

SUSTAINABLE ENERGY EUROPE



## Sustainable Energy Europe

# European Sustainable Energy Seminar 2009

28th April 2009, Brussels

**Masha Tarle**

*A European Campaign to change  
the landscape of energy*



[http://www.inforse.org/europe/seminar09\\_BXL.htm](http://www.inforse.org/europe/seminar09_BXL.htm)





## Objectives for 2009-2011

### CHANGE THE LANDSCAPE OF ENERGY BY:

- **Raising awareness** of decision-makers at local, regional, national and European levels;
- **Stimulating an increase in private investment** in sustainable energy technologies
- **Spreading best practice**
- **Ensuring a strong level of public awareness,** understanding and support;





# Sustainable Energy Europe Campaign

→ **Energy Days  
& Campaign Events**

## Official Partners

Project implemented by:  
Public Authorities, NGOs  
Industry, SME's  
Energy Agencies,  
Associations.

## Campaign Associates

NGOS, Network organisations  
National authorities  
National Energy Agencies

**Media Coverage**  
General and Specialised  
Media

## Awards Competition

[www.sustenergy.org](http://www.sustenergy.org)





## **CAMPAIGN ASSOCIATES**

**Example:**



### **Campaign Associates have:**

- a vocation of serving public interest
- a powerful network of contacts
- capacity to carry out promotional actions
- desire to motivate their members to submit projects for a Sustainable Energy Partnership and/or organise events (Energy Days).





## An example of a Partnership project: **CONNECT**



**Aim of project:** to increase sustainable transport modes

**Means:** mobility campaigns across Europe where pupils and students have a central and active role.

**High replication factor** allows a snowball effect: easy to duplicate throughout Europe and achieves an always-growing participation.

**Becoming a Partner, in 2008 allowed this project:**

- **A high Europe-wide visibility**
- **It won the Sustainable Energy Europe Award 2009**  
(category 'Promotional, Communication and Educational Actions'.)

*"We are very pleased with this award. It is a wonderful token of appreciation and recognition, not only for the work of the project partners, but in the first place for all the children, young people, teachers, schools and local communities involved in this project."*

*Mobiel 21 (project coordinator and initiative-taker)*





## **An example of an Energy Day: European Solar Rallye Phebus 2009**

May 29th, 30th and 31st, and June 1<sup>st</sup>  
**From Barcelona to Toulouse**

The event will consist in a Rally between Spain and France through Catalonia and the Pyrenees with the participation of only zero emission vehicles. The rally will promote clean and efficient vehicles using renewable energies.

### The European Solar Rally aims to:

- 1. Accelerate R&D in the area of RES and vehicles
- 2. Raise awareness in the automotive industry and establishing connections with the RES, while gaining public acknowledgement.
- More information can be found in [www.rallyesolaire.eu](http://www.rallyesolaire.eu) and [www.volttour.net](http://www.volttour.net)

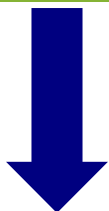




# HOW CAN YOU BE PART OF THE CAMPAIGN?

You are currently **implementing a project** in the field of:

- Energy efficiency
- Renewable energy sources
- Clean transport
- Biofuels



**Become a Partner!**

You plan to **organise an event** in the form of a workshop, guided visit or open door days with the aim to spread knowledge on the benefits of sustainable energy.

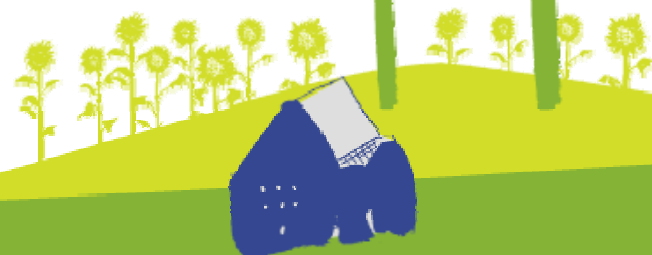


**Organise an Energy Day!**

You are already a Campaign Associate or a Partner and you wish to promote your organisation's work in sustainable energy.



**Organise an event at the EUSEW 2010**







## Sustainable Energy Europe

# THANK YOU!

Masha Tarle

Campaign Associates Desk

[ca@sustenergy.org](mailto:ca@sustenergy.org)

For more information please visit: [www.sustenergy.org](http://www.sustenergy.org)

*A European Campaign to change  
the landscape of energy*