

An **Energy Day** in your town or region

Take part in the **EU Sustainable Energy Week 2010**

Sustainable energy – the time is ripe

We all know it: our energy future must be different from today's situation. New energy sources must replace fossil fuels, energy supply must remain secure and affordable, and the future has to be low-carbon.

Energy days in your town or region: be a part of it!

The EU Sustainable Energy Week 2010 is set to address this pressing issue. Wherever you live or work in Europe, you can organise Energy Days in your town or region. Such events can go a long way to increasing energy efficiency and encouraging the wider use of renewable energy sources.

The EU Sustainable Energy Week will take place from 22-26 March 2010, but Energy Days can also take place during the weekends before and after this date.

9 reasons to organise Energy Days in your city or region

1. Turn your city or region into a frontrunner of Europe's energy revolution
2. Attract media attention and make headlines
3. Give a greener image to your city or region
4. Be part of a European campaign
5. Energise your local communities and get their endorsement
6. Help local companies expand into fast-growing green energy markets
7. Innovate and set a new direction for your city or region
8. Make it easier to attract investments into your sustainable energy projects
9. Get additional visibility and support for your event from us

Who can take part?

If energy efficiency and renewables matter to you, then you are a potential local energy day organiser, whether you are:

- A local or regional authority,
- A company, business organisation or chamber of commerce
- A consumer association, citizen group or NGO

What is an Energy Day?

Energy Days can consist of a wide range of events ...from exhibitions, conferences, online events, performances, guided tours, open door days, workshops, celebrations, media campaigns...

Any local or regional event or activity

- to encourage greater energy efficiency and increase the use of renewables
- taking place during the EU Sustainable Energy Week 2010 qualifies to be an Energy Day.



Looking for ideas for your Energy Days?

Celebrate energy efficiency and set the example

The Lord Mayor, Eckart Würzner, presents the new, ultra energy-efficient fire station in the German city of Heidelberg: "We even held our Civic Festival here, attended by more than 10,000 visitors, to allow everyone in Heidelberg to view this building and enable them to understand how we are putting environmental protection into practice (...)"

Beat your neighbour, save energy

Why not launch an energy savings competition between neighbourhoods, following the example of the European 'Energy Neighbourhood' campaign? Teams of households compete with other neighbourhoods and try to save at least 8% of energy to meet the challenge of their city. A team in the French town of Lornay achieved a massive 25% saving!

Solar vehicles display in your town

Some 40 solar-driven vehicles toured several cities and towns on their way from Barcelona to Toulouse during the "Phebus 2009" solar rally. People from all walks of life enjoyed a spectacular display of state of the art solar technology and got a sense of the enormous potential of solar energy.

...and much more!

Have you already thought of organising painting competitions for school children, offering free breakfasts for employees coming to work by bike or public transport, music performances, guided press tours to the best sustainable energy examples in your town, exchanges with your European twin towns...?

What kind of support will we provide to make your Energy Days a success?

- Your Energy Day will be highlighted on the EU Sustainable Energy Week 2010 website
Get more visibility and media attention
- EU Sustainable Energy Week 2010 logo, branding, communication tools and certificate
Show that you are part of it
- Energy Day handbook and helpdesk
Get advise, inspiration and help
- EU background briefs and press pack
Info, facts and figures to put your event into perspective

Register your interest and stay tuned!

Are you keen to take part? Then register your Energy Day on www.eusew.eu.
Alternatively, drop us an E-mail to eusew@sustenergy.org and give us your contact details so that we can get back to you.

Covenant of Mayors signatories: be a part of the EUSEW and organise your Energy Days!

What better chance to mobilise and involve your citizens and local stakeholders in your sustainable energy policy?

By signing up to the Covenant of Mayors, local authorities commit to reduce their CO₂ emissions by at least 20% across their whole territories. Covenant signatories pledge to organise local Energy Days once a year to ensure the support of citizens and local stakeholders to meet this challenge.

Is your city already a Covenant signatory? Then take advantage of the EUSEW 2010 to organise your energy day between 22 and 26 March 2010 and let us know.

Full support from the EUSEW Secretariat is available, please contact: energydays@sustenergy.org

The framework

The EU Sustainable Energy Week was initiated by the European Commission in 2005 and is the key event of the Sustainable Energy Europe Campaign to promote renewable energy and energy efficiency.

In addition to the Energy Days organised up and down Europe, the EU Sustainable Energy Week will also feature a series of events in Brussels between 23-25 March 2010, including

- a high-level intelligent energy policy conference
- the presentation of the Sustainable Energy Europe Award
- Conferences and workshops focussed on energy efficiency and renewables
- EU funding and networking seminars

www.eusew.eu

SUSTAINABLE ENERGY EUROPE



The EU Sustainable Energy Week 2010 is an event of the Sustainable Energy Europe Campaign.



Directorate-General
for Energy
and Transport