



# PR CAMPAIGN PLAN HEIDELBERG

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Author	Alexander Krohn
Contributions from	Sabine Lachenicht
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# 1. INTRODUCTION

Heidelberg has set itself the target to become the frontrunner in terms of climate protection. The City tries to make people more aware of the subject and motivate them to protect the climate in their private life and during their work. This is the only way to reach the climate protection goal adopted by the City Council in 2004: a 20 per cent reduction in CO<sub>2</sub> emissions by 2015.

## 1.1 – CLIMATE PROTECTION CONCEPT

Since the beginning of the 1990s our city has led the way internationally in the field of climate protection. In 1992 the first climate protection plan was established, in 2004 and 2006 the measures that had been recommended at the time were adjusted to the present development and the balance drawn. Conclusion: Although exemplary work had been done, the self-imposed goal to reduce the CO<sub>2</sub> discharge by 20 per cent in Heidelberg could not be reached. On the contrary: the CO<sub>2</sub> discharge even increased by two per cent between 1987 and 2006, with an increase of 15 per cent in final energy consumption during the same period of time.

The most recent figures for final energy consumption and CO<sub>2</sub> emissions show that CO<sub>2</sub> emissions of private households have stayed approximately at the same level between 1987 and 2006. Within the same period the living space in Heidelberg increased by almost 18 per cent. Separating electricity-based CO<sub>2</sub> emissions from heating-based CO<sub>2</sub> emissions an increase of CO<sub>2</sub> emissions by 22 per cent can be seen in the field of electricity. Compared to this CO<sub>2</sub> emissions due to heating have decreased by almost 7 per cent.

Taking the living space of 1987 as a basis, a specific reduction of CO<sub>2</sub> emissions due to heating in private households by 20 per cent can be seen.

This excellent result is directly related to both the municipal promotional programme of 600,000 EUR per year and energy advice and support of the citizens provided by the City of Heidelberg, the Klimaschutz- und Energieberatungsagentur Heidelberg – Nachbargemeinden gGmbH (KliBA – Climate Protection and Energy Advisory Agency for Heidelberg and the neighbouring communities) and the local crafts enterprises.

## 1.2 – CLIMATE PROTECTION CAMPAIGN

Despite this success the City of Heidelberg wishes to place its climate protection activities on a broader basis and to intensify its cooperation with its numerous network partners. For everyday work it is advantageous that the subject of climate protection has become more and more popular with the public, both at the national and international level.

In particular, increasing energy costs motivate many citizens to commit themselves to climate protection and thus save money. Presently the City of Heidelberg promotes climate protection in everyday life with its campaign “Climate is looking for protection in Heidelberg ... also with you!” With this motto, the City of Heidelberg invites all its citizens to actively participate in climate protection.



The campaign started in May 2007 with a poster action entitled “Show your true colours for climate protection”.

Heidelberg citizens were invited to have their photograph taken and to make a statement about their personal contribution to climate protection. The reaction was enormous. 750 people –school classes, sports clubs, politicians, musicians, families, entrepreneurs, young and old people – showed their true colours and revealed:

**We are in!!! With many small behavioural changes in everyday life we can influence the imminent climate changes.**





### 1.3 – SHARING THE COVENANT OF MAYORS OBJECTIVES EXTERNALLY AND COMMITTING THE REGION AND THE SURROUNDING CITIES TO THE COMMON EUROPEAN OBJECTIVES

Sharing the Covenant of Mayors objectives at regional level.

The City of Heidelberg organized together with the supporting Structure “Verband Region Rhein Neckar” several meetings to promote the Covenant of mayors in the region

- 📍 **25. June 2010:** Meeting and program for the European Parliament 17 persons + supporting structure and City of Heidelberg, presentation of Heidelberg's activities concerning the CoM
- 📍 **13. December 2010:** 23 participants from 17 cities/institutions with Input from Energy Cities, *Peter Schilken*
- 📍 **2. march 2011:** 20 Cities (Landau, St. Leon-Roth, Weinheim, Böjhl-Iggelheim, Hockenheim, Limburger Hof, Mannheim, Heppenheim, Heidelberg, Worms, Rimbach, Eppelheim, worms, Wiesloch, Verband Region Rhein-Neckar) and institutions with altogether 23 persons

The aims of the meetings were a regional transfer of Experience between Advanced Cities and Cities at the Start. The Main topics were: Decision of the City Council to Join the Covenant of mayors, Subsidy Programs/Funds for Cities to Support activities concerning the CoM, possibilities to Create a Climate Protection Concept, Discussion of External Support for the Concept, the submission of the SEAP, questions around the SEAP, Projects on renewables and CO<sub>2</sub> -Balances, Role of Energy Agencies and research-institutes in a Climate Protection Strategy etc.

Before the start of the Eu-Project two further meetings were organized from Heidelberg to promote the CoM at the regional level

- 📍 **October 2009**
- 📍 **April 2010** (Signature of the Mayors to join the COM), 80 participants and video conference with *Pedro Ballesteros Torres* from The EU



## 2. OBJECTIVES

At the outset of the campaign it is important to outline our objectives to ensure that every aspect of our campaign reflects this.

### THE ENGAGE CAMPAIGN'S OBJECTIVES:

- 💡 to motivate citizens and stakeholders to reduce their personal energy consumption

### COMMUNICATIONS OBJECTIVES:

- 💡 to raise awareness of the/for campaign
- 💡 to inspire stakeholders to participate in the campaign
- 💡 to make citizens aware of events and drive them to attend
- 💡 to educate stakeholders about new ways to save energy

### OUR LOCAL OBJECTIVES:

- 💡 to see a reduction in energy consumption
- 💡 to raise awareness of our city authority's climate protection strategy (reducing the CO<sub>2</sub> -emission from 1987 to 2015 by 20%)
- 💡 to raise awareness about our commitment to the covenant of mayors (go beyond the EU "20-20-20" targets 20/20/20)
- 💡 to raise awareness about the city's urban planning activities, e.g. the new zero-emission city district Heidelberg-Bahnstadt
- 💡 Rise awareness amongst pupils
- 💡 to inspire teachers to deal with the topic in lessons and working groups
- 💡 to educate/motivate teachers and students
- 💡 to integrate energy issues in different subjects in schools
- 💡 to generate a link between total CO<sub>2</sub> -emissions and individual behaviour



### 3. KEY PERFORMANCE INDICATORS (KPIs)

Heidelberg would like to see the following desired outcomes as a result of the ENGAGE-campaign:

#### THE ENGAGE CAMPAIGN'S KPI:

- 📍 to see a 20% reduction in our city's energy consumption
- 📍 increase the share of renewable and increase energy efficiency

#### OUR LOCAL CAMPAIGN KPIs:

- 📍 more than 300 citizens and stakeholders to participate in the poster campaign during the project duration
- 📍 numbers of posters with politicians and staff ()
- 📍 50% increase in traffic to our website
- 📍 10 news articles in regional newspapers
- 📍 100 registrations to Heidelberg's CO<sub>2</sub> -balance online tool
- 📍 number of activities-events / presentations with information about ENGAGE



## 4. TARGET AUDIENCES

During our campaign preparations the following target audience / groups have been identified:

<b>Target audience / groups</b>	<b>Outcomes</b>
<b>Public servants</b>	
Lord Mayor	become a climate protection idol
Mayors / deputy mayors	show your engagement to climate protection
Heads of offices / departments	become famous in administration
Cities employees	become famous in the internet
City Council	be a frontrunner
<b>Stakeholder</b>	
Pupils	become a climate protection idol
Teachers	show your interest in energy efficiency
School classes	show your abilities/activities in climate protection
Students	advertise your activities
Architects	become famous in school
Energy Advisors	become famous in the internet
Craftsmen	be cool with energy/climate issues
Building /housing Society	be a frontrunner in school
Public Utilities employees	win a price, get a give-away for participation
Sport Clubs	
<b>Citizen</b>	
children	become a climate protection idol
Young people	show your interest in energy efficiency
Families	become famous in clubs
Pensioners	become famous in the internet
VIPs	be cool with energy/climate issues
	be a frontrunner
	win a price, get a give-away for participation





## 5. CHALLENGES & BARRIERS

Heidelberg's climate protection campaign is an ongoing project since 2007. Since the beginning we faced some issues with citizens or stakeholders which are not interested in the topic. We therefore discussed about this subject how to achieve this group nevertheless.

There are always people who are not interested even if you incentivize them. As Heidelberg does not want to « sell » anything but rather motivate through good examples we came to the decision not to hesitate those people. Showing them how to improve Heidelberg, improve our/their way of living, showing new and modern ways in the field of climate protection, often leads to fruitful discussions and often to a participation. But incentives are nevertheless important.

The biggest challenge within our campaign always was the first step. How do you get people to you? After more than 15 activities the answer is: Lead the way, don't wait for people to come, go out and bring them to you! Catch the people with funny stories, small incentives like sweets, drinks, stickers...

Further challenges are:

- ❖ winning multiplier, as their contribution to the project leads to additional work which is not directly linked to common duties
- ❖ gaining the interest of target groups
- ❖ collecting signatures of parents to photograph their children/pupils under the age of 18 years



## 6. COMMUNICATIONS STRATEGY

### ENGAGE CAMPAIGN

- 📍 To engage citizens by social proof through a poster campaign, where they can make their own energy reduction pledge
- 📍 To raise awareness amongst citizens by hosting an event
- 📍 To enable citizens to calculate their energy consumption with an online tool

### YOUR LOCAL CAMPAIGN

- 📍 Raise awareness through a campaign design which bundles all activities within your campaign, and which makes the campaign more popular by a clear identification:

**klima** sucht **schutz**  
**in heidelberg**  *... auch bei dir!*

- 📍 To communicate our campaign we implement different activities for the target groups, which. Each event is unique and has a special focus on the target group. The most popular event within the ENGAE campaign will probably be the climate protection lounge during a big national event called "Energietag Baden-Württemberg" where Heidelberg faces more than 100.000 people in the historic city centre.



## 7. MEDIA STRATEGY

### FORWARD PLANNING

Additionally to the ENGAGE events we will use social media to communicate our climate protection campaign. There will be Twitter feeds, facebook entries (not in a city's facebook account, but in private accounts linking to events) and newsletters for people joining the project. Heidelberg discusses about a "climate protection - thank you!" event after the duration of the project, where all ENGAGErs are invited to.

All activities will be announced through a press release from the city and through the Lord Mayors Press conference which is almost every Monday at 12:00 o'clock.

Heidelberg uses complimentary important calendar dates, such as national or international days concerning energy issues that could serve as news hooks such as energy weeks/days or earth hours/days. This way Heidelberg found its way to national television by switching off one of Germany's biggest tourist magnet – the historic castle during the "Earth Hour". A connection to the ENGAGE campaign is possible and desirable.

Our campaign Plan has been discussed with our office of public affairs, which supports us in terms of press releases.



## 8. KEY MESSAGES

### DESIRED HEADLINES

- ◆ Heidelbergs climate protection campaign in focus of a European project
- ◆ Heidelberg front-runner in terms of climate protection
- ◆ Heidelberg going steep on its way to become carbonfree city in 2050
- ◆ New Campaign to motivate Heidelberg citizen to save CO<sub>2</sub> by small but effective actions

### PRE-CAMPAIGN PLANNING

The following list of key messages is drawn to help to evaluate the success of the campaign at a later stage.

- ◆ Everybody independent of gender, age, nationality or party association can become a “Heidelberg climate protector”
- ◆ Being a Heidelberg climate protector signifies acting to save energy
- ◆ Being a Heidelberg climate protector signifies to eliminate prejudices such as climate protection leads to restrictions in living quality
- ◆ Being a Heidelberg climate protector signifies to bring big results through small measures in everyday life

Other key messages are listed in a pledge-draft for campaign participants. See ENGAGE website for pledge drafts. For example:

- ◆ Installing energy saving light bulbs will save
- ◆ Pledging to save energy will help us meet our department’s carbon emissions



## 9. TACTICS/ACTIVITIES

### 9.1 – PROJECT ANNOUNCEMENTS

- July 2010 Press conference of Lord Mayor Dr. Würzner to announce Kick-Off of the ENGAGE-Project
- Nov. 2010 Multivision-Show for 1000 students and 10 schools “the ecological footprint” with Announcement of ENGAGE-project and CO<sub>2</sub> -balance (more info)
- Feb. 2011 Discussion with the teachers who follow the energy saving project in 20 participating schools, offer to book the photographer at school festivities e.g. Day of the Earth, open day in schools if schools are interested
- Mar/April 2011 Discussion with the Sportkreis Heidelberg (head organization of sports clubs in Heidelberg) about the idea and possible participation
- 5/6/2011 or autumn 2011 Ask vial telephone or mail sport-clubs if they are interested to participate

### 9.2 – PRE-EVENTS / ENGAGE TEST AUDIENCE

#### NOV 2010 – ENGAGE PRE-EVENT AT REGIONAL ENVIRONMENTAL FAIR

Target Group: Citizen, stakeholder

Adress: huge banner „climate protection“ in fair area;  
advertisement in newspaper and magazines through PR;  
leaflets and activity-maps from fair host;  
Lord mayor press conference and fair press conference right before event

Message: climate is searching for protection – also with you;  
engage yourself for climate protection at your place;  
ENGAGE-messages

Activity: exhibition of climate protection activities;  
climate protectors gallery; carbon calculation tool

Incentives: everybody who likes to join the project gets a T-Shirt, cycling-bottle or a thermometer for free.





## 9.3 – EVENTS / ACTIVITIES

### MAR 2011 – ENGAGE OPENING AND EARTH HOUR (23.-26.03.2011)

The Earth Hour, which got a lot of media interest in Heidelberg last year (national TV report) will be supported by Heidelberg this year too. At 20:30 o'clock on Saturday, 26th of March the illumination of the castle of Heidelberg, the Holy Spirit Church, the Historic Bridge and other switchable objects of the public utilities will be switched off for one hour.

In March – according to the task of the ENGAGE project – the first front runners, such as important heads and dedicated teams of the Heidelberg City Council and elected councils should act as models and be exhibited in public.

Therefore Heidelberg conducts a photo session on March 23rd.

Target Group: Mayors, city councils, heads of offices/departments, public servants

Address: personal invitation for city council  
E-Mail and city magazine  
poster gallery of past climate protectors during lunch break at the casino for other public servants

Messages: join saving energy – switch off for one hour  
for a better climate in the city hall  
city climate – you are part of it / you make the difference  
be active and lead by example all over Europe

Activity: venue of climate protectors in cafeteria 21.03-23.03 12:00 – 14:00 o'clock  
foto-shooting on 23.03 12:00 to 17:00 o'clock just before city council session;  
use of carbon calculation tool  
print of the poster to hand-out to climate protectors

Final action: Switching of the power for one hour on 26.03 20:30 o'clock (Earth-Hour-Activity)  
Press-conference about Earth-Hour and ENGAGE Event on Lord Mayor press-conference on 28.03.2011.

Incentives: win two candle-light diner for 2 people at "castle Heidelberg"  
win ten solar boat trips on the Neckar

### MAY/JUN

### SEP/OCT 2011 – TEST OF THE CO<sub>2</sub> -ONLINE TOOL IN LESSONS, PHOTO-SHOOTINGS IN SCHOOLS

### JUL 2011 – PASSIVE-HOUSE WORKSHOP (08.07.2011)

Every two years Heidelberg conducts a passive house workshop with architect, craftsmen, investors and other groups of interest. This year the idea is to focus the workshop on climate protection campaign ENGAGE and on Heidelberg-Bahnstadt (which is one of the world's biggest passive house city district – a green zero emission district). To be specific we would like to put emphasis on



marketing benefits and sale opportunities through ecological building standards such as passive house to promote energy efficient retrofitting and energy efficient resident buildings.

Target Group: Architect, craftsmen, investors, citizen and other groups of interest.

Adress: designed flyer sent by Email and post to ~3.000 people in distribution list  
press releases and Lord mayor press-conference  
opening speech of Lord Mayor Dr. Würzner

Message: marketing benefits and sale opportunities through ecological building standards such as passive house;  
building passive houses will contribute to climate protection and save money

Activity: presentation of best practice and discussion with experts;  
venue of technical products and ENGAGE climate protectors  
photoshooting of stakeholders "architects", "craftsmen" and "investors"  
use of carbon calculation tool

Incentives: T-Shirts, thermometers, stickers with campaign slogan for climate protectors;  
other incentives to gain stakeholders for monitoring/evaluation such as a free voucher for energy consulting for a company  
an advanced training course to become a certified passive house planer

#### **SEP 2011 – ENERGY DAY BADEN WÜRTTEMBERG (24.09.2011)**

Parallel to the Energy Day there is an event called „Heidelberger Herbst“ to which many citizen and other people (>100.000 people) from the region are coming every year. This event is very crowded, there are many small food kiosks, music spots and other exhibitions. The plan is to provide a cool down place, a climate protection lounge, a place to rest and to bethink oneself on the issue of climate protection.

Target Group: Citizen, stakeholder

Adress: huge banner „climate protection lounge“ in front of city hall;  
advertisement in "Heidelberger Herbst" leaflets and activity-maps;  
PR in local/regional newspapers, city magazine, maybe radio, Lord mayor press conference right before event

Message: bethink oneself on the issue of climate protection;  
switch off, cool down – also in terms of energy consumption

Activity: very glamorous life-style-activity "climate protection lounge",  
place maybe with sand and sunbeds or canvas chairs;  
catering with climate food (energy-meatballs, etc. ) and climate cocktails(regional and seasonal fruits, etc.);  
climate protectors gallery; carbon calculation tool  
music with a famous DJ



Incentives: everybody who likes to join the project gets a climate cocktail and/or a T-Shirt (or other give-aways) for free.

### **Oct 2011 – ENGAGE DAY(S) AT THE TREND FAIR 2011 (30.10.2011 - 01.11.2011)**

Like last year Heidelberg will exhibit the whole range of climate protection activities done in the last years and our goals and aims in upcoming years, completed by the ENGAGE campaign photoshooting and CO<sub>2</sub>-monitoring process. Between 5.000 and 10.000 people can be addressed!

Target Group: Citizen, stakeholder

Adress: huge banner „climate protection“ in fair area;  
advertisement in newspaper and magazines through PR;  
leaflets and activity-maps from fair host;  
Lord mayor press conference and fair press conference right before event

Message: climate is searching for protection – also with you;  
engage yourself for climate protection at your place;  
ENGAGE-messages

Activity: exhibition of climate protection activities;  
climate protectors gallery; carbon calculation tool

Incentives: everybody who likes to join the project gets a T-Shirt (or other give-aways, ideas?) for free. Maybe also something to win.

## **9.4 – OPTIONAL EVENTS / ACTIVITIES**

### **END OF 2011**

#### **SPRING 2012 – OPTION: COMPETITION BETWEEN SCHOOLS OR CLASSES CONCERNING THEIR CO<sub>2</sub>-BALANCES**

#### **END OF 2011, SPRING 2012 : INTEGRATE PHOTO-SHOOTING IN A SPORT FESTIVITY**

- 💡 Make life-style photo-shootings of “famous” sportsmen in different dresses/life-styles (roaring, rugby, football, horseman, football-player, tennis, riflemen etc. of different clubs), depending on the interest of the sports-clubs
- 💡 Use e.g. an event festivity around a solar-system, new insulated house of the sports-club
- 💡 Serve energy drinks for sportsmen
- 💡 Combine it with activities on promotion of Fair Trade e.g. Fair Trade Footballs
- 💡 CO<sub>2</sub>-balances of a few sportsmen/women
- 💡 competition between heads of sports-clubs concerning their CO<sub>2</sub>-balances



## 10. EVALUATION & MEASUREMENT

There are standard ways that a PR campaign can be evaluated, which include volume metrics and value measures. Measuring by value can often be a more effective indicator of a campaign's success:

### EVALUATING BY VOLUME

Number of pieces of press coverage achieved:

- ◆ split by media type – broadcast, regional, national

Number of people reached by the campaign:

- ◆ by calculating total circulation of press coverage achieved
- ◆ counting how many attended events
- ◆ how many signed up to poster campaign
- ◆ how many made pledges
- ◆ Number of hits to website:
- ◆ number of pdfs downloaded etc

### EVALUATING BY VALUE

- ◆ number of the campaign's key communications messages communicated in press articles
- ◆ number of times that a keyword or phrase is mentioned, ie poster campaign or ENGAGE event
- ◆ measuring how positive the journalist has been in each article against a score (e.g. 1 very positive – 2 positive – 3 neutral – 4 negative – 5 very negative)
- ◆ the size of the piece of coverage
- ◆ how many of your campaign visuals/photos were included
- ◆ calculating the advertising value equivalent (AVE) of what your editorial article would have cost if the space had been paid for.
- ◆ comparing the amount of coverage that your campaign has achieved compared to other similar PR campaigns

However, for communications campaigns that involve behaviour change, the above indicators often do not provide sufficient information. For this reason, the ENGAGE project partner FUTERRA has developed a separate evaluation tool, which has already been used to analyse the Heidelberg PR campaign.

With this new ENGAGE PR-impact-measurement-tool Heidelberg is going to evaluate the impact of the ENGAGE press coverage.



# 11. TIMELINE

HEIDELBERG campaign timeline	Jun 2010	Jul 2010	Aug 2010	Sep 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011	Mar 2011	Apr 2011	May 2011	Jun 2011	Jul 2011	Aug 2011	Sep 2011	Oct 2011	Nov 2011	Dec 2011	Jan 2012	Feb 2012	Mar 2012	Apr 2012	May 2012	Jun 2012	Jul 2012	Aug 2012	Sep 2012	Oct 2012	Nov 2012		
<b>Project announcements</b>																																
Kick-Off	Yellow	Blue	Yellow																													
Multivision Show				Yellow	Blue	Yellow																										
Kick-Off Meeting with schools							Yellow	Blue																								
Feedback from sports-clubs										Yellow	Yellow	Yellow	Yellow																			
CO <sub>2</sub> -Online Tool in school lessons											Yellow	Blue	Blue	Yellow	Yellow	Yellow	Blue	Blue	Yellow													
<b>Pre-events / Engage test audience</b>																																
Pre ENGAGE Event TREND fair 2010		Yellow	Yellow	Yellow	Yellow	Blue	Yellow																									
<b>Events / Activities</b>																																
Pohotoshootings in schools										Yellow	Yellow	Blue	Yellow	Yellow	Yellow	Blue	Yellow															
Engage Opening and Earth Hour							Yellow	Yellow	Blue	Yellow																						
Passive-house workshop									Yellow	Yellow	Yellow	Blue	Yellow																			
Energy Day Baden-Württemberg											Yellow	Yellow	Blue	Yellow																		
ENGAGE day(s) 2011 at TREND fair												Yellow	Yellow	Yellow	Yellow	Blue	Blue	Yellow														
<b>Optional Events / Activities</b>																																
Competition between schools or classes concerning their															Yellow	Yellow	Blue	Blue	Yellow	Yellow	Yellow	Blue	Blue	Yellow								

- preparation and post-processing
- activity / event





## 12. BUDGET

<b>CO<sub>2</sub> -ONLINE-CALCULATION-TOOL:</b>	<b>8.300,-€</b>
📌 Development of CO <sub>2</sub> -Online-Tool	6.200,-€
📌 Design and print of the leaflet	1.500,-€
📌 Design and print (roll-up and DIN A1 poster)	600,-€
<b>TREND FAIR 2010:</b>	<b>13.825,-€</b>
📌 Fotoshooting	4.500,-€
📌 Fair-stand (incl. PR):	5.000,-€
📌 Roll-Ups, Posters, Banner	1.325,-€
📌 Incentives (700bags, 50T-Shirts, 40bottles)	1.350,-€
📌 Leaflets & flyer (2.800 pieces)	1.350,-€
📌 Transport	300,-€
<b>EARTH-HOUR 2011:</b>	<b>2.100,-€</b>
📌 Photoshooting with ENGAGE upload:	1.200,-€
📌 Roll-up ENGAGE:	250,-€
📌 Photo-prints (30 Posters DIN A4):	100,-€
📌 Photo of Earth-Hour Event (Switch off):	200,-€
📌 Incentives (sweets, dinner, solarboat):	350,-€
<b>PASSIVE-HOUSE-WORKSHOP:</b>	<b>10.000,-€</b>
📌 Speakers	3.750,-€
📌 Leaflets 7 flyer	950,-€
📌 Photoshooting with ENGAGE upload:	1.500,-€
📌 Photo-prints (30 Posters DIN A4):	100,-€
📌 Proceedings	700,-€
📌 Internet-hosting	200,-€
📌 Rent technics	1.250,-€
📌 Catering	4.350,-€
📌 Participation fees	- 2.800,-€ (benefit)
<b>ENERGY-DAY BADEN-WÜRTTEMBERG</b>	<b>10.000,-€</b>
📌 Photoshooting with ENGAGE upload:	2.500,-€
📌 Photo-prints (100 Posters DIN A4):	350,-€
📌 PR-activity	1.500,-€
📌 Banner (Climate-protection-lounge)	1.000,-€
📌 Incentives (250bags, 75T-Shirts, 25bottles)	800,-€
📌 Leaflets & flyer (1.000 pieces)	350,-€
📌 Catering	2.000,-€
📌 Lounge obstacles (chair, sand, palms)	1.000,-€
📌 Musik (Live-DJ)	500,-€



**ENGAGE DAY(S) AT TREND FAIR 2011 (SEE BUDGET 2010 + EXTRA) 20.000,-€**

**E-TEAMS: 20.000,-€**

- 📍 Bonus for energys savings in schools 15.000,€
- 📍 Projects and events with schools 5.000,-€

**SPORT CLUBS: 1.500,-€**

- 📍 PR activities 1.500,-€





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