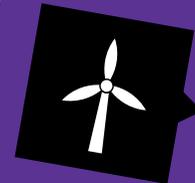


A TOOLKIT FOR DESIGNING
AWARENESS-RAISING
CAMPAIGNS

GUIDELINES
FOR CITIES

RESOURCE.
RETHINK.
REPLAN.



2. P. > INTRODUCTION

- > What benefits can you get from a successful campaign?
- > Why is this material useful?
- > For whom do we recommend this material?
- > Checklist: What will you need?

5. P. > PART I

1. FIRST STEPS

- > Choose a topic!
- > Set a municipality goal to be supported by the campaign!

2. PLANNING

- > How to structure the campaign?
- > Define incentives
- > Choose the target audience you want to reach
- > Develop the campaign plan
- > Give your campaign a name
- > Involve local partners/supporters
- > Contact the local (or even the national) media

3. PREPARING THE CAMPAIGN

- > Preparing the campaign
- > What kind of paid media surfaces are available?
- > Set up your own surfaces
- > Create the text contents
- > Create the visuals of the campaign
- > Prepare the events of your campaign
- > Organize an Energy Day for the city
- > Involve your colleagues

4. CAMPAIGN KICK-OFF!

13. P. > PART II

Visuals:

- > Choose one of the two visual plans for the campaign
- > Customize the visuals
- > Specify the messages of the visuals according to your local goals

16. P. > PART III

1. Closing and evaluation
2. Useful materials

Dear Reader,

If you want to raise awareness in your city about the benefits of energy efficiency, renewable resources, and waste management, then this toolkit is just for you! This booklet provides a ready-to-use campaign package, along with tips and advice for municipalities. We hope that this allows cities to more easily implement successful campaigns, and achieve improved resource use.

OUR CAMPAIGN PACKAGE INCLUDES:

- › **USEFUL IDEAS** on how to organize awareness campaigns in your city or municipality, focusing on the possibilities of saving energy (Part I).
- › access to **READY-MADE AND CUSTOMIZABLE CREATIVE GRAPHIC MATERIAL FOR FREE**, which can significantly increase your campaign's chances of success. All you need to do is send a request for the download instructions via email (see Part II).

This material has already been tested and successfully utilized in several cities in the South East Europe region; now the time has come for your municipality to also seize the possibilities offered by this package!

THE MOST IMPORTANT QUESTION: WHAT ARE THE BENEFITS OF A SUCCESSFUL CAMPAIGN?

- › Your colleagues and city inhabitants become more energy conscious, which leads to **SAVING ENERGY AND MONEY** for the local government.
- › The good example shown by the local government is usually acknowledged and valued by the citizens, consequently a campaign like this serves also as a **PR TOOL**
- › Truly significant savings can be reached only by **INVOLVING THE CITIZENS AND PROMOTING BUILDING REFURBISHMENTS**
- › This **TANGIBLY IMPROVES THE CONDITION OF THE ENVIRONMENT** and the **LIVABILITY OF YOUR CITY**
- › **INVESTMENTS PROVIDE EMPLOYMENT OPPORTUNITIES FOR LOCAL ENTREPRENEURS AND COMPANIES**
- › Campaigns are also suitable to build up **LOCAL SUPPORT** for certain municipality projects (e.g. a new biomass power plant) or strategies (e.g. a waste management or climate protection plan)
- › It renders the topic of energy efficiency (climate change, environmental protection) **MORE UNDERSTANDABLE FOR THE PUBLIC**, both adults and children



ENERGY DAY IN ITALY



SCHOOL ENERGY DAY



THE CAMPAIGN IN GREECE

WHY IS THIS MATERIAL USEFUL?

Today (unfortunately) it is difficult to organize a successful campaign without professional visual tools. However, you will be surprised at the results that can be achieved with impressive, comprehensible materials which inspire people to take action, especially when used strategically.

- › The most important novelty of our material is that it contains **READY-MADE CREATIVE TOOLS** (posters, Facebook cover images etc.); consequently you won't need to spend time (and money) to come up with new ideas and their realization
- › Furthermore we offer **TWO DIFFERENT CREATIVE DESIGNS** of which you can pick the one you favour most
- › The creative contents do not require much further work, they can be used simply and **CUSTOMIZED EASILY**, e.g. the texts on the poster can be adjusted to your local goals
- › The visual materials can be used for up to three different topics: **ENERGY EFFICIENCY, RENEWABLE RESOURCES, AND WASTE MANAGEMENT**
- › In order to help your campaign to become smooth and successful, and to reach as many local citizens as possible, additional to the visual contents we offer guidelines on how to build up a campaign. We also share several **CAMPAIGN IDEAS**
- › The material is structured in a way that enables you to design and organize a campaign in the most efficient and at the same time **COST-EFFICIENT** way

DOWNLOAD IT



CUSTOMIZE IT



USE IT IN AS MANY AREAS AS POSSIBLE



FOR WHOM DO WE RECOMMEND THIS MATERIAL?

- We recommend it for those local governments, educational institutes, local non-governmental or social organizations,
- › **WHO HAVE ALREADY DECIDED** to launch an awareness-raising campaign in their cities,
 - › and who are seeking **SUPPORT TO REACHING THEIR MUNICIPALITY'S GOALS**.

CHECKLIST: WHAT WILL YOU NEED?

- › **A MANAGER** to coordinate the campaign, to keep in touch with the media and the project partners, etc.
- › The work of the manager can be supported by a **COMMUNICATION AGENCY** in delivering the campaign
- › **AN ENERGY EXPERT** either from the municipality or from one of the partners, who can support the campaign by giving lectures, providing consumption data of the local government or by writing energy hints
- › **CREATIVE MATERIALS:** you can choose from the provided designs, which can be used in many formats from posters to roll-ups
- › **TEXTS:** press releases, a short description of the campaign, etc.
- › **COMMUNICATION CHANNELS:** Facebook page, subpage of the municipality website
- › **ADVERTISING SPACES:** newspaper ads, city lights, posters etc.
- › **LOCAL PARTNERS/supporters**

1. FIRST STEPS PART I.

Before you start planning your campaign:

A DEFINE THE FOCUS AREA OF YOUR CAMPAIGN

B CHOOSE A GOAL TO BE SUPPORTED BY YOUR CAMPAIGN

CHOOSE A TOPIC!

Which specific area of resource efficiency do you want to focus on? Which area needs to be promoted the most? Which area yields the greatest savings potential? In which field have municipality programmes already been launched that could be excellently supported by the campaign?



ENERGY EFFICIENCY REFURBISHMENTS?



USING RENEWABLE RESOURCES?



WASTE MANAGEMENT?

Although it is possible to choose several topics, it is practical to focus on **ONE TOPIC AT A TIME.**

You have two options within the area of energy efficiency as well: to promote the simpler **HINTS ON REDUCING CONSUMPTION** which don't require significant investments, or to promote **BUILDING RENOVATIONS.**

SET A MUNICIPALITY GOAL TO BE SUPPORTED BY THE CAMPAIGN!

It is likely that there have already been positive initiatives in your city regarding the topic of resource efficiency, and hopefully this will continue in the future. Use your campaign to support and communicate these initiatives! Ask for the support of the citizens for this goal set by the city.

Several research studies to date have proven the fact that this kind of approach – engaging citizens and their support - is more efficient in achieving goals than simply passing on information, which can be observed in the case of most of the “typical” awareness-raising campaigns.

AS A GOAL, YOU CAN SET...

- › a new **INVESTMENT** in the near future, e.g. installing solar panels onto the mayor's office
- › or **REFURBISHMENTS**, e.g. providing thermal insulation to the municipal schools
- › or **SAVING** a certain amount of energy or money in one year or until 2020
- › even a building or an investment, which can be **FUNDED FROM THE SAVINGS** reached through modernizations, e.g. a new playground
- › your city becoming a **“GREEN” CITY** in line with the European trends (even for touristic reasons)
- › joining **EUROPEAN GOALS**, e.g. the Covenant of Mayors, in which the joint cities have undertaken a 20% reduction in energy consumption by 2020
- › **A COMPETITION** (to become the first/biggest/most successful city in a certain respect), and ask for the support of the citizens

It is practical to set a concrete, tangible, even **QUANTIFIABLE** goal, e.g. reducing the energy consumption of the municipality buildings by 25% in a year, or delivering useful information to 10 000 locals, or compiling the “commitments” of 1000 locals who plan to start a refurbishment the next year.

2. PLANNING

After the goal you wish to achieve is set, developing the scenario of the campaign becomes relatively easy.

- A** **DECIDE** whether you want a simple or more complex campaign
- B** **DEFINE THE TARGET AUDIENCE**, i.e. whom you wish to address through the campaign
- C** **DEFINE INCENTIVES**
- D** **DEVELOP THE CAMPAIGN PLAN**
- E** **GIVE YOUR CAMPAIGN A NAME**
- F** **INVOLVE PARTNERS**
- G** **CONTACT THE MEDIA**

HOW TO STRUCTURE THE CAMPAIGN?

According to the available resources (budget, number of partners involved, and available time for the campaign) you have the option to run a **SIMPLER** or more **COMPLEX** campaign.

The simplest way to go is to **SHARE IMPORTANT INFORMATION** only through the surfaces of the campaign (e.g. website, flyers), in order to help households reduce their energy consumption. These may include energy and renovation hints applicable for everyone.

On the next level, you may also ask for the **ACTIVE CONTRIBUTION** of the citizens, like committing themselves to an estimated amount of saving or undertaking renovations in the next year. In return, the municipality gives a symbolic certification or some kind of award.

WHAT CAN YOU ASK OF THE CITIZENS?

- › to download and read the publications, energy hints
- › to answer questions based on the above, to play quizzes and games, share stories, photos and the contents of the campaign on their own Facebook pages or on the page of the campaign,
- › to make a pledge to pay attention to and reduce their energy consumption for one (or two or more) months,
- › To invest into renovation within a year, e.g. replacing the old water heater etc.
- › To refrain from purchasing unnecessary electronic devices in the next year, to switch off the computer for the night time, not to leave the TV in standby mode, to lower the temperature set by the thermostat by 2°C, etc.

DEFINE INCENTIVES

The most complex (but also most efficient) campaign is when the municipality offers **TRULY VALUABLE INCENTIVES**. You can use many kinds of rewards in your campaign, e.g.:

- › the municipality can agree with local merchandisers (thermal insulation, heating, or renewable products companies) on discounts for local citizens;
- › tax reduction for certain types of investments;
- › offering price-reduced services, like a discount on the transport of construction waste;
- › Discounts or prizes in municipal institutions for the winners of energy competitions, e.g. season tickets, library membership, concert tickets etc.

CHOOSE THE TARGET AUDIENCE YOU WANT TO REACH

The target audience of the campaign consists of the (rather broad and heterogeneous) local residents. The more specifically you define those, whom you wish to address, the more probable it is that your message will reach its goal. Adjust your message to...

- › the **EMPLOYEES** of the public institutions – not only by asking them to put the campaign posters on display, but actually requesting them to start implementing the suggestions
- › **THE EMPLOYEES OF THE LOCAL BUSINESSES** – major energy consumers, restaurants, hotels etc., where the guests can also be reached,
- › **TEACHERS** and their students

You may define and reach your target audience in a different manner as well: instead of addressing individuals, you may focus on various groups, communities, e.g. focus on:

- › those who produce green waste in their gardens, who use obsolete boilers, conscious consumers etc.
- › those who are in the process of **MOVING** (they can be reached through construction stores, real estate agencies, moving companies etc.) or renovating
- › **WOMEN** (who may have an influence on the energy consumption habits in the households)
- › **PARENTS** (through the school children e.g. by assigning the children in school with homework that requires the help of their parents)

The different target audiences can be reached by messages of different content and style and by visuals displayed in different locations.

The target audience can be addressed through **QUESTIONNAIRES** as well. Enquire about their energy consumption habits or their willingness for launching renovation investments. On the one hand the results may serve as useful information for your future projects, and on the other hand they can be shared or published as interesting facts and trends.

DEVELOP THE CAMPAIGN PLAN

The objective is to reach as many people as possible in the most effective way, through as many surfaces as possible. Here are some aspects:

- › Define the available **BUDGET**.
- › Define the **MANAGER**, the facilitator of the campaign and assign the different tasks to the participants; also take the partners into account.
- › Define the **DURATION** of the campaign. It is practical to launch energy saving campaigns during the heating season, while spring is the most suitable time for messages promoting household renovations.
- › Define the communication **TOOLS** you wish to use (press ads, posters, t-shirts etc.) and **WHERE** you want to use them.
- › Make a schedule of the campaign events, decide when to have a press point, when to start publishing the saving hints, when to display the first posters etc., i.e. **WHEN TO USE WHICH TOOL**. Take into account the time for manufacturing and preparation as well when scheduling the tasks.

GIVE YOUR CAMPAIGN A NAME

A successful campaign needs a good title. This can be a slogan proposed by us ('Let's catch the runaway energy' or 'Together we can save more') or you can use your own ideas. Use this title on the campaign's Facebook page as well, e.g. 'Together with Cityville', or 'Let's save with Townville!', www.facebook.com/togethercityville, www.facebook.com/letscatchtownville

INVOLVE LOCAL PARTNERS/SUPPORTERS

- › Get in touch with **LOCAL SCHOOLS** and involve them in the campaign;
- › Contact local **BUSINESSES** which could support the campaign with their contributions;
- › Contact **NGO'S OR SOCIAL ORGANIZATIONS** which can help you in disseminating the message of your campaign through their networks.

CONTACT THE LOCAL (OR NATIONAL) MEDIA

The media is interested in everything that is new, novel, special, grand, that happens for the first time, that involves many people etc. These attributes can be true for your campaign as well, as it might as well be the first municipal energy efficiency campaign, or perhaps it is one which reaches the most residents, or has the most ambitious goals.

HOW AND IN WHAT MANNER IS IT PRACTICAL TO APPROACH THE MEDIA?

- › Write a short, clear letter to get in touch
- › Write a press release, compile press documentation
- › Illustrate the texts with pictures and the visuals of the campaign
- › **PROVIDE IDEAS AND POSSIBILITIES:**
 - › ask them to make an interview with the mayor;
 - › ask them to report the campaign and its events;
 - › ask them to publish interesting articles and information on the topic; or
 - › media workers (for example speakers of the local radio) can also make commitments – this gives more credibility to your campaign.

3. PREPARING THE CAMPAIGN

The campaign is run along concrete **SURFACES**, on which the target audience meets the campaign messages. Certain surfaces are paid, while others are practically available for **FREE**.

A RESERVE PAID MEDIA SURFACES

B SET UP YOUR OWN SURFACES

C CREATE THE TEXT CONTENTS

D CREATE THE VISUALS (SEE PART II),

E PLAN THE EVENTS OF THE CAMPAIGN

F INVOLVE YOUR COLLEAGUES

WHAT KIND OF PAID MEDIA SURFACES ARE AVAILABLE?

- › City light posters or giant posters
- › Smaller posters (to be placed on corridor walls, municipality billboards etc.)
- › Roll-ups (which are useful at events)
- › (paid) PR articles, press ads
- › Flyers
- › Other advertisement inventories: floor stickers, certificates, T-shirts, balloons with scripts, flags, desktop wallpapers etc.

Strive to display the visuals on such surfaces where the target audience is exposed to fewer competing advertisements, e.g. public buildings are perfect for this purpose.

SET UP YOUR OWN COMMUNICATION CHANNELS

Both the Facebook page of the campaign and the posts themselves can be (and should be) promoted for a relatively low cost. Search for the “Boost post” button, or the “Use ad manager” options under the “Build Audience” menu. You can also target your city under the “Location” option.

You can use a subpage of the municipality website or a Facebook page as your own surface, where you can share contents by choice. Ask for the assistance of the municipality website manager!

MUNICIPALITY WEBSITE:

- › Set up a subpage or news page to share written content about the campaign
- › Post a banner on the main page of the municipality website, which links to the subpage
- › Publish hints on energy efficiency, calls for applications, reports, best practices, articles by experts etc.

FACEBOOK PAGE OF THE CAMPAIGN:

- › Define the person responsible for the page (admin)
- › Register on Facebook (choose a good name as explained before)
- › Make and upload the cover photo and the logo,
- › Prepare a list of what and when to post (hints for energy efficiency, news, etc.)

It is practical to prepare posts on the Facebook page in advance before the campaign kick-off.

OTHER POSSIBLE FREE ADVERTISING SURFACES:

- › News, interviews, reports in the local media
- › Newsletter/ mailing lists of the municipality institutions,
- › Newsletters and web pages of partner organizations,
- › Personal Facebook profiles of the employees of the municipality (motivate your colleagues to share and like the materials of the campaign)

Use the visual contents of the campaign in **ELECTRONIC** form as well, e.g. as letterheads, as e-postcards, on the webpage, in presentations etc.

CREATE THE TEXT CONTENTS

WHAT DOCUMENTS WILL YOU NEED?

- › a **SHORT DESCRIPTION** of the campaign (which you can use e.g. on the Facebook page),
- › a **PRESS RELEASE** (which is short, interesting, clear)
- › so-called **FACT SHEETS** (information on the consumption of the city, easily understandable data and trends of energy consumption and CO2 emission),
- › **COLLECTION OF HINTS** (how to reduce consumption in our households, how to renovate in a rational way)

Ask the local energy expert to provide the necessary data and technical information! You might also use materials available on the internet.

WRITING TIPS: Write in a **SIMPLE, UNDERSTANDABLE** and **HONEST** manner. Do not use too official or too technical phrases. Use short, motivating, trendy messages! Always focus on one single question. Use personal and local examples where possible. Besides providing local citizens with information on what kind of steps to take, never forget about the wider context of the goals of the campaign either!

CREATE THE VISUALS OF THE CAMPAIGN

Order and print the posters, the roll-ups and the other tools (the visuals themselves will be discussed in the next part).

Depending on your campaign's target audience(s), spread the visuals to schools, public institutions, medical stations, libraries etc., and to the advertising companies. Ask the former to display the posters.

PREPARE THE EVENTS OF YOUR CAMPAIGN

ORGANIZE A PRESS CONFERENCE!

- › Set up a contact list
- › Reserve the location
- › Write an appealing invitation and attach images
- › Send the invitations (and a reminder before the event)
- › Write the press material, attach images

ORGANIZE AN ENERGY DAY FOR SCHOOLS!

- › Contact schools
- › Appoint the responsible person
- › Define the people who can be involved (teachers, school principals etc.),
- › Start organizing the program

Some hints on organising an Energy Day (based on the visuals of the campaign):

- › Ask the children to make stickers (drawing, printing, filling in, sticking) which can be placed beside switches, taps or dust bins – 'switch it off', 'close it', 'throw it here' etc.

- › Make them create posters that focus on certain topics for students of other schools. The posters can be designed individually or in groups
- › Drawing or storytelling competition
- › Photo session with the energy elf (from the visual package – see Part II) stickered on a window, making commitments etc.
- › Lectures by an energy expert adjusted to the target audience of children
- › Energy hunt (what is energy, where and how does it get away, how can we catch it).

Try to involve **AS MANY ACTORS AS POSSIBLE**, not only environmental science teachers or homeroom teachers, but teachers of other subjects as well (English, Math, Physics or even Physical Education). All teachers can find relations with the topic within their subjects.

Use the visuals of the campaign at the events as much and in as **MANY VARIETIES** as possible, e.g. in the form of flags, posters, direction signs etc.

The pictures and stories prepared can be shared either on the website or the Facebook page of the municipality, or in the local media.

ORGANIZE AN ENERGY DAY FOR THE CITY

Use the approach of 'A day without energy' – organize activities which do not require any electricity, but at the same time are interesting for the audience.

Examples:

- › Unplugged concerts around the city or in the restaurants joining the campaign
- › Singing together flash-mob style in several locations in the city,
- › Sport activities, skills competitions (relating to the topic to energy

efficiency if possible, e.g. a running race for less energy consumption)

- › Energy quiz games – for smaller, immediate awards
- › Commitments of visitors joint with a photo session and compiling the commitments on a poster
- › Handicraft activities, e.g. creating the energy elf from textile
- › Energy experiments, e.g. lighting and projecting slides with bicycles and dynamos
- › Photo exhibition on the topic
- › Exhibition of the posters and drawings made on the energy day(s) in the school(s)

Organize presentations from experts and forums for the locals, set up a free consulting stand, organise product promotions.

The event is also a good opportunity for the **MEDIA** to make reports and shoot photos.

These events provide a good opportunity to approach the citizens personally, and engage them to make simple commitments, e.g. to pay more attention to their energy consumption in their household in the future, or to start a renovation the next year. It is recommended to document or even photo document their commitments.

If you are using incentives in the campaign and asking for the cooperation of the residents, you may as well organize an **AWARDS CEREMONY**, which is also a good opportunity for public promotion.

Use the campaign visuals at the events in as many locations and in as many variations as possible (e.g. in the form of roll-ups, posters, flags, stickers etc.).

INVOLVE YOUR COLLEAGUES

Ask for the support of your colleagues. Ask them not only to inform themselves about the campaign, but also to contribute to reaching the goals through their own personal behaviour. Most co-workers can spread the visuals of the campaign through their own social media profiles (Facebook, Instagram), and in the schools through their children.

4. CAMPAIGN KICK-OFF!

The campaign begins when the target group meets the messages for the first time, either through posters or through the reports of local media.

Make sure that by this time the Facebook page of the campaign is already working, the necessary information is uploaded to the website of the municipality, etc. Pay attention to the questions and comments appearing on the Facebook page, and answer them. Feedback helps you in adjusting the descriptions.

Ask the media to time the appearance of the campaign report to the first or second day of the campaign launch. Make sure the campaign materials are indeed displayed in the necessary places.

Collect applications and commitments. If you announce an action, warn your audience about the deadline.

VISUALS PART II.

CHOOSE ONE OF THE TWO VISUAL PLANS FOR THE CAMPAIGN

You can find **TWO CREATIVE SETS** in the campaign package ‘Let’s put our resources to better use!’

You will find plans developed for several tools in both sets, including posters, press materials, Facebook headers and other kinds of illustrations.

The most important message of both of the creative designs is that it is your municipality which is backing the campaign.

‘**LET’S CATCH THE RUNAWAY ENERGY**’ has a playful, unique and interactive design – the character representing the runaway energy can be used perfectly in schools and even for adult audiences as well. This design features three main communication steps. The first one is ringing in – this poster displays the black and white photo of your municipality with a general but appealing message. The second step is the phase of the actual campaign message, whereas the third step is a poster showing the personal commitment of an authentic local personality (mayor, school principal, local artist etc.).

‘**TOGETHER WE CAN SAVE MORE**’ has a simpler design, but at the same time it resembles the style and colour scheme of the currently popular ads. In this design the focus falls on acting together and on the supportive role of the municipality.



8 DIFFERENT GOALS/VISUALS



CUSTOMIZE THE VISUALS

If you wish to use our graphic materials, please write to us at **INFO@ENERGIACLUB.HU**, and the information necessary for downloading and utilizing the files will be sent to you. In the subject field of the email please type **'URBAN ENERGY CAMPAIGN'**. Please specify the name and web-page of your organization and also the type of campaign in which you wish to use the creative materials.

All you have to do is customize the texts in the graphic files according to your own needs, for which you will need only a graphic designer, who will do the necessary **MODIFICATIONS** in the downloadable and editable files (psd).

Change the **BACKGROUND PICTURE** on the first image of the 'Let's catch...' concept to a black and white photo of your city. Use photos of **FAMOUS/WELL-KNOWN LOCAL PEOPLE**, taken specially for the campaign on the 'personal commitment' poster (step three).

The graphic designer has the possibility also to modify the dimensions of the posters. This way you can use the images not only as press advertisements, but also as city light posters.

You will find files with visuals showing only the slogan and the elf – you can use this version (with any kind of content and amount of text) for any purpose, e.g. as a promotional material for an event or as a flyer.



STICKER



CITYLIGHT POSTER



ROLL-UP



CITYLIGHT POSTER



METRO POSTER



ROLL-UP

TAILOR THE MESSAGES OF THE VISUALS ACCORDING TO YOUR LOCAL GOALS

You will find further text content apart from the main titles on the posters. You may modify or extend them at your choice and according to the municipality goals (and possibilities) – this way your campaign is fully customizable. Make sure that the slogans, the visuals and the text content are in accordance with each other!

A few ideas:

LET'S CATCH THE RUNAWAY ENERGY!

1 STEP 1 with a photo of the municipality

*Our city is becoming more efficient, thus saving energy and money!
Join our initiative!*

2 STEP 2 with the topic chosen by the municipality

*One third of what goes into your bin is organic waste!
Use it as a resource – compost!*

*Make use of the sun! You can supply up to 60% of your family's
hot water needs with a solar thermal collector.*

*New windows and thermal insulation can reduce the energy consumption
of your home by half. This is a long-term solution – for you as well.*

3 STEP 3 – Personal commitment

*"We have already caught it!" One third of the electricity
used in our schools is produced by solar panels.
XY, mayor, municipality of Z*

TOGETHER WE CAN SAVE MORE

*Our city is becoming more and more efficient!
Join our campaign to be part of the success!
We will help you save energy and money.
For more information, visit our website and our Facebook page:
www.facebook.com/citytogether, www.city.org/together*

IMPORTANT!

- ! Please **DO NOT CHANGE** the composition, proportions, colours and the font types of the visuals! Please do not add any visual element to the materials!
- ! The campaign materials cannot be used by **COMPANIES** for their own advertising purposes.
- ! The logo of the EU and the project supporting the creation of the campaign materials (RE-SEEties and South-East Europe) are compulsory elements of the visuals, please do not remove them!

1. CLOSING AND EVALUATION PART III.

CLOSE YOUR CAMPAIGN

You can choose the duration of your campaign according to your needs: it can last for one or more months or even for half a year. However, make sure you close the campaign with e.g. an awards ceremony, the announcement of the results, acknowledgements, a promise for continuing the campaign, or to keep up the aspirations of the municipality.

Publish a report summarizing the conclusions of the campaign on the municipality surfaces. Keep in mind that by introducing good practices, you can motivate the citizens even through your campaign-closing communication to do further savings and renovations.

EVALUATION

You can gain useful information by evaluating the campaign.

This includes:

- › the number of reports made on the campaign in the media
- › the number of likes the Facebook page of the campaign reached
- › important feedback and advice received
- › the number of people participating in the Energy Day (collect photos as well)
- › the number of people reached through the various mediums

2. USEFUL MATERIALS

Do you need more ideas? Here you will find some international examples of campaign organizations:

- › [Behavior Change And Energy Use \(Cabinet Office\)](#)
- › [Changing Energy Behaviour, Guidelines for behavioural change programmes \(BEHAVE, Intelligent Energy Europe\)](#)
- › [Creating an awareness campaign \(Carbon trust\)](#)
- › [ENGAGE, Campaign guidebook for cities \(Energy Cities\)](#)

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This guide was created in the frame of the international “RE-SEEties – Towards resource efficient urban communities in South East Europe” project.

Further information: www.re-seeties.eu

SUPPORTED BY

South East Europe Transnational Cooperation Programme

Energiaklub, 2014

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