



LOCAL AUTHORITIES COMMUNICATING TO ENGAGE STAKEHOLDERS AND CITIZENS.

ENGAGE poster tool tutorial

v. 01/2012

**ENGAGE for energy & climate,
make the difference for Europe!**

www.citiesengage.eu



AFTER SIGNING A CHARTER & FILLING IN THE ONLINE REGISTRATION FORM...



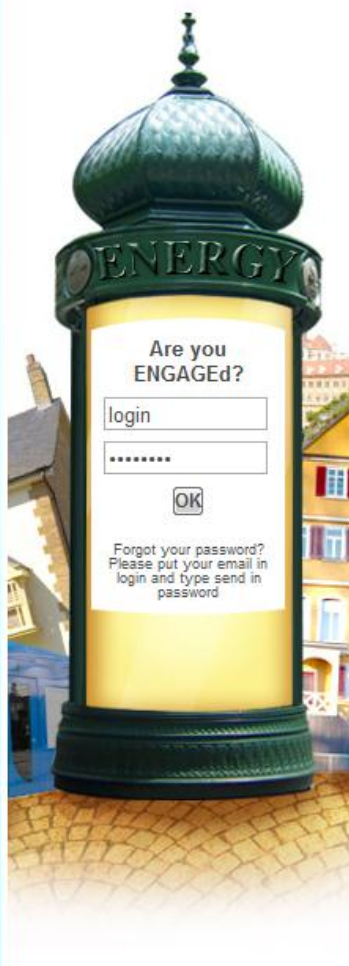
HIGHLIGHTS

JOIN THE CAMPAIGN!

EUROPEAN GALLERY

WHO IS ENGAGED?

JOIN ENGAGE! ENGAGE CAMPAIGN TOOLS



JOIN ENGAGE!



Presentation of the ENGAGE campaign

Slides presentation of the ENGAGE campaign: en; fr

Presentation leaflet for local authorities: en; es; fr; it; nl; pl; pt



You represent a European local authority?

Why ENGAGE?

- ▶ To involve your local authority as well as local stakeholders and citizens in reducing their energy consumption.
- ▶ To locally contribute to the "3x20", the European Union energy and climate objectives and take visible action via displaying posters with personal pledges.
- ▶ To create attractive posters with the online poster tool.
- ▶ To show that participative PR campaigns do lead to real energy savings by monitoring some engagements and show concrete and quantifiable results.
- ▶ To share and benefit from local experiences, and network with other with other European local authorities.

To ENGAGE, please:

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

Deutsch (de)	English (en)	español (es)	français (fr)
hrvatski (hr)	italiano (it)	Nederlands (nl)	polski (pl)
português (pt)	svenska (sv)	suomi (fi)	

- ▶ In parallel, please fill in the **ONLINE REGISTRATION FORM**.
- ▶ As soon as we have received the Charter, we will send you your login & password to access the online poster tool.



... ACCESS THE ENGAGE POSTER TOOL
SOFTWARE BY CLICKING ON “CITY LOGIN”



THEN ENTER
YOUR E-MAIL
ADDRESS AND
PASSWORD.



Are you
ENGAGED?

login

.....

OK

Forgot your password?
Please put your email in
login and type send in
password

GETTING STARTED



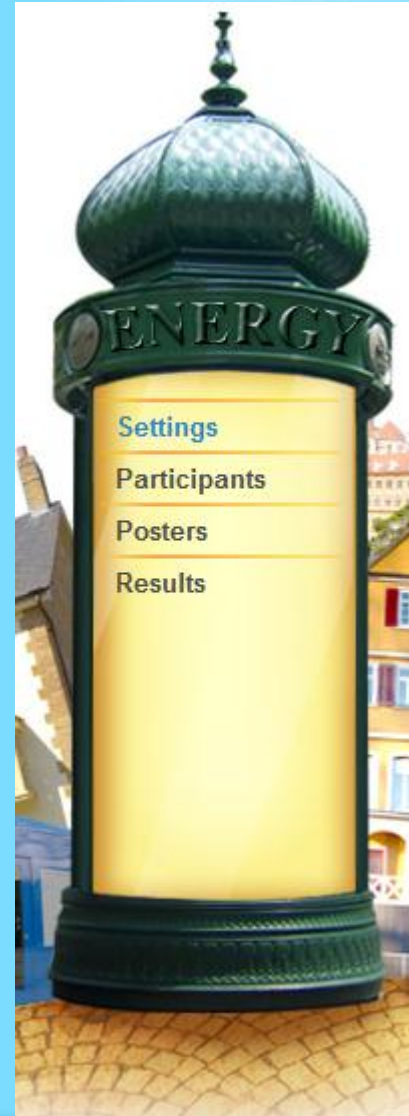
- 🎈 We advise that you first prepare a **local PR campaign plan**.
- 🎈 Find useful tools on the website:
“JOIN THE CAMPAIGN” > “CAMPAIGN TOOLS”



SETTINGS: UPLOAD YOUR LOGOS



- 🎈 PDF 100% vectorized
- 🎈 Max size: 800Ko
- 🎈 Colour model: CMYK
- 🎈 Compatible with Acrobat 5 (version 1.4)
- 🎈 Without large margins (not a small logo on a large page!)

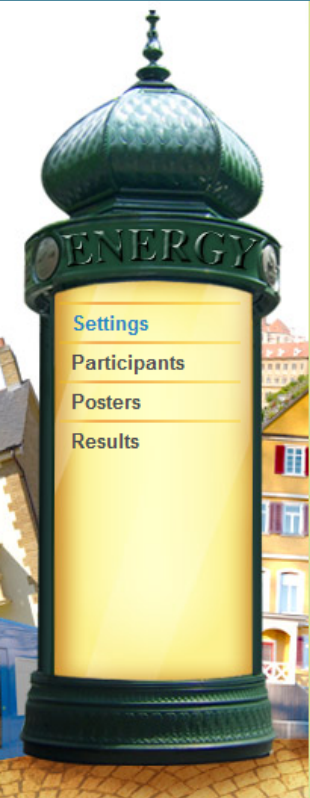


FORM OF THE LOGO – EITHER:



1) a campaign logo you would develop with a professional designer

Logo dimensions for an
« A2 » format :
400x50mm for portrait
574mmx50mm for landscape



Settings

City logo for white or yellow background (vectorized PDF)

Choisissez un fichier Aucun fi... choisi

City logo for blue or green background (vectorized PDF)

Choisissez un fichier Aucun fi... choisi

Campaign logo for white or yellow background (vectorized PDF)

Choisissez un fichier Aucun fi... choisi

Campaign logo for blue or green background (vectorized PDF)

Choisissez un fichier Aucun fi... choisi

Campaign slogan (if no campaign logo)

Local campaign website

 Update your data

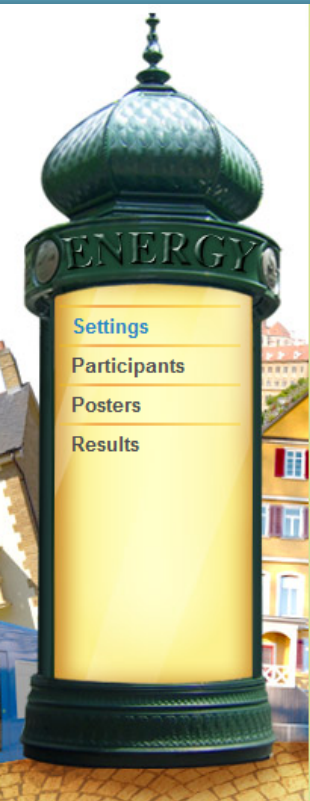
We recommend that you prepare a logo with the “landscape” dimensions so that it will fill in the width for both a landscape and a portrait.



FORM OF THE LOGO – OR:



2) a campaign slogan in text



Settings

City logo for white or yellow background (vectorized PDF)

Choisissez un fichier Aucun fi... choisi

City logo for blue or green background (vectorized PDF)

Choisissez un fichier Aucun fi... choisi

Campaign logo for white or yellow background (vectorized PDF)

Choisissez un fichier Aucun fi... choisi

Campaign logo for blue or green background (vectorized PDF)

Choisissez un fichier Aucun fi... choisi

Campaign slogan (if no campaign logo)

Local campaign website

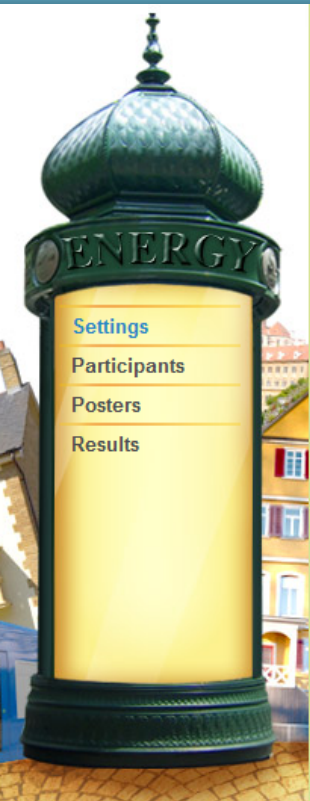
 Update your data



COLOUR OF THE LOGO – 2 OPTIONS:



1) Logos for a white/yellow background



Settings

City logo for white or yellow background (vectorized PDF)

Choisissez un fichier Aucun

City logo for blue or green background (vectorized PDF)

Choisissez un fichier Aucun

Campaign logo for white or yellow background (vectorized PDF)

Choisissez un fichier Aucun

Campaign logo for blue or green background (vectorized PDF)

Choisissez un fichier Aucun

Campaign slogan (if no campaign logo)

Local campaign website

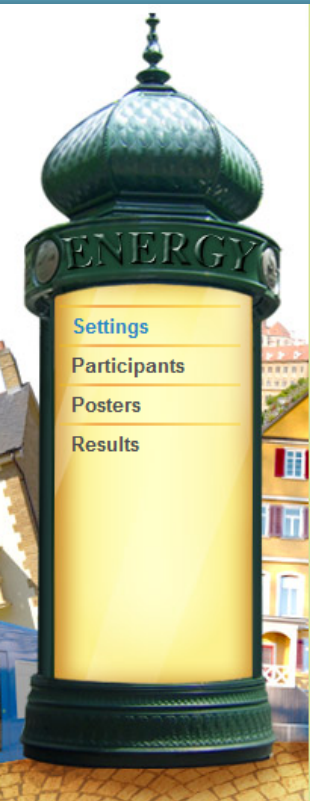
 Update your data



COLOUR OF THE LOGO – 2 OPTIONS:



2) Logos for a green/blue background



Settings

City logo for white or yellow background (vectorized PDF)

Choisissez un fichier Aucun

City logo for blue or green background (vectorized PDF)

Choisissez un fichier Aucun

Campaign logo for white or yellow background (vectorized PDF)

Choisissez un fichier Aucun

Campaign logo for blue or green background (vectorized PDF)

Choisissez un fichier Aucun

Campaign slogan (if no campaign logo)

Local campaign website

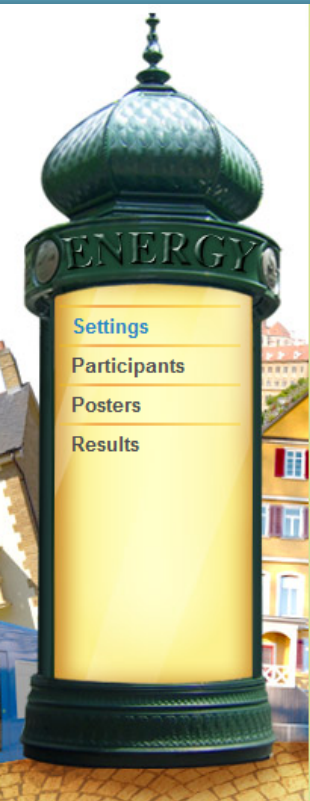
Update your data



LOCAL WEBSITE URL



🎈 Favour a short url



Settings

City logo for white or yellow background (vectorized PDF)

Choisissez un fichier Aucun fi... choisi

City logo for blue or green background (vectorized PDF)

Choisissez un fichier Aucun fi... choisi

Campaign logo for white or yellow background (vectorized PDF)

Choisissez un fichier Aucun fi... choisi

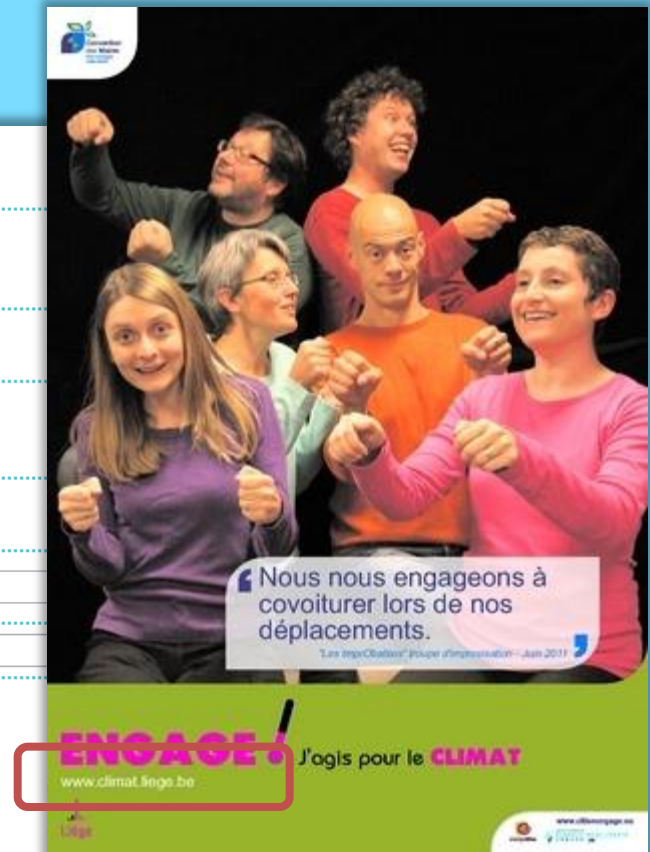
Campaign logo for blue or green background (vectorized PDF)

Choisissez un fichier Aucun fi... choisi

Campaign slogan (if no campaign logo)

Local campaign website

🔄 Update your data



YOU ARE NOW READY TO TAKE PHOTOS OF PARTICIPANTS



- 🎈 NB - each participant has to sign an **image consent form!**
- 🎈 We advise you to work with a professional photographer to **produce high quality pictures** (portrait: 2480 x 2800 px, landscape: 4700 x 2480px).



ADD A PARTICIPANT ... OR FOR GROUPS – A REPRESENTATIVE



Participants



Add a participant



Download list in CSV

Click on the + next to a participant to create one of his/her posters.

Name	Category	Monitored	Last eval.	CO2 saved (kg equivalents/year)	Energy saved (kWh/year)	RES produced (kWh/year)	
+ ENGAGE team	Citizen	N					X
21/07/2011	Miscellaneous	ENGAGE your city!					X



Add a participant

Click on the +

Update a participant

Category

Citizen

Ms/Mr

Ms

First name

Last name

ENGAGE team

Department

Job position

Tel

Fax

MONITOR WHEN POSSIBLE



🎈 When taking photos you can calculate participants' baseline footprints

Monitored	<input checked="" type="radio"/> Y <input type="radio"/> N			
Number monitored	<input type="text" value="1"/>			
Number of engagements	<input type="text" value="2"/>			
EVALUATION				
	Date (DD/MM/YYYY)	CO2 emissions (kg equivalents/year)	Energy consumption (primary energy - kWh/year)	Renewable Energy Sources produced (kWh/year)
Baseline evaluation	<input type="text" value="23/03/2011"/>	<input type="text" value="7830"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Comments	<input type="text" value="Jahresbilanz 2010"/>			
Evaluation 2	<input type="text" value="23/03/2011"/>	<input type="text" value="7380"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Comments	<input type="text" value="prognostiziert 2011"/>			
Saved	<input type="text" value="25/03/2011"/>	<input type="text" value="450"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Comments	<input type="text"/>			
Add a new evaluation				
Back to members				
Save/refresh				

Depending on the footprint software you choose, you can add an estimation but it is best to do another evaluation one year later!

CREATE A POSTER – QUICK AND EASY!



Click on the  next to a participant to create a poster.

ENGAGEMENT RESIDENCIA EL VERGEL

Date of engagement
Category of engagement
People engaged
Ms/Mr Last name
Mr Romero García
Mr Calvo
Ms Palacios Bescos
Mr Sola Guinda
Mr Moubachir Buzzani
Ms Erviti Larrea
Ms Reta
Ms

Engagement
Nos comprometemos a ir a trabajar en bici.

Poster signature
Trabajadores Residencia El Vergel.

Picture for poster background
Jpg format, min size portrait: 2480 x 2800 px, landscape: 4700 x 2480px
Your file: 2480 x 2800px file size too small for an A2 300dpi

Orientation ☒ Portrait ☐ Landscape

Background colour ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Your city logo ☐ ☐

Your campaign logo ☐ ☐ ☐

Lang

CoM logo - IEE logo

Pledge position (mm) ☐ Top ☐ Middle ☐ Bottom
90 from left 170 from bottom

Publish online ☒ Yes ☐ No



- Choose the **category of engagement**
- Add the **number** of people of the poster
- Write the **engagement**
- Add a **signature** (month and year automatically added to the poster but can be modified)
- Add your **photo** (you will see a red notification if the picture is too small)
- Choose the **position** the Engagement
- Publish online**

FOR FURTHER QUESTIONS:



A user guide is available on the poster tool



Contact

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