team for 'education in energy effectiveness' was established. All those involved agreed to stay in close contact to share information and ideas. The team also chose three schools where they planned to present their achievements on the ENGAGE Energy Day.

At the next meeting, the team put together an energy efficiency questionnaire to gauge citizens' attitudes to climate protection. They also printed leaflets about how Bielsko-Biala is

supporting energy efficiency and renewable energy sources.

These interdepartmental meetings have provided an invaluable platform for reporting progress and moving forward with shared goals. As a direct outcome, the Office of Energy Management has approached educational institutions about ENGAGEing young people in the campaign. The Bielsko-Biala team says that results like this would not have been possible without regular and well-attended interdepartmental meetings.



The Mayor Jacek Krywult and the Deputy Mayor Zbigniew Michniowski participating in the ENGAGE day in Bielsko-Biala





## WALK THE TALK

RESEARCH

PLAN

INVOLVE

CREATE

ACTIVATE

Part of a powerful ENGAGE communications campaign is having the full participation of elected members and public servants, particularly in the poster campaign.

Their 'face' on public-facing posters is great social proof (or social influence) for every citizen to join. Leading by example is much more effective than preaching, so if these influential figures show that they are 'walking the talk, not just talking the talk', they are far more likely to convince citizens to do the same.

As you can see from these examples from the cities of Pamplona, Rennes Métropole and Ivanić-Grad, a strong figurehead featuring front and centre in a campaign really pays off.

### Walk the talk: Rennes Métropole, France

Rennes Métropole is an agglomeration community of almost 400,000 inhabitants composed of the city of Rennes and the 36 towns around it. Rennes and 33 of its member towns are Covenant of Mayors signatories. Each local authority wrote and voted on its sustainable energy action plan in 2010.

ENGAGE was proposed to these signatories as a tool to inform citizens about their objectives and the actions they voted to take.

Each town that signed up created a series of posters from elected representatives that illustrated the action plan and added an air of reality to the commitments. In total, Rennes Métropole created 54 posters of elected people, including mayors and elected representatives from the 33 towns.

Rennes  
Métropole

54  
posters  
of elected  
people



Françoise Gouesbier, Deputy Mayor - May 2011





## Walk the talk: Mayor ENGAGEment, Pamplona, Spain

Yolanda Barcina was the Mayor of Pamplona from 1999 to 2011 and promoted sustainable development throughout her time in office. Pamplona City Council joined the Covenant of Mayors in 2009 and was then invited to be a pioneer city for ENGAGE.

The Mayor made a poster commitment “to put in place more public escalators/elevators in the city to improve accessibility” in time for the official launch of ENGAGE.

(Unfortunately, she couldn’t follow through with the pledge because of a change to the laws around planning during elections.)

Mayor Barcina’s successor, Mayor Enrique Maya, continues City Hall’s commitment to sustainable development:

- He has pledged “to save 10% on energy consumed in municipal buildings by 2015”
- 80 public servants and elected representatives (about 5% of the total for Pamplona City Council) have been ENGAGED, with 35 commitments made as a result
- All members of the Covenant of Mayors in Spain were invited to Pamplona to learn about ENGAGE.



Mayor Enrique Maya has pledged to save 10% on energy consumed in municipal buildings by 2015.

**80**  
public  
servants  
ENGAGED





# WALK THE TALK

RESEARCH

PLAN

INVOLVE

CREATE

ACTIVATE

A 5-STEP PARTICIPATIVE COMMUNICATIONS APPROACH



The President of the Republic of Croatia Ivo Josipović took part in the campaign in Ivanić-Grad.



The Deputy Mayor of Helsinki, Pekka Sauri, made a commitment to continue the systematic promotion of energy efficiency in Helsinki in an urban environment, buildings and offices and then sent a signed letter to all departments that challenged everyone to participate in the campaign.



These politicians in Oeiras made a joint commitment to cut energy that's in line with one of the EU '3x20' objectives.



## Involve local stakeholders: Heerlen Climate Embassy, the Netherlands



Tom Hanssen, of Club 20 for 20, pledges to install solar panels on the roofs of the Weller housing association project.

The Climate Embassy in Heerlen has a group of special stakeholders that represent 20 target groups. This is called the 'Club of 20 for 20' and meets twice yearly to advise the Deputy Mayor on climate policy, actions and recommended do's and don'ts.

This group contains representatives from building associations, technical firms, environmental groups, the transport sector, the garbage collection sector, architects and citizens.

To join, members had to demonstrate that they'd done something to save energy or to reduce their carbon emissions – most made an accompanying ENGAGE poster. They could then register their project which would be promoted and discussed on the municipal website.

Involving a range of local stakeholders in your ENGAGE campaign will increase its reach and success. Someone who plays a meaningful role in communities can send an extremely powerful message, both to elected bodies and to citizens. These stakeholders could include community leaders, or respected figures from groups and organisations in civil society.

All 12 of the pioneer cities ENGAGED a diverse range of stakeholders for their campaigns to great success.





## Involve local stakeholders: Liège, Belgium

The ENGAGE team in Liège identified a broad range of local stakeholders they wanted to involve in their campaign.

Many local organisations, including the university, hospitals and energy providers, were already actively managing their energy. However, these groups often focused on the technical aspects of energy saving, so the ENGAGE team learned to always start a new relationship by showing the value of communications and PR.

For those stakeholders that weren't yet actively managing energy in their organisations, the Liège ENGAGE team used corporate structures like the Shopkeepers Association and the Royal Architects Order to reach out. Using intermediaries in this way was much more effective than simply sending blanket mail drops from the mayor.

The team organised a conference with some of these stakeholders at an Energy Day in November 2011. Their challenge, going forwards, is to nurture the relationships built at this conference and develop a stronger network that can make use of synergies and share learning experiences.



VivaCité radio pledge to keep the temperature in their studio at 19 degrees.





## ENGAGE CITIZENS

RESEARCH

PLAN

INVOLVE

CREATE

ACTIVATE

The final and most important group of people to get involved in your ENGAGE campaign is the citizens of your city. Without their active involvement and support, your campaign will not reach its fullest potential.

As you develop your ENGAGEMENT strategy for citizens, we suggest you bear the following two points in mind:

- Your campaign will generate a lot of interest when it first starts: people will be excited by the idea of appearing on a poster across their city. To take full advantage of this, make sure it's easy for people to participate and always use effective, clear and interesting communications tactics<sup>1</sup>.
- As you develop your strategy, make sure your campaign's PR activities always reflect its overall objectives and strategy. Consider developing key messaging as part of your campaign plan to help with this.

The 12 pioneer cities used a wide range of tactics to ENGAGE people. Here are a handful of their ideas, together with examples, that you could use to mobilise your citizens. Several of these tactics could be adapted to any aspect of your campaign, from poster photography to events or press releases.

<sup>1</sup> [http://www.citiesengage.eu/en/IMG/pdf/ENGAGE\\_Campaign\\_Guidance\\_Summary.pdf](http://www.citiesengage.eu/en/IMG/pdf/ENGAGE_Campaign_Guidance_Summary.pdf)

## Use events to recruit

Many of the pioneer cities organised events to recruit citizens to the campaign. These ranged from stand-alone events to feature spots at municipal sporting, musical, climate change, artistic or environmental events.

When you come to organise an ENGAGE event for your campaign, remember to keep the focus positive and to use the occasion to celebrate any energy-related achievements.

### Use events to recruit: Leicester's recruitment days, UK

#### The Riverside Festival, June 2011 ►

Leicester's ENGAGE team arranged to have a stand in the Eco village area of the city's huge riverside festival. They used the occasion to meet many local people and encourage them to make pledges. The event was packed with local, like-minded people and groups and, with a sunny day to boot, was a really positive experience. The festival was important both for recruitment and for sharing understanding with potential partner groups.

#### Leicester College Fresher's Day,

**September 2011** ► The ENGAGE team made another successful appearance at the College Fresher fair, where students and staff were encouraged to come and make poster

pledges. The team used the event to support the college's own sustainability plans and to promote the goals of the ENGAGE campaign.



Planting trees at Leicester's Riverside festival





**Use events to recruit: Växjö Earth Hour 2011, Sweden**

The Växjö ENGAGE team held a recruitment event in 2011 to coincide with the international climate event, Earth Hour. The event was attended by over 200 people and served as fantastic opportunity to ENGAGE many local citizens and stakeholders. Twenty people made a commitment and were professionally photographed for their pledge posters.

The event had a wide range of stalls and activities to promote different aspects of the ENGAGE campaign. These included everything from free climate-friendly soup, to the photo shoot described above and an award ceremony for the most energy-efficient school, presented by mayor Bo Frank. Four different choirs joined for a concert, which gave a strong impression of the impact of people working together. Each attendee was given a textile bag as a low-carbon and awareness-raising gift.



Växjö citizens made pledges during Earth Hour.



Climate friendly soup served to the participants of Earth Hour.



Växjö choirs performed to the citizens





## Use events to recruit: Rimini's long weekend, Italy

In October 2011, Rimini hosted a long-weekend event for Energy, Education and Sustainability. The three days were a melting pot of local tradition, culture and sustainable energy.

Hundreds of people visited the ENGAGE stand during the event. About 150 became engaged citizens and 110 of those had their pledge posters created. This included influential figures from local government, most notably Mayor Andrea Gnassi, Deputy Mayor for Energy and Environment, Sara Visintin, and a number of other civil servants.



The Rimini team organised lots of ways for people to learn about energy and ENGAGE in their city:

- an 'ENGAGEment tree' for people to place their pledges on, giving a strong impression of the bigger picture and providing lots of inspiration for citizens yet to ENGAGE
- games and experiments related to energy sources, suitable for children and adults. These were managed by educational experts with energy experience
- energy experts handed out informative leaflets and talked to citizens, and an engineer provided energy consultancy
- a carbon footprint calculator to which several people signed up to have their energy consumption monitored
- a photography set for pledge photo shoots
- two donkeys were employed as energy ambassadors to help explain sustainability basics to children. On the Sunday morning,

Flora and Giuditta (the donkeys) led children on a two hour walk from the hills to the city centre to promote the 15-minute Pedibus lines for primary schools.





## ENGAGE CITIZENS

RESEARCH

PLAN

INVOLVE

CREATE

ACTIVATE

### Celebrity involvement

Do you know any local celebrities and can you persuade them to participate in the poster campaign? Think about your audience and, as in the examples given here, consider asking celebrities from all walks of life!

#### Celebrity involvement: Mikel Urmeneta, Pamplona, Spain

Mikel is famous in Pamplona for his design company 'Kukuxumusu'. The company started designing T-shirts but, over time, have spread into a wide range of merchandise. This includes lots of work for the world-famous Running of the Bulls at the annual San Fermin Festival. Mikel created a character called 'Testis the Bull' who is now very famous around the City.

Even though Mikel wasn't living in Pamplona at the time, the Pamplona ENGAGE team managed to get his support for their campaign. With the help of a photographer friend, Mikel designed a great poster to represent his commitment to use less energy during the winter. The poster shows Mikel wearing the Testis the Bull costume with the statement, "Wrap up more and don't abuse your heating in winter at home".

The team used the poster (and a Testis costume borrowed from Kukuxumusu) at a street event during the San Fermin Festival. As a result, the ENGAGE stand was very popular, particularly with children, and lots of people signed up to the campaign.





## Celebrity involvement: Optimus Alive, Oeiras, Portugal

The Oeiras team ENGAGED two local bands during Optimus Alive – an annual national music event that takes place in Oeiras. ‘The Gift’ and ‘Homens da Luta’ both created poster commitments.

The Gift are a Portuguese alternative pop/rock band who, in 2005, won the MTV Europe award for best Portuguese act and became the first Portuguese band to have a music video played on MTV.

Homens da Luta (Men of the Struggle) are a Portuguese improvisational comedy and music street performance group. Their songs and characters are parodies based on music and people from the 1974 Carnation Revolution. They represented Portugal at the 2011 Eurovision song contest in Dusseldorf, Germany.



The Gift pledge to make all their concerts sustainable



Homens da Luta make a pledge

## Stunts

Can you think of an eye-catching stunt that will grab the public’s attention and inspire them to attend your event? You can read about an ice stunt in Heidelberg in their campaign analysis<sup>1</sup>.

## Real life stories

Are any of your poster-participants prepared to talk about their energy-saving experiences? Journalists and readers like personal stories and will be interested in hearing about people similar to them.

## Host a sequence of events

If you are holding a sequence of events, the continuous nature of the campaign will give journalists a narrative to join, and citizens an unfolding story to follow and perhaps contribute to.

<sup>1</sup> from page 15 on: [http://www.citiesengage.eu/en/IMG/pdf/Heidelberg\\_campaign\\_analysis.pdf](http://www.citiesengage.eu/en/IMG/pdf/Heidelberg_campaign_analysis.pdf)





## CAPTURE THE MOMENT

RESEARCH

PLAN

INVOLVE

CREATE

ACTIVATE

A large part of the ENGAGE campaign involves asking stakeholders and citizens to feature in a city-wide poster campaign. Convincing people to take part in a photo shoot takes time! Especially in this time of misuse of photos on the Internet, personal contact with people is essential. People are also concerned about providing their energy consumption data for monitoring, especially on the Internet. It is important to be sensitive to the arguments of citizens concerning privacy of data and misuse of pictures on the internet. All ENGAGE cities have ensured that each participant of their local campaign has signed an image consent form.

Those who agree will be asked to make a personal energy-saving pledge, or 'ENGAGEMENT' and attend a photo shoot. The posters created will feature a photograph of the citizen with their pledge alongside and will be put up around the city to inspire others to sign up to the campaign.

The photo shoot poster campaign is a highly effective tactic because it consists of a clear and specific request. Climate change and energy behaviours are tricky issues; citizens are more likely to respond to a clear call to action for their participation.



Professional photography shoots in Helsinki and Växjö.

## ENGAGE photo shoot checklist

- Organise a photo shoot as a public event and entice people in with baked goods and music, or motivate them with prizes
- Shoot at an outdoor location if possible and try to choose a sunny day with good light for brighter, more cheerful photos
- Hire a professional photographer and use proper lighting – this will greatly increase the quality of the photos
- Choose an iconic city location to shoot in, or pick somewhere with a scenic backdrop
- Ensure that all participants sign an image consent form

### Photo shoots: Rennes Métropole

Each town in this agglomeration community has had a photographer and facilitator for local events to capture personal pledges and accompanying photos for posters.





## CREATE POSTERS

Creative posters will help you promote the contributions of individual citizens, while also attracting the attention of stakeholders and citizens from across your city.

Our user-friendly online tool will help you to create bespoke posters that suit your city but still conform to an ENGAGE 'look and feel'. You can even develop your own logo for use on the posters if you wish. The layout of the posters means they effectively communicate the personal pledges of ENGAGED citizens and stakeholders. This template-approach allows for a fully-integrated PR campaign that spreads easily. View our online gallery to see many examples of the posters in action:

[www.citiesengage.eu/european\\_gallery.php](http://www.citiesengage.eu/european_gallery.php)

These posters can help inspire healthy competition and encourage participants to stick to their energy pledges and perhaps even to monitor their energy consumption. By uploading them to your online gallery, your citizens will be able to vote for their favourite poster. Showcasing the 'ENGAGEMENTS' of every participant also demonstrates the power of the combined energy-saving actions of thousands of citizens.



If your city has signed the Covenant of Mayors, the logo will appear here.

Use a professional photographer to help you capture high-quality portrait or landscape pictures of your participants. The image is what makes each poster original, so invite everyone involved to get creative!

Your ENGAGE campaign logo sits here. You can create a logo with a professional designer, or just use some text.

Your city logo is automatically inserted here.



In this box you can type the ENGAGEMENT of the participant that is on the picture.

This is where the name of the person, people or organisation behind the ENGAGEMENT goes. The month and year will be added automatically.





## DISPLAY POSTERS

RESEARCH

PLAN

INVOLVE

CREATE

ACTIVATE

The ENGAGE posters play a core part in your city's PR campaign. Here are some inspiring and creative examples from the 12 pioneer cities, where they have used posters to attract lots of exposure for their campaigns.

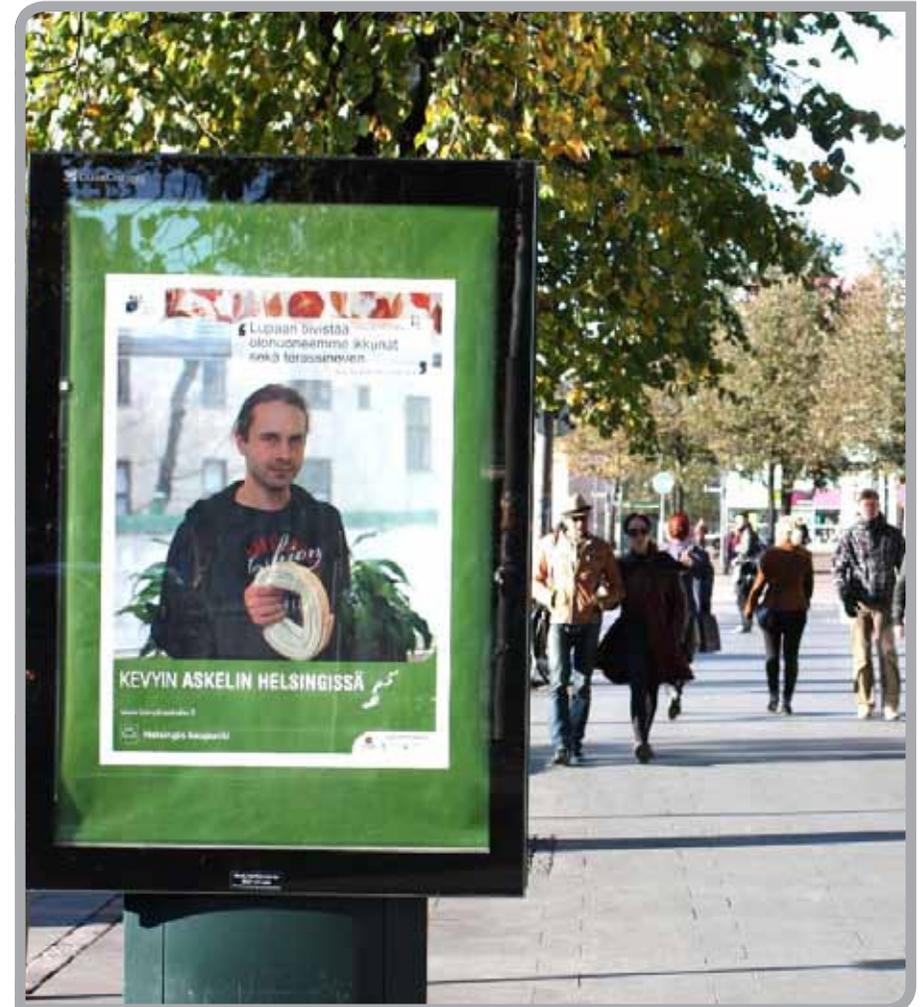
As well as putting these posters up in physical locations around the city, we recommend you display them online and across any other channels available to you. You can also link them to social media, such as an ENGAGE Facebook page, so that your citizens can comment on or vote for their favourites.



Pamplona showcased several pledge posters during an ENGAGE day in October. © photos City of Pamplona



Oeiras displays several pledge posters all over the city.



Helsinki showcases the pledge posters in prime locations. © photo City of Helsinki



# PROMOTE YOUR ACTIVITIES

Media coverage is essential for helping your ENGAGE campaign to pick-up momentum. Local media is a must, but any national and European coverage you attract would obviously powerfully reinforce your efforts.

Media attention can sometimes arise from unpredictable places and take shape in surprising ways. Here are a few ideas for promotion, as well as a few inspiring examples of media coverage achieved by ENGAGE teams in the 12 pioneer cities.



## Promotion tips

**Out of the ordinary** ▶ Journalists like anything that's unusual, rare and unique. How can you reflect this in your poster photography or at one of your events?

**The first** ▶ If it's interesting enough, the first time an activity is carried out makes it news.

**The only** ▶ Is yours the only city in your country to be participating in this European initiative? Regional newspaper journalists will like this angle.

**One-offs** ▶ Journalists like writing about occurrences that will only happen once.

**Biggest, smallest, longest, shortest** ▶ Extremes make good stories. Could you tie this idea in with a stunt for your event and invite a press photographer along?





## PROMOTE YOUR ACTIVITIES

### Go online

Every ENGAGE city hosts their posters in an online gallery on the ENGAGE website. To complement this online presence, many cities use social media to increase public awareness and further involve citizens.

- Pamplona generated great media coverage with a PR Choir stunt and viral video on YouTube
- Helsinki uses interactive online social media channels, such as its active Facebook page
- Bielsko-Biala hosts a blog<sup>1</sup> where citizens can keep in touch and share their ENGAGE stories, challenges and experiences.

<sup>1</sup> <http://engage-bielsko-biala.blogspot.co.uk/>



RESEARCH

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INVOLVE

CREATE

ACTIVATE

### Go online: Rennes Métropole, France

The ENGAGE campaign in [Rennes Métropole](#) has a website that features posters and local actions. Visitors can ask questions via a forum and there is a monthly newsletter that keeps readers up to date with the latest news from their local campaign.

The campaign also has a Facebook page and Twitter account that, among other things, promotes local energy actions by sharing resources from across the web. The campaign pledge posters are also published on Facebook – there's one album for each of the 37 towns involved in the campaign.



Plan climat énergie RENNES METROPOLE

People can follow the campaign via these channels, making it easier to interact with and share the campaign with their friends. There are currently a few hundred people actively following Rennes Métropole ENGAGE online, showing that social media makes a fantastic tool for sharing news and information, and showcasing some of the great work that has already been done.

#### SOUTENIR

0 2 7 4

PERSONNES SOUTIENNENT  
LA CAMPAGNE

Rejoignez-les !

#### S'ENGAGER !

VOUS POUVEZ AGIR SUR

- Votre logement
- Vos déplacements
- Votre consommation

#### ECHANGER

PARTAGEZ VOS EXPÉRIENCES  
SUR LE FORUM

Login

Mot de passe

GO

S'inscrire / Mot de passe oublié ?





# CELEBRATE THROUGH ENGAGE DAYS

RESEARCH

PLAN

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ACTIVATE

The 12 pioneer cities of the ENGAGE campaign organised local ENGAGE days to thank participants and involve other citizens and stakeholders in the campaign. All cities ran exciting events and we've shared a few highlights below.

## Celebrate through ENGAGE Days: Leicester ENGAGE Day, UK

The ENGAGE team at Leicester wanted to raise awareness and encourage citizens to make a poster pledge.

**300**  
attendees

**50**  
new poster pledges

They held an ENGAGE Day on Monday 17<sup>th</sup> October 2011 at the Shree Sanatan Mandir and Community Centre, where an indoor exhibition fair was attended by children, senior citizens and representatives of the faith community. The date had been carefully chosen to coincide with the local schools' half term holiday and the Hindu festival of Diwali.

a low carbon city  
**greener Leicester**

Highlights of the day included making Diwali decorations from recycled materials, learning how to use the new city-wide orange recycling bags, free advice on health and benefits, cycling advice and participation in cultural singing and dancing. The most popular workshop was on how to recycle old materials into new outfits and decorations. Over 300 people attended, including six environmental groups, and 50 new poster pledges were made on the day.



The workshop on how to recycle old materials into new outfits was very popular.



The children of Leicester showed their creative side and made Diwali decorations from recycled materials.





## CELEBRATE THROUGH ENGAGE DAYS

RESEARCH

PLAN

INVOLVE

CREATE

ACTIVATE

### Celebrate through ENGAGE Days: **Make Växjö Greener, Sweden**

The ENGAGE team at Växjö wanted to give the city's municipal, housing and energy departments the chance to demonstrate their recent efforts to make Växjö greener. They held an ENGAGE Day, which also provided a great opportunity to promote the team's plans to start collecting household waste for biogas production.

1,300 citizens visited the library, expressing their views and discussing environmental issues with Växjö representatives. 45 posters were made on that day alone, and since then, 170 have been made in total. Four micro seminars were held discussing everything from electric vehicles to climate targets.

**1,300**  
visitors  
**170**  
new poster  
pledges

One of the day's highlights was revealing the results of 'The Challenge of the Politicians' where two politicians who had been in competition to save the most energy took part in a knowledge quiz and recycling contest.



Showcasing posters in the library.



The ENGAGE team talk to citizens.



Make Växjö Greener! Banners invite people to the area.





# CELEBRATE THROUGH ENGAGE DAYS

RESEARCH

PLAN

INVOLVE

CREATE

ACTIVATE

## Celebrate through ENGAGE Days: Helsinki Energy Day, Finland

The ENGAGE team at Helsinki wanted to promote awareness of their projects and activate citizens to make their own commitments and posters. They held an Energy Day on Saturday 26<sup>th</sup> March 2011, during the global Earth-Hour day.

The main focus was 'Kinetic Energy', where the team combined entertainment with useful information and lots of tips on sustainable lifestyles. The first half of the day focused on families and children and the second half ended on the dance floor with a series of popular DJ's!

Visitors received an event map and were encouraged to collect stamps from various interactive stands. Each stand provided information about climate friendly cooking, energy efficient lighting, CO<sub>2</sub> emissions from transport and reducing waste and recycling. A Sustainable Energy Action Plan tree was created to map how citizens would like to see improvements in efficiency in each area.



The interactive stands attract the local citizens at Helsinki Energy day.



Citizens had their say on where they would like to see improvements to energy efficiency by writing on the SEAP tree.



# KEY ACHIEVEMENTS

## ALL OVER EUROPE, LOCAL PLAYERS ARE POSTER STARS

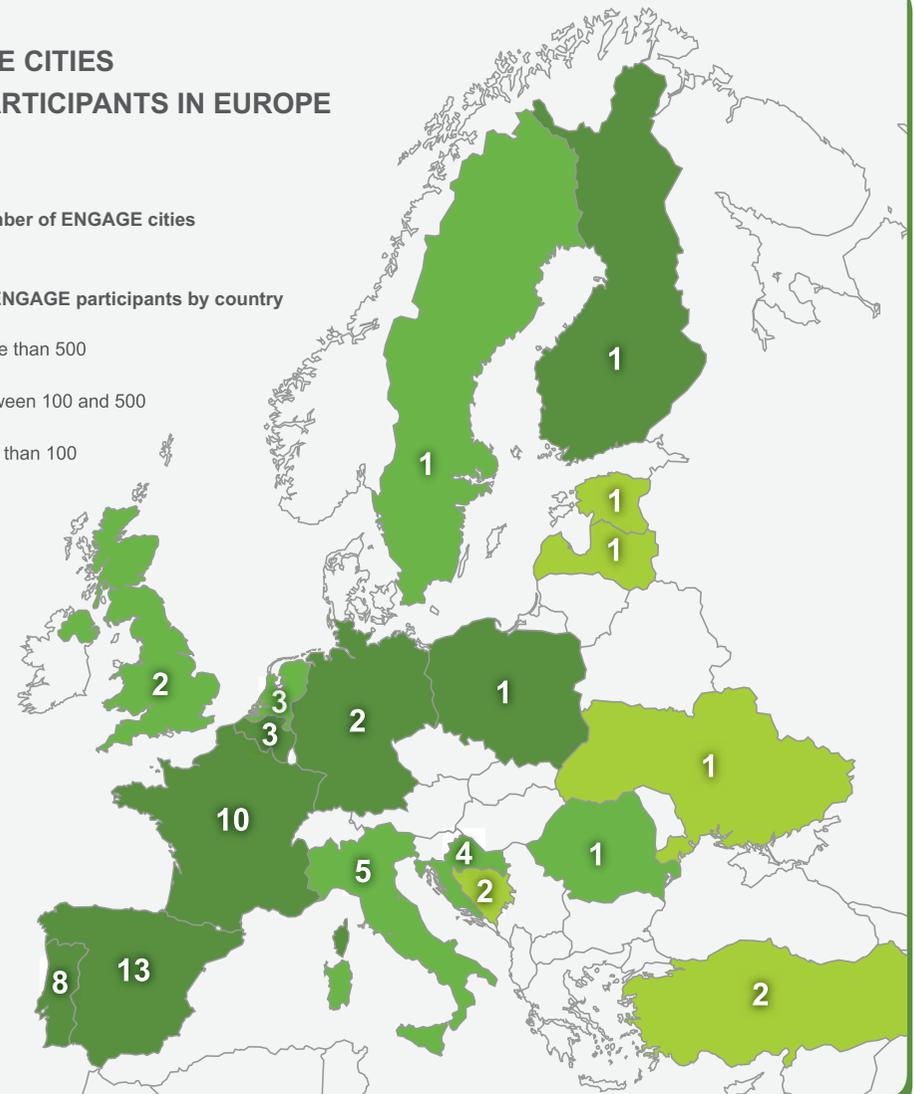
Dozens of cities from 20 European countries are already using the ENGAGE approach to involve local players to reach their energy and climate objectives. Families, school classes, sport teams, representatives from companies, associations, NGOs, municipal departments and many others have pledged to reduce their energy consumption on thousands of personalised ENGAGE posters.



## ENGAGE CITIES AND PARTICIPANTS IN EUROPE

**10** Number of ENGAGE cities

Number of ENGAGE participants by country



December 2012



# A COMMUNICATION CAMPAIGN LEADING TO CONCRETE ENERGY SAVINGS

To show that participative PR campaigns do lead to real energy savings, each ENGAGE city commits to monitor a percentage of the participants and evaluate their energy consumption:

	Public servants/ elected people	Stakeholders	Citizens
Percentage of participants monitored	<b>25-50%</b>	<b>15-20%</b>	<b>10-20%</b>

In a European campaign all the participating cities would have ideally used the same evaluation tool but unfortunately this tool was and still is not available. Thus each participating city has to choose a national, regional or local tool that is the most suited to monitor their citizens, stakeholders and public servants. Baseline figures can then be entered in the poster tool in each monitored participant's profile when the initial pledge is made and then one year later the participant is monitored again to see the difference.

It is essential when monitoring ENGAGE participants to take into account the different target groups. As with the communication campaign you will need to adapt your monitoring method and tool appropriately. Within ENGAGE the following three different target groups were identified: citizens, stakeholders and public servants / elected members.

**By the end of 2012 participants in the 12 ENGAGE pioneer cities monitored were able to avoid more than 40,000 tonnes of CO<sub>2</sub> emissions.**

## 'Think Green for a better tomorrow', Ivanić-Grad, Croatia

The ENGAGE team at Ivanić-Grad wanted to incentivise the people of their city to get involved from day one of the campaign. Dozens of citizens volunteered to register their current energy consumption and then report back in a year's time to calculate the difference.

More than 330 citizens are engaged in Ivanić-Grad, 30 of them were monitored to evaluate their energy consumption. For this purpose, a specific form was created. It contains two groups of data, depending on the engagement. The first group of data

monitors energy consumption in households, and the second transportation and mobility. For households the following data is evaluated: water consumption, electricity, gas and heating. Transport is calculated via the number of kilometres travelled and car type.



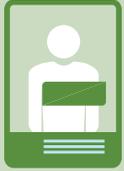
Citizens register to monitor their energy consumption.

Monitoring form



# A COMMUNICATION CAMPAIGN LEADING TO CONCRETE ENERGY SAVINGS

## CITIZENS



4,152



5,838



422

citizens monitored

On average, a citizen has reduced his/her annual CO<sub>2</sub> emissions by

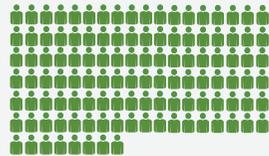
**12%**



884

tonnes of CO<sub>2</sub> avoided

=



annual CO<sub>2</sub> emissions of **109** European citizens\*

## STAKEHOLDERS



466



1,803



82

organisations monitored representing

**648** stakeholders



7,182

tonnes of CO<sub>2</sub> avoided

## PUBLIC SERVANTS/ELECTED PEOPLE



559



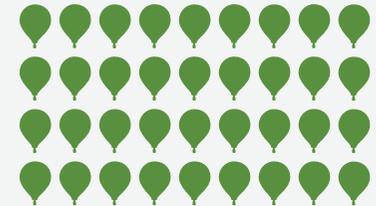
874



94

entities monitored representing

**212** public servants/elected people



**32,017**

tonnes of CO<sub>2</sub> avoided



**40,083**

tonnes of CO<sub>2</sub> avoided since 2011

Organisations: private companies, firms, associations or NGOs  
 Entities: the local authority or its individual departments, public institutions (such as libraries, schools, etc.)

\*Source: EU energy in figures – statistical pocketbook 2012, European Commission: CO<sub>2</sub> per capita for the EU-27 in 2009: 8.105 kgCO<sub>2</sub>/cap



# A COMMUNICATION CAMPAIGN LEADING TO CONCRETE ENERGY SAVINGS

## Citizen monitoring

A citizen ENGAGEMENT encompasses what the individual or family are able to influence within their homes or the way they travel. At the beginning of ENGAGE it was deemed preferable to promote the fun aspect of making pledges. Thus early on a decision was made to not focus on monitoring the pledge itself but to monitor the person or group appearing on the poster instead. This allows cities to monitor a citizen/family's consumption in general without isolating and monitoring their specific pledges precisely.

The ENGAGE pioneer cities that had the most success monitoring citizens were those that worked with existing charity groups or initiatives that are directly involved with citizens. They also centralised the data collection process by creating forms to be filled in and simplified the data that was required.

ENGAGE cities have monitored the energy consumption of more than 400 citizens, currently representing 7% of all citizens participating in the campaign. Thanks to them, 884 tonnes of CO<sub>2</sub> equivalents have been avoided since the beginning of the campaign.

### Citizen monitoring: Leicester joins forces with local community groups, United Kingdom

Monitoring by far has been one of the most challenging parts of ENGAGE. That is why the city of Leicester decided to join forces with Adhar, a voluntary organisation which organises various events and are well known in the community. Leicester's ENGAGE team collected pledges at various events that were either organised or co-hosted by Adhar. They met with the management board and explained the project and the importance of monitoring. The Adhar Project team felt that the project would help their vulnerable clients reduce their energy costs and help them understand their household bills.

Monitoring was deliberately spread out over a long period as this demonstrated to people what they could expect. A couple of weeks before the second monitoring visit the main community

worker at Adhar was contacted and asked to remind people to bring in their bills on a designated day. Time was taken to go through the monitoring interview with the key Adhar worker to assure them of what was expected of the citizens.



Leicester (UK)



70  
citizens  
monitored



388  
tonnes of CO<sub>2</sub>  
emissions avoided



## A COMMUNICATION CAMPAIGN LEADING TO CONCRETE ENERGY SAVINGS

### Citizen monitoring: How to make energy savings a neighbourhood issue: the Energy Challenge in Liège, Belgium

Liège integrated ENGAGE with the citizens participating in the Défi Energie (Energy Challenge). This concept was implemented in the frame of the INTERREG IV.A SUN-Project (Sustainable Urban Neighbourhood). It appeared relevant to integrate this approach into the ENGAGE action plan on the city scale. The idea behind the Energy Challenge is that it's easier to save energy:

- when it is a game that evokes a bit of friendly competition;
- when you do it within a team, as you get motivation and information from the others;
- when you hear that this little tip really works, as it is much better than reading it in a pamphlet;
- and when the topic of energy saving can become fun and a reason for people to meet and get to know each other.

How does it work?

- Step 1: The coordination team recruits participants in two categories:

1. those who wish to take part in the process and need to be guided through the different steps (what can I do to save energy, how can I have a look at my consumption and compare it)
2. those who wish to become an “energy coach” and be responsible for teams.  
The energy coaches are given some information about energy so that they could lead their group to save energy. They are also responsible for collecting the energy data from each team/ household and for entering it on the dedicated website.

- Step 2: The participants are given, through the coach, information on how to save energy, they can borrow an energy meter and other material.

- Step 3: Each month, or each week or each time they add a “good behaviour” in their everyday life, they communicate their consumption data to the coach who can enter it on the website and directly inform the participant about the evolution.



Liège (BE)



40  
citizens  
monitored



103  
tonnes of CO<sub>2</sub>  
emissions avoided



# A COMMUNICATION CAMPAIGN LEADING TO CONCRETE ENERGY SAVINGS

## Stakeholder monitoring

Within ENGAGE stakeholders are considered as private companies, firms, associations and NGOs. In some local authorities schools were also included. In general the stakeholders' administrative buildings were monitored and in some instance their company transport plan.

The 12 pioneer cities have monitored 82 organisations representing more than 600 individual stakeholders. By the end of 2012, these organisations actively involved in the ENGAGE campaign have avoided the equivalent of more than 7,000 tonnes of CO<sub>2</sub> emissions.

### Stakeholder monitoring: 5,500 tonnes of CO<sub>2</sub> emissions avoided by ENGAGE participants in Pamplona, Spain

On the 8<sup>th</sup> of November 2012, the pioneer ENGAGE city of Pamplona organised the final event of their campaign to thank the 1,000 participants who contributed to avoiding 5,500 tonnes of CO<sub>2</sub> emissions thanks to their local actions.

450 posters of local players have been realised in Pamplona during the 14-month local ENGAGE campaign. Local stakeholders were also involved and the four organisations monitored together avoided 522 tonnes of CO<sub>2</sub>. The mayor of Pamplona Enrique Maya delivered to all ENGAGED stakeholders a replica of their poster that illustrates their pledge.

An extrapolation of the savings to the 1,000 participants of the campaign enabled a reduction of 5,500 tonnes of CO<sub>2</sub> emissions in a year. The energy monitoring highlighted the need to focus on private transport, representing 27% of citizens' emissions. Besides, the very good

results of the four local companies demonstrated that stakeholders can save a significant amount of energy if they all get involved.

To celebrate the campaign's achievements, participants gathered on the town hall square to form the figure of 5,500. With this excellent result, Pamplona, who signed the Covenant of Mayors in 2009, are proving that ENGAGE is an efficient tool to help Covenant signatories reach their energy and climate objectives.



Pamplona (ES)



5 organisations monitored representing 116 stakeholders



522 tonnes of CO<sub>2</sub> emissions avoided



## A COMMUNICATION CAMPAIGN LEADING TO CONCRETE ENERGY SAVINGS

### Stakeholder monitoring: Schools ENGAGE in Heidelberg, Germany

Since 1995, the City of Heidelberg has been carrying out the E-Team-Project – a project that aims to save energy in municipal schools through the conscientious consumption of heating and electricity.

Schools are given the task to form E-Teams: teams of students, teachers and janitors, who together keep track of energy usage and develop measures to improve energy efficiency within their schools, mainly through a variety of activities aimed at encouraging other students and teachers to save energy via simple behavioural changes. As an incentive, the city offers each of the schools a yearly bonus of up to 1,250 euros, calculated by evaluating the implemented activities as well as changes in the schools' energy consumption.

On the 25<sup>th</sup> of April 2012, the twenty E-Teams participating in the project were invited to an award ceremony at the University of Heidelberg, where Lord Mayor Dr. Eckart Würzner honoured their commitment. The participating schools were monitored in 2010 to establish a baseline and then again in 2011 to

measure the difference. The result was very impressive. The 20 schools saved altogether 1,465 tonnes of CO<sub>2</sub> with an average of 73 tonnes saved per school.).

Before and after the ceremony, students had the opportunity to participate in workshops on environmental and earth sciences held by the university. Of course a photo shoot was organised and an ENGAGE poster was produced to communicate the success of this project!



Heidelberg (DE)



**23**  
organisations monitored  
representing **108** stakeholders



**1,469**  
tonnes of CO<sub>2</sub>  
emissions avoided



# A COMMUNICATION CAMPAIGN LEADING TO CONCRETE ENERGY SAVINGS

## Public servant/elected member monitoring

When monitoring public servants or elected members it is important that their monitoring is different from citizens'. As ENGAGE is also about "walking the talk", the aim is to promote projects from your Sustainable Energy Action Plan and to show citizens via precise monitoring that these investments are saving energy and money. The simplest initiatives to monitor are those linked to the renovation of municipal buildings. Other common local investments are the installation of photovoltaic panels or upgrading street lighting.

By the end of 2012, 94 entities representing more than 200 public servants have been monitored in the 12 pioneer cities and together have avoided 32,000 tonnes of CO<sub>2</sub>.

### Public servant monitoring: Bielsko-Biała's impressive Center for Continuing and Practical Education – "BCKUiP", Poland

BCKUiP is a center of practical lifelong learning, training and professional development for youth and adults. The center teaches more than 1,000 students, and the activities are carried out by almost 70 teachers. It is one of the first institutions in Poland to include renewable energy sources in its curriculum and has a laboratory with the following renewable energy equipment: solar system software, wind power turbines, off-grid photovoltaic systems and hydrogen cells.

In 2010, the old municipal factory building has been carefully modernised with the use of energy-efficient construction technology and redesigned for educational purposes. It won the award in the national competition "Modernization of the Year 2011" organised by several ministries and national foundations.

BCKUiP is one of several buildings where electrical and heating consumption is being monitored. Data obtained from the invoices

showed that by the end of 2011 it has achieved energy savings of 22.32% and CO<sub>2</sub> emissions have been reduced by almost 18%, i.e. about 10,817 kg compared to 2010. In September 2012 an Energy Conference was organised for Polish local authorities at the BCKUiP focusing on the practical implementation of the EU's '3x20' targets, as well as the benefits of joining the Covenant of Mayors and the ENGAGE campaign.



**Bielsko-Biała (PL)**  **13** organisations monitored representing **64** stakeholders  **911** tonnes of CO<sub>2</sub> emissions avoided



## A COMMUNICATION CAMPAIGN LEADING TO CONCRETE ENERGY SAVINGS

### Public servant/elected member monitoring: SEAP actions monitored in Rennes Métropole, France

Posters of elected members are based on specific projects that are part of their Sustainable Energy Action Plans, either on local policies or on projects. Policies like those related to urban development and projects promoting cycling paths are not easy to evaluate. That is why all 8 ENGAGEMENTS of elected members pledging to install renewable energy and improve street lighting performance have been evaluated.

Monitored actions in **Rennes Métropole** cities:

- **Noyal-Chatillon sur Seiche:** The Mayor emphasizes that their street lighting is efficient. A five-year programme began in 2011 to replace lamps.
- **Montgermont:** The Mayor committed to produce renewable energy. This town installed 40 m<sup>2</sup> of photovoltaic solar panels on its school cafeteria.
- **La Chapelle des Fougeretz:** A Deputy Mayor explains that the photovoltaic solar panels of the public school are an alternative to nuclear power. 77 m<sup>2</sup> of panels were installed.
- **Pacé:** A Deputy Mayor commits to making buildings that produce energy. A gym was built with 30 m<sup>2</sup> of thermal solar panels.
- **Bourgbarré:** The Mayor pledges to support renewable energy projects. A local company installed 500 m<sup>2</sup> of photovoltaic solar panels on a municipal building.
- **Saint-Gilles:** A Deputy Mayor commits to upgrade public lighting to consume five times less electricity. A multi-annual programme has been set up to replace up to 60 lamps per year.
- **Nouvoitou:** The Mayor commits to have all public lighting upgraded by 2014. This work began in 2010.
- **Rennes:** A Deputy Mayor commits to build a sludge treatment plant for wastewater with energy recovery.



Rennes Métropole (FR)



8

city actions monitored



37

tonnes of CO<sub>2</sub> emissions avoided



## LESSONS LEARNT FROM PIONEER CITIES

### 1 Collecting energy data from participants is a difficult task.

People are concerned about providing personal energy consumption data, especially in a web-based tool. For residents who do not want to reveal their real data it is easier to use a tool that targets lifestyle behaviour and uses estimations.

### 2 The majority of citizens are really not concerned about their energy consumption.

Reviewing bills, pointing mileage, thinking about their travel history, represents a considerable effort for most citizens who are not used to looking for this information.

### 3 Citizens feel more comfortable conforming with their peers.

Peer coaching is a good way to create a network of participants who can share their questions and tips. Sometimes formal mails signed by the Mayor are not as effective as direct personal contact with local community associations.

### 4 Asking citizens to fill in online carbon footprint tools by themselves does not work.

When citizens ENGAGE, certain may show an interest to be monitored. Some will fill in their baseline evaluation but when sending an e-mail to them one year later very few will respond.

### 5 Local authorities and stakeholders are active in the field of energy but don't communicate enough.

They are already involved in innovative projects and initiatives but they need to be convinced that communicating about these actions is also an important part of their success.



## RECOMMENDATIONS

### Prepare thoroughly the monitoring phase

- ▶ Evaluation takes time. Ensure that you have sufficient capacity within your authority to get the best results.
- ▶ Pre-prepared tables and forms can significantly make the administration of the project easier.
- ▶ Look to collaborate with energy supplier companies who are able to provide you with consumption data or with those that have smart meters.
- ▶ Organise polls on people's beliefs about their individual and collective role in ENGAGE. These polls can be set up before, during and after the campaign to assess if it is possible to change people's opinion on who can and should act locally and on what is the social norm.

### Select a simple evaluation tool

- ▶ Sometimes the perfect tool is too complicated. If it takes 20-30 minutes to fill in the tool then very few people will actually do the evaluation. Annual gas and electricity household consumption in the household per year are significant and reliable indicators to monitor but it is best to work with peer coaching groups to get this data.
- ▶ An advantage is if the tool or method can easily be used by and implemented by the participant even after the end of the campaign.

### Choose relevant messages

- ▶ Don't make people feel guilty about their consumption but link energy savings to money savings.
- ▶ Show participants that energy issues are not only for technical engineers but relate to simple everyday lifestyle behaviour.
- ▶ Highlight what participants are already doing to give them motivation to do more.

### Target the “un”usual suspects

- ▶ Many people who come to an ENGAGE stand are those who are already converted. You need to go out to those who would not necessarily engage with you. This is the hardest group to reach but the group where the best results can be found.

### Make it worth it! Establish and maintain a reliable relationship with participants

- ▶ Establish partnerships with local reliable community organisations.
- ▶ Clearly explain in advance to participants what data is required for monitoring and why.
- ▶ Give a real incentive to participants who agree to be monitored such as energy checks or practical everyday gifts. Competitions between teams of participants can be organised.
- ▶ Continuous contact is essential: you can send participants a copy of their poster, their evaluation form and invite them to local events or conferences that could help them implement their commitment.



# JOIN ENGAGE!

## THANK YOU FOR EXPLORING THE ENGAGE CAMPAIGN

The ENGAGE campaign offers cities the chance to become part of a unified, meaningful and effective campaign that tackles climate change tangibly by bringing local citizens all over Europe together under one common vision.

**Interested in coming on board?** Join the first group of cities and be a proud pioneer ENGAGE city.

**Join ENGAGE at [www.citiesengage.eu/en/JOIN-ENGAGE](http://www.citiesengage.eu/en/JOIN-ENGAGE) and get your citizens and city involved.**

All over Europe,  
energy and climate  
conscious cities are  
ENGAGEd.

**JOIN US!**



Representatives of ENGAGE cities in Guimarães (Portugal) at the Energy Cities Annual Rendezvous 2012



## NEWCOMING ENGAGE CITIES

### Aachen (Germany) ENGAGED to lower CO<sub>2</sub> emissions by 40% by 2020!

The city of **Aachen** who signed the Covenant of Mayors in 2009 has officially launched its local ENGAGE campaign with the slogan “ACTiv fürs Klima - Aachener machen mit”.

The city of Aachen aims to lower CO<sub>2</sub> emissions by 40% by 2020 (compared to 1990 levels). In the last 20 years, CO<sub>2</sub> emissions have been reduced by 17%. This is why the municipality has now chosen to implement a participative communications campaign to involve local players and achieve the 40% reduction objective.

The 18 first poster “stars”, from institutions, a local bank, the university, the local council together presented their poster at the launch of the campaign. A bus of the public transport company ASEAG has been designed for this initiative and displays examples of engagements.

Citizens in Aachen can take part in the campaign during photoshoots organised by the city. They can also send their

picture and pledge via the campaign’s website.

Website’s visitors can vote for the best posters every month. In the spring of next year, the most creative posters will be chosen and will be displayed on the ASEAG advertising bus for a year.

Campaign’s participants are also invited to monitor their energy consumption using the CO<sub>2</sub> calculator from the Federal Environment Agency.

More information on Aachen’s ENGAGE campaign at [www.activfuersklima.de](http://www.activfuersklima.de)



## NEWCOMING ENGAGE CITIES

### Bistrița (Romania) ENGAGing citizens during the European Mobility Week

**Bistrița**, the first Romanian ENGAGE city, has used ENGAGE to encourage sustainable mobility during the European Mobility Week.

ENGAGE posters have been widely displayed and used to promote local mobility initiatives. Workshops for primary school students were held at the Environmental Information and Education Centre administered by the municipality. At the beginning of the workshops the children were engaged in an open discussion on the efficiency of ecological vehicles that are available, then students revealed their artistic qualities in a painting workshop and discussed openly on this topic.

The “car free” day included:

- a “tour of the citadel on foot or by bike”
- a photo exhibition, during which each passerby was invited to express his vote regarding the picture with the most original message

- a “Senior cyclist” contest, that awarded the oldest 6 cyclists present in the pedestrian area.

through small gestures, in the protection of the environment in which they live and work.

All the actions of the “European Mobility Week 2012” held in Bistrița ended with a photo shoot where participants of all ages expressed their wish to be involved daily,



# TEST THE ENGAGE POSTER TOOL

Discover all features of the ENGAGE poster tool in the DEMO VERSION!



# POSTER GALLERY

## MOST VIEWED POSTERS



Rimini, Italy



Bielsko-Biala, Poland



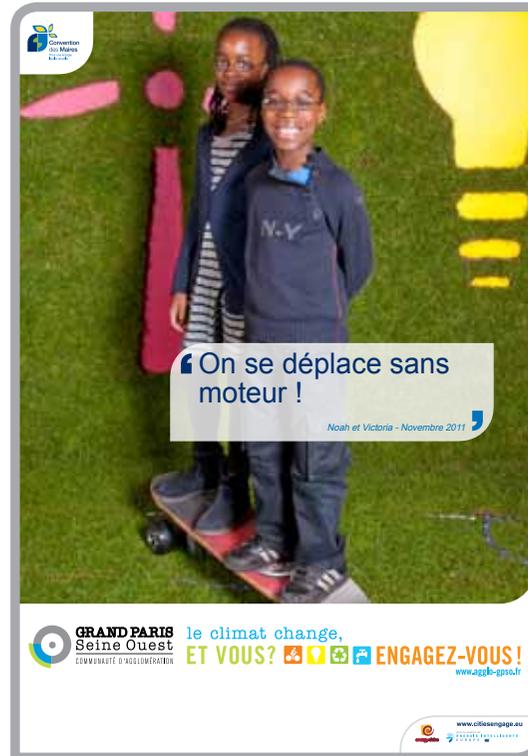
Liège, Belgium



# MOST VIEWED POSTERS



Riga, Latvia



Grand Paris Seine Ouest, France



Heidelberg, Germany



Ivanić-Grad, Croatia



# MOST VIEWED POSTERS



York, United Kingdom



Rennes Métropole, France



Koprivnica, Croatia



Ponte de Lima, Portugal



# MOST VIEWED POSTERS



Leicester, United Kingdom



Križevci, Croatia



Parc naturel régional du Haut Jura, France



Bistrița, Romania



# MOST VIEWED POSTERS



Aachen, Germany



Växjö, Sweden



Oeiras, Portugal



Communauté d'agglomération  
 Porte de l'Isère, France



# MOST VIEWED POSTERS



Pamplona, Spain



Heerlen, the Netherlands



Sisak, Croatia



Bornova, Turkey





Prepared by



with contributions from the  
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Biesko-Biala (PL), Heerlen (NL), Heidelberg (DE), Helsinki (FI),  
Ivanić-Grad (HR), Leicester (GB), Liège (BE), Oeiras (PT),  
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