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
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

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

Energy Days
& Campaign Events

www.eusew.eu
CAMPAIGN ASSOCIATES

Example: INFÖRSE-EUROPE
International Network for Sustainable Energy

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 1st
**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**
THANK YOU!

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For more information please visit: www.sustenergy.org

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