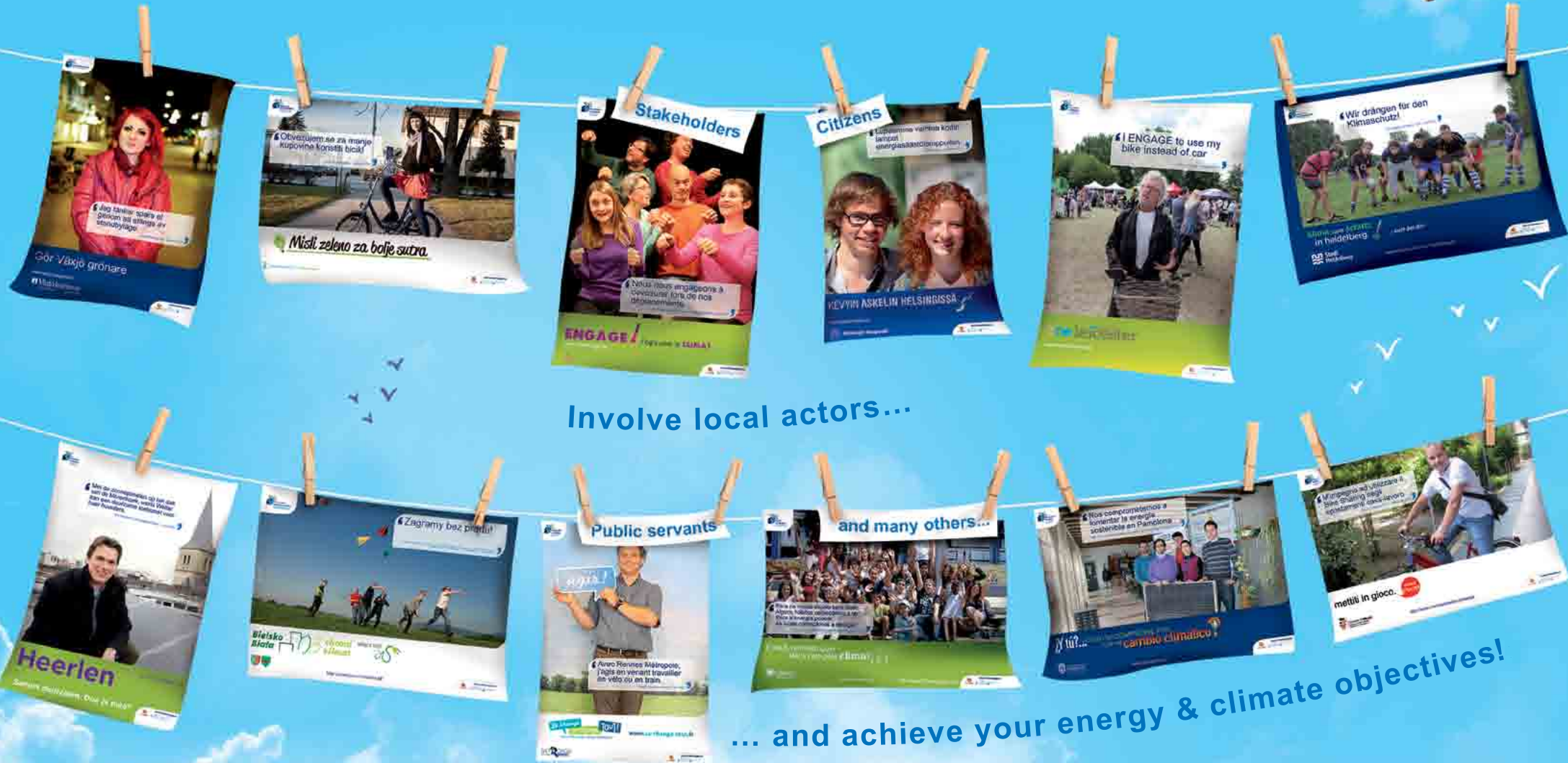


ENGAGE THE CAMPAIGN AT A GLANCE



Involve local actors...

... and achieve your energy & climate objectives!

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.

A vertical poster for the ENGAGE campaign. At the top, the word "ENGAGE" is written in large, bold, blue capital letters against a light blue sky background with white clouds. Below the title, four photographs are displayed, each held by a wooden clothespin on a thin white line. The photos are labeled with white text: "Stakeholders" (top left), "Citizens" (top right), "Public servants" (bottom left), and "and many others..." (bottom right). Each photo shows a group of people, some holding signs. At the bottom of the poster, the text "...AND ACHIEVE YOUR CITY'S ENERGY & CLIMATE OBJECTIVES!" is written in blue and black. The very bottom of the poster has a green banner with the text "Join the European ENGAGE campaign!" and the website "www.citiesengage.eu" in white.

ENGAGE

Stakeholders

Citizens

Public servants

and many others...

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

Join the European ENGAGE campaign!
www.citiesengage.eu

A 5-STEP PARTICIPATIVE COMMUNICATIONS APPROACH

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.



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.

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.

RESEARCH

PLAN

INVOLVE

CREATE

ACTIVATE

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.

KEY ACHIEVEMENTS

ALL OVER EUROPE, LOCAL PLAYERS ARE POSTER STARS

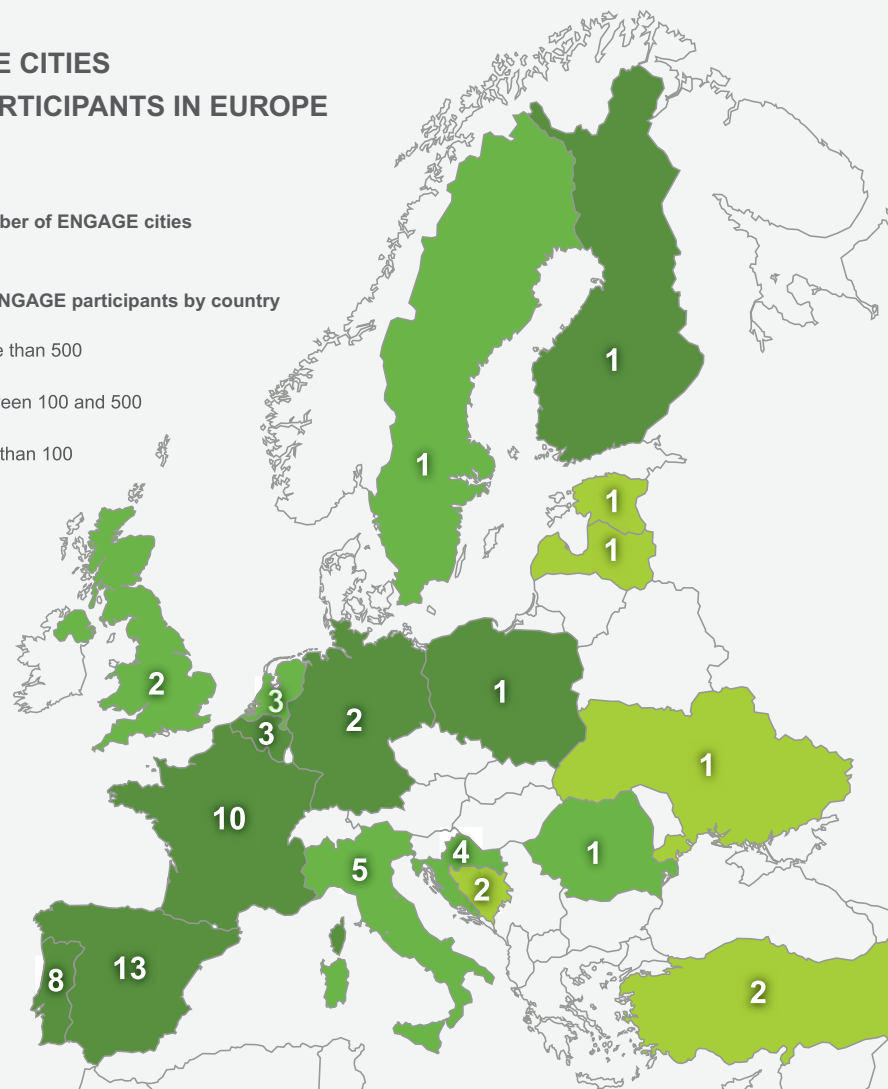
Dozens of cities from 20 European countries are already using the ENGAGE approach to involve local players to reach their energy and climate objectives. Families, school classes, sport teams, representatives from companies, associations, NGOs, municipal departments and many others have pledged to reduce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



ENGAGE CITIES AND PARTICIPANTS IN EUROPE

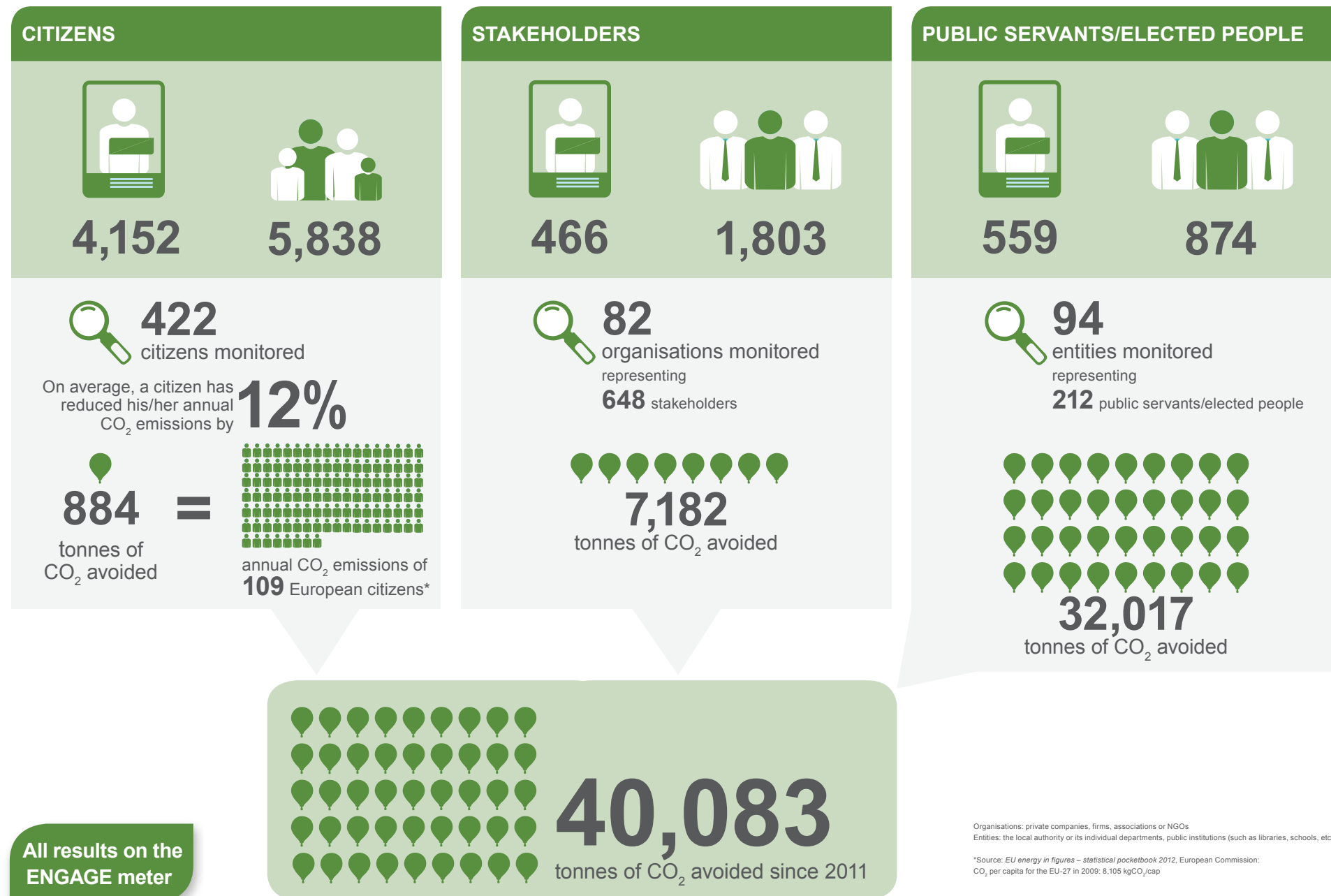
10 Number of ENGAGE cities

Number of ENGAGE participants by country



December 2012

A COMMUNICATION CAMPAIGN LEADING TO CONCRETE ENERGY SAVINGS



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 and get your citizens and city involved.



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

JOIN US!



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JOIN US!



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

TEST THE ENGAGE POSTER TOOL

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



Prepared by



with contributions from the
12 ENGAGE pioneer cities:

Biesko-Biala (PL), Heerlen (NL), Heidelberg (DE), Helsinki (FI),
Ivantić-Grad (HR), Leicester (GB), Liège (BE), Oeiras (PT),
Pamplona (ES), Rennes Métropole (FR), Rimini (IT), Växjö (SE).

ENGAGE Contacts

Energy Cities Ian Turner

ian.turner[a]energy-cities.eu

Futerra Sustainability Communications Emma Jackson

emma[a]futerra.co.uk

Bielsko-Biala Katarzyna Kordas

k.kordas[a]um.bielsko.pl

Heidelberg Sabine Lachenicht

sabine.lachenicht[a]heidelberg.de

Alexander Krohn

alexander.krohn[a]heidelberg.de

Helsinki

Tiia Katajamäki

tiia.katajamaki[a]hel.fi

Heerlen

Hans van der Logt

h.van.der.logt[a]heerlen.nl

Ivantić-Grad

Vlatka Berlan

vlatka.berlan[a]ivanic-grad.hr

Leicester

Darsh Chauhan

darsh.chauhan[a]leicester.gov.uk

Liège

Eléonore Dayez

eleonore.dayez[a]liege.be

Oeiras

Paul Cristina Santos

paula.santos[a]cm-oeiras.pt

Pamplona

José Costero

j.costero[a]pamplona.es

Rennes Métropole

Brendan Catherine

b.catherine[a]agglo-rennesmetropole.fr

Rimini

Tiziana Felletti

tiziana.felletti[a]comune.rimini.it

Växjö

Sohie Kim-Hagdahl

sohie.kim-hagdahl[a]vaxjo.se

www.citiesengage.eu



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