



Recommendations on how to organize Municipal Intelligent Energy Days

What is Municipal Intelligent Energy Days (MIED)?

MIED is a great tool on how to create links between MODEL pilot cities, citizens and local stakeholders and to communicate with them on issues such as energy efficiency, use of renewable energy sources and the links between use of energy and climate change. MODEL pilot cities in partnership with local stakeholders and citizens (in strong relation with the Action Plans) prepare various activities such as site visits, local competitions; forums, exhibitions, etc. Local authorities will have an **outstanding opportunity to show their commitment to contribute to achievement of the EU energy and climate goals at the local level and show their citizens that they take a lead.** Thousands of citizens will be addressed.

Local sponsorship will be welcomed and looked for.

How to organise MIED?

- ✓ National MODEL coordinators will **present the proposal** on how to organise MIED to the pilot cities and will accompany them all along the preparation process
- ✓ **Agreement with pilot cities** on the MIED organisation
- ✓ Establishment of the **organisation board** within the municipal Council and/or Administration
- ✓ Meeting with **local partners** (businesses, other administrations, etc.) and representatives of **citizens** (schools, residents associations, etc.) – their involvement in organization of MIED and potential sponsorship can be discussed
- ✓ Choice of the appropriate **date** (possible to organize MIED in parallel with other city event (city holidays, exhibitions and fairs, energy and/or mobility week/day, etc.)
- ✓ Choice of the appropriate **form** (possible to organize MIED under umbrella of another European/national/regional/local event)
- ✓ Preparation of a **time schedule** for the organizers of MIED
- ✓ Choice of the appropriate **activities** (see list below for your inspiration)
- ✓ Preparation of a **detailed MIED programme**
- ✓ **Distribution of tasks** – who is responsible for what (important role of the municipal communication department)

- ✓ **Communication and promotion** before – during – after MIED and preparation of informational campaign (leaflets and posters, information in radio, TV, local press)
- ✓ Distribution of **invitations** (all inhabitants + surrounding municipalities), preparation of **materials** to be distributed to the visitors during MIED
- ✓ **Monitoring and evaluation** (evaluation forms for the participants and visitors, evaluation form for the organization board, E- forum on MIED)

Find the inspiration in our list of activities!

Actions where a Municipality takes a lead

- ✓ **Municipal energy saving menu** - list of simple actions taken by the city and encouraging citizens to do the same (e.g: Menu: Monday-all employees encouraged to drive to work on bicycles, Tuesday-switching lights and office equipment off when leaving the office, Wednesday-turning thermostat down by one degree and achieving so financial savings of up to 10% on the bill...)
- ✓ Official announcement to join the [Covenant of Mayors](#) launched by the European Commission
- ✓ **Engagement** to implement one or more actions/measures on a **permanent basis** (e.g. Monday-all employees encouraged to drive to work on bicycles)
- ✓ Within the City Hall to set up an **information point** on energy efficiency measures carried out in the municipality / **promotion** of energy saving actions
- ✓ **Official launching of a Municipal Energy Plan and nomination of a city for MODEL Awards**
- ✓ Public **opening ceremony of a Local Energy Office (Agency)**
- ✓ Organisation of the **Day without a car/engagement in [Mobility Week](#)**
- ✓ **“Switch-off of the lights moment”** in all municipal buildings and households.
- ✓ Energy efficiency **breakfasts** for local stakeholders

Work with citizens and local stakeholders

- ✓ **Seminars on climate change** and the link between climate change and energy consumption, providing the examples of simple measures the citizens can take to save energy (e.g. insulation of residential buildings, choice of sustainable/public mode of transport) and to reduce their energy bills
- ✓ **Seminar concerning energy performance certificates** useful for buildings owners
- ✓ **Open-door day** in the local district heating company/RES producer/public transport company
- ✓ Energy managers could organize a **seminar** where they present:
 - MODEL project - objectives, state of the art, benefits
 - Good practices on energy management, development and implementation of Municipal Energy Plan, communication activities (e.g. photos, videos)

and reports on Municipal Intelligent Energy Days organised in other MODEL cities)

- ✓ **Session** of the Municipal Council dedicated to Municipal Energy Plan – open to all local stakeholders, citizens, municipal employees
- ✓ **Public discussion** on energy efficiency measures and investment packages included in the Municipal Energy Plan (moderated by an internal/external moderators)
- ✓ Presentation of the **successful Public Private Projects**
- ✓ **SMEs exhibitions** (promotion of the energy efficiency lighting, insulations, windows etc.)
- ✓ Local **public transport** company promoting its activities / encouraging citizens to use public transport
- ✓ Presentation of the school **education games and materials**
- ✓ IR camera/Energy consumption measuring/water **consumption measuring-demonstration**
- ✓ Demonstration of energy management **calculation tools**
- ✓ **Energy questionnaire** distribution / competition

Cultural events

- ✓ **Concert of local groups** organised with the aim to raise awareness on climate issues, press conference with musicians and other artists on climate change and energy savings
- ✓ **Sports competition** organised with the aim to promote MIED / famous sports men (women) to be invited to the events and interviewed on the topic
- ✓ Promotion of the ["Imagine exhibition"](#) in the city
- ✓ ["Display Campaign"](#) demonstration /exhibition
- ✓ **Film festival** - movies on energy efficiency and climate change (e.g. ["Inconvenient Truth" by Al Gore](#), educational films of the European Commission, etc.)
- ✓ **Theatre play** concerning climate change and environmental issues (for example through a partnership with local theatre group/ school)

Work with schools

- ✓ School **competitions** – paintings, photography, literature, handcrafts, dance, sport – on the energy savings topic. These activities might attract the sponsors (e.g. for awards ceremony)
- ✓ School **energy audits** carried out by the students – gathering of energy data, seeking potential energy savings measures (windows, lighting, close the doors...)
- ✓ [Sport competition](#) organised between the schools

- ✓ Educational activities / programs /site visits – an **exhibition** organized by different RES producers in order to show and explain energy efficient and renewable energy technologies and their benefits to teenagers
- ✓ For kindergartens – a **puppets show**
- ✓ **School energy days** – educational courses dedicated to climate change and energy savings (see educational materials in the on-line [Managenergy Kids Corner](#), dedicated to all age categories and teachers)
- ✓ **Student presentations** of research projects regarding energy efficiency and renewable / discussion

Joint events

- ✓ **Join the activities** with other network's activities (e.g. [Healthy Cities Czech Republic](#)), Car free day, [Mobility Week](#) (to cover energy issues in transport)
- ✓ **MODEL twin cities** partnerships

Who could be your partners?

- ✓ Local actors
- ✓ Schools
- ✓ Citizens / Households
- ✓ SMEs
- ✓ Industries
- ✓ Public administrations
- ✓ Social housing companies
- ✓ Health services (hospitals...)
- ✓ Energy Agencies / Development agencies
- ✓ Representatives of regional and/or national authorities
- ✓ Sponsors

How to communicate on MIED?

- **Local media** – inform the journalists from municipal newspaper and local TV, invite them to participate in MIED organisation
- **National media** – make your municipality well known and inform national media about your exceptional and innovative activities. Make your city different.
- **Networks of cities** (national associations of local authorities, thematic networks such as Healthy Cities, Cycling cities, etc.) – cooperate with networks and associations of cities to promote your MIED also at the national level

- **Schools** – inform teachers, pupils and their parents through regular meetings, involve them in MIED organisation
- **Campaign** on climate change involving citizens – do not hesitate to use the good experiences of other cities and organize a communication campaign. You can take photos of the citizens with a quotation on what actions they personally take every day to save energy (see example of Campaign in Heidelberg: <http://www.energie-cites.org/In-Heidelberg-hundreds-of-citizens>)
- Publication of the **MODEL Memorandum** (Charter) in the newspaper and/or the Declaration of the European Covenant of Mayors if applicable
- Publication of the **invitation to MIED** in newspaper
- **Interview with the mayor** (energy manager, deputy mayor) in the radio before the event - VIP speech on climate protection/energy topic
- **Interviews with local representatives** dealing with the concept of intelligent use of energy
- Removable **billboards**
- **MODEL printed materials**
- **PR Tools** (Posters, CD-s, T-Shirts, Video-clips/slides on local TV, Pencils/sport caps/bags/balloons, free CFL for public promotion – for inhabitants/participants
- Involving of famous people and authorities to attract more attention to this event (concerts, theatre...)

How to measure the success of MIED?

Criteria

- ✓ Establishment of the MIED **organisation board** within the municipal Council
- ✓ **Quality of internal communication** (involvement of different municipal departments in organisation)
- ✓ **Involvement of local actors** (schools, companies, citizens) in MIED organisation as partners
- ✓ **Number, quality and originality** of the actions undertaken
- ✓ **Diversity**
- ✓ **Number of citizens/local stakeholders** visiting the events
- ✓ **Quality of external communication** (promotion in the **media**)
- ✓ **Engagement** to implement one or more actions/measures on a **permanent basis**
- ✓ **Creation of sustainable partnership /communication link** between municipality and citizens/local stakeholders

MODEL common rules

Charter

- National Coordinators do not ask the cities to sign a charter as MIED is already included in the MODEL Memorandum
- Charter might be made available for other interested partners (universities, private companies...) or sponsors

Activities implemented and dates

Partners agreed to keep the activities very open and not to set any precise date for organising MIED in MODEL pilot cities. The only condition is that MIED will take place twice - by the end of the year 2008 and 2009.

Role of MODEL national coordinators/European coordinator

MODEL should serve only as an umbrella for all pilot cities and provide information and advice on organization of MIED (links to EU events, local events, good practice examples and campaigns...)

Examples of MODEL partnerships

MODEL national coordinator from Latvia has arranged a partnership with Latvenergo Energy Efficiency Centre. This centre is established with the aim to consult Latvian citizens on possibilities to use electricity in a safe and effective way.

The Centre will participate in the MIED organised in all Latvian MODEL pilot cities and promote the benefits of modern and efficient electric appliances. People will have a possibility to ask questions and discuss with consultants and experts.

MODEL coordinators' experiences and other interesting actions

MODEL national coordinator from Romania has already experiences with the organisation of Energy Efficiency Week in the City of Brasov. See the [case study](#).