



## Awareness Campaign Action Plan



INSTITUTO VALENCIANO DE LA EDIFICACIÓN



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The public awareness campaign on energy efficiency aims to help citizens of Valencia Community to save energy in their homes, with different scales of intervention from only change habits without economic investment until larger as performances may be the refurbishment of facades and roofs to incorporate thermal insulation.

The campaign will be conducted in three phases:

### PHASE 1: Planification and implementation

<b>Period</b>	October 2012 to January 2013
<b>Results</b>	<p>Days on which the campaign.</p> <p>Training course for council staff and unemployed technical interest in this problem.</p> <p>Information points in six municipalities</p> <p>Informative talks in association of six local municipalities.</p>
<b>Material</b>	<p>Posters, brochures and flyers (n contain the logos of all partners)</p> <p>Web Platform (presence of the companies participating in the campaign)</p> <p>Collection of tips for citizens on energy saving (3 levels of investment actions as: zero cost, average investment and high investment)</p> <p>Calculator efficiency n housing</p>
<b>D ISSEMINATION</b>	<p>Generation of informative material and graphics for easy media appearance in each of the local, regional and autonomous (radio, print, TV and internet). Network also social media: facebook, twitter, linkedin, etc.</p>

The first stage of the campaign begin in **October 2012** after his presentation at the "**Conference on Energy Efficiency**" organized by the Valencian Institute of Building and consist creating **temporary data points** in municipalities and partners in the delivery of **information sessions** in local associations.

To carry out the first phase of the campaign will be conducted prior **training courses** which form the **municipalities staff** employees in the campaign. The courses will be offered to unemployed also interested in the subject.

The data point consists of a stand that will mount for 1 day in a large influx of each municipality. The information

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sessions will be held the same day it is installed the information point in the town and will be taught in local associations such as neighborhood associations, or falla associations or schools associations.

Citizens who come to the information booth or briefings with their home energy bills, they made a simple energy audit through which they can give advice on how to save energy and therefore money. Citizens who participate will be encouraged to continue working on the campaign paying volunteers to track their energy consumption over the next year. All citizens who accept help and get savings above a pre% set by the organization, entered into a **drawing** for various products related to energy saving. There will also be a **contest** that will award quel home to get more savings.

Citizens who participate will have a telephone and email contact for inquiries.

During the 15 days leading to the presence of information about each municipality will be broadcast between informing citizens about the presence of dividing information **brochures** and hanging **posters**.

## STAGE 2: Presentation of the first results to citizens

<b>Period</b>	February 2013 to July 2013
<b>Results</b>	<p>Informative talks in the 6 municipalities collaborators exposing the results obtained at the municipal level.</p> <p><b>During the briefings will enable time or space for companies working in the campaign to showcase their products.</b></p> <p>Giveaway products related to energy saving among citizens who have worked and have attained a% savings.</p>
<b>Material</b>	<p>Posters, brochures and flyers (contain the logos of all partners)</p> <p>Web Platform (presence of the companies participating in the campaign)</p> <p>Collection of cards for citizens on energy saving (3 levels of investment actions as: zero cost, average investment and high investment)</p> <p>Calculator level of energy efficiency in housing</p>
<b>Diffusion</b>	<p>Generation of informative material and graphics for easy media appearance in each of the local, regional and autonomous (radio, print, TV and internet). Network also social media: facebook, twitter, linkedin, etc.</p>

**Four months** after establishing information points and completion informative talks on local partnerships, will analyze the savings obtained by citizens who have agreed to continue working on the campaign.

Residents who have been more successful will be invited to participate in **information sessions** in different parts of the city where your neighbors will explain how they have managed to save power.

### STAGE 3: Presentation of the final conclusions

<b>Period</b>	September 2013 to October 2013
<b>Results</b>	<b>Contest</b> to pick the most thrifty citizens of each municipality which will be awarded to any products related to energy saving. Days Mpana ca results at regional level.
<b>Material</b>	Posters, brochures and flyers (contain the logos of all partners) Web Platform (presence of the companies participating in the campaign) Collection of cards for citizens on energy saving (3 levels of investment actions as: zero cost, average investment and high investment) Calculator level of energy efficiency in housing
<b>Diffusion</b>	Generation of informative material and graphics for easy media appearance in each of the local, regional and autonomous (radio, print, TV and internet). Network also social media: facebook, twitter, linkedin, etc.

A year after the start of the campaign, were re-analyzed the savings realized by citizens who have agreed to continue to work and a conference will be organized at the regional level where the results will be presented, which will be giving away prizes citizens who have obtained greater savings.