

N°5 ENERGY EDUCATION DAY



Project's name

Energy Education Day

Communication of energy-issues to private citizens

Author

Emilia-Romagna Region

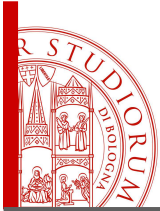
Date

October 2011



N°5 ENERGY EDUCATION DAY





N°5 ENERGY EDUCATION DAY



Brief description

Energy Education Day is a public regional day on energy saving. Every city of the Region plans some events that may take place in public squares and places, in order to communicate ways and tools to save energy. The communication also involves the many ways the local administration is working on energy consumption's reduction. The energy education day had taken place for the first time in Emilia Romagna on October 15th 2011, and has involved many different stakeholders: local administrations, environmental education centers, local enterprises and research institutes. Every one of these stakeholders has planned part of the overall big event.



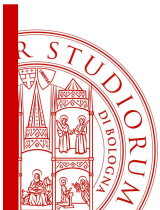


N°5 ENERGY EDUCATION DAY



Financial resources have been provided by the Emilia-Romagna Region, that had also recently released the regional Energy Plan. Key factors have been the different cities where the Energy Education Day has taken place at the same time, that has allowed to involve many different and distant citizens.

This practice is interesting because involves a lot of citizens in the city central square though the contributions of public administration, environmental education centers, private companies and research centers. Besides it is a very good way to coordinate and exploit the stakeholders concerned with energy.



N°5 ENERGY EDUCATION DAY



Target

Citizens, Students, Families Decision makers and opinion leaders

Cost/effectiveness analysis

The event planning needs work and right planning but is not necessarily expensive. The event is resulted to be very successful, also because of its taking place in different cities at the same time: many people have been contacted and involved in every spot. Local energy stakeholders' successful involvement is one of the key factor for the event's effectiveness.

