

TAKING
COOPERATION
FORWARD

Project Together Closing Conference



Untapped potential of Energy Efficiency in Public Buildings

Zagreb - 10 April 2019



Communication tools



Maja Piktija - City of Zagreb, City Office for Economy, Energy and Environment

COMMUNICATION TOOLS

COMMUNICATION
AS A TOOL

TARGET GROUP
CHALLENGES

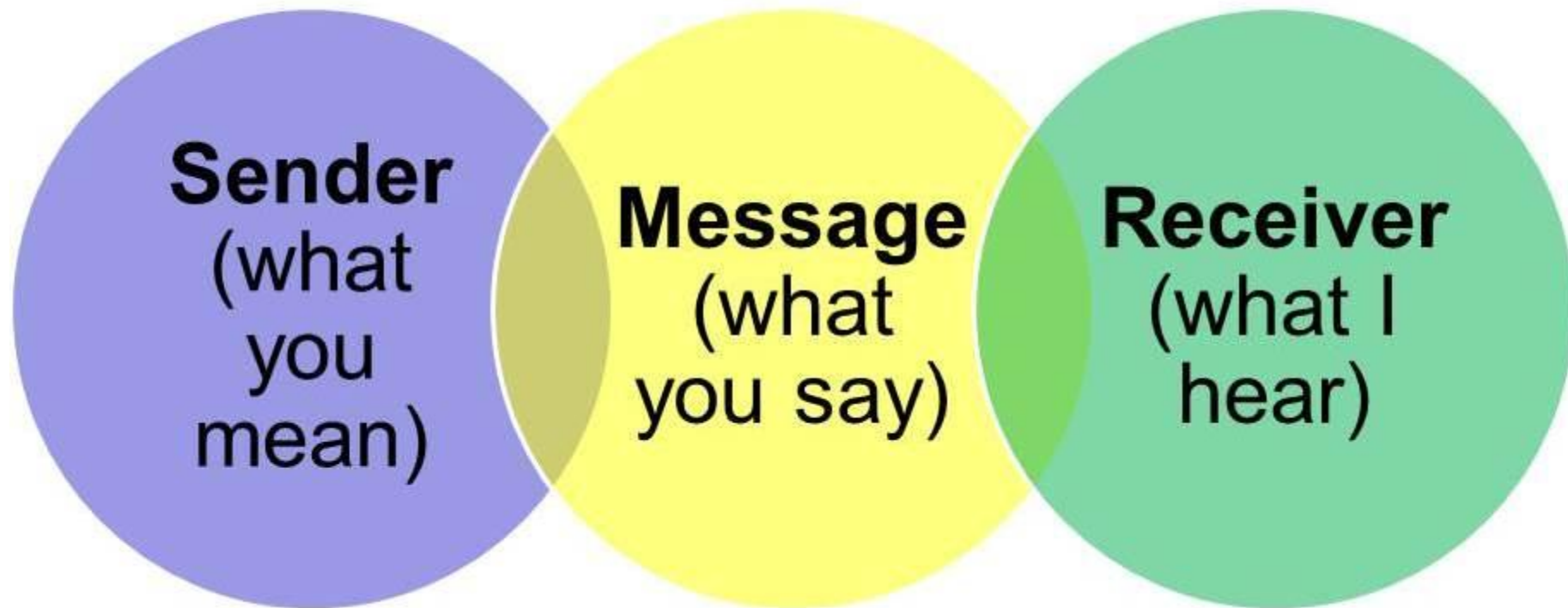
THE TOGETHER
APPROACH

SOME ADDITIONAL
IDEAS FROM OUR
CAMPAIGNS

CONCLUSION



COMMUNICATION AS A TOOL



TARGET GROUP CHALLENGES

Diverse target groups



Adults

Students



Children



Diverse target groups

Lay people



Experts



THE TOGETHER APPROACH

...to general audience



PRESS RELEASE

Jihlava - On Monday, May 22, 2017, an International Workshop on Energy Performance Contracting (EPC) and Demand Side Management (DSM) took place at the Regional Authority of the Vysočina Region. The organizer of the workshop was the Vysočina Energy Agency, which is part of the international project Interreg Central Europe 2014-2020 called Together TOGETHER - Towards a Goal of Efficiency Through Energy Reduction.



- Articles

- press releases

- Videos

- newsletters

TOGETHER

Acknowledgment and Disclaimer: The project TOGETHER (lasting between June 2016 and May 2019) has been funded by the European Union through the Interreg CENTRAL EUROPE 2014-2020 programme. However, the programme's managing authority and joint secretariat cannot be held responsible nor liable with respect to the information provided within this newsletter.

ALL ABOUT THE PROJECT STATUS AND RESULTS

No. 5 – November 2018

PROJECT NEWSLETTER



TAKING COOPERATION FORWARD

...to general audience

NUJNO OBVESTILO: Motena dobava pitne vode - Vrhovska vas z okolico, tudi manjši del Hrastka in Brezovice pri Podbočju v krški občini

Energetska pobarvanka in spletna igra za najmlajše

Objavljeno: Četrtek, 31.01.2019 Rubrika: **NOVICE** Sporočilo

Fakulteta za energetiko Univerze v Mariboru je partner mednarodnega projekta Interreg CENTRAL EUROPE 2014-2020 "TOGETHER - Towards a Goal of Efficiency THorough Energy Reduction". Cilj projekta je povečati energetsko učinkovitost v javnih zgradbah s spreminjanjem navad uporabnikov.

Za ozaveščanje otrok o smotnejši rabi energije v javnih ustanovah sta nastali dve poučni e-knjigi za otroke:

»Energetkove pustolovščine v zelenem vrtcu« je pobarvanka, namenjena najmlajšim otrokom za razvijanje kreativnosti, spodbujanje domišljije in krepitev ročnih spretnosti. Je hkrati tudi poučna, saj na poljuden način predstavi, kako pomembno je, da varčujemo z energijo, in kako s tem pripomoremo k ohranjanju narave. Vabljeni, da skupaj z otroci, s preprostimi in enostavnimi nasveti, pomagate Energetku racionalneje porabljati vodo, elektriko in druge vire energije.

Pobarvanka je brezplačna in je na voljo na http://www.planetdefenders.si/energy_stories.html.

»Varuhi Planeta« je knjiga in spletna igra, namenjena otrokom. Z Zeleno enciklopedijo lahko otroci osvojijo znanja o podnebnih spremembah, spoznajo različne vrste obnovljivih in neobnovljivih virov energije, osvojijo nasvete o varčevanju z energijo doma in v šoli, se naučijo pravilnega ločevanja in ravnanja z odpadki, itd. Kviz popelje igralca po poti od šole do doma in mu pokaže, kje okrog nas so viri energije in kako jih učinkovito izrabiti. Namen igre je spodbujati otroke k pravilnemu ravnanju glede izrabe energije za zaščito našega Planeta pred negativnimi vplivi. Vabljeni k raziskovanju, prebiranju nasvetov o učinkovitem ravnanju z energijo ter predvsem prenosu osvojenega znanja tudi svojim prijateljem in znancem.

Spletna igra je dostopna na <http://www.planetdefenders.si/>.

Vir: FE Krško



najbolj brani članki

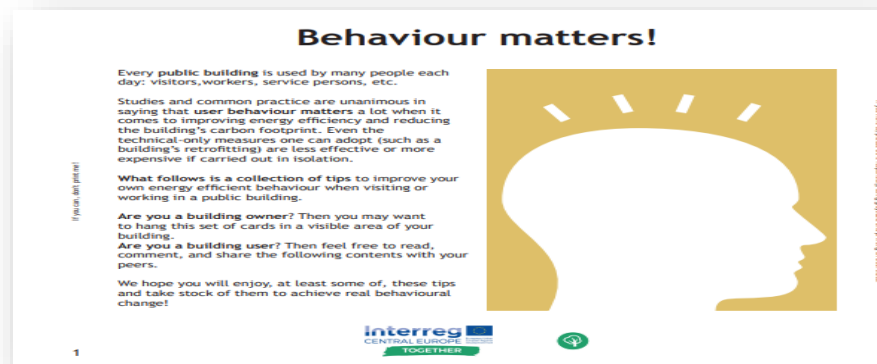
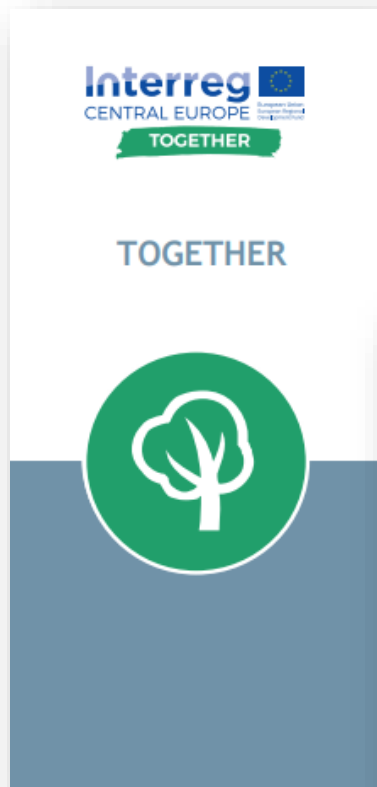
22.01.2019 | NOVICE
Foto: rušenje stare belilnice v Vipavu

- Articles
- press releases
- Videos
- newsletters



THE TOGETHER APPROACH

...to adults and young adults



•Leaflet

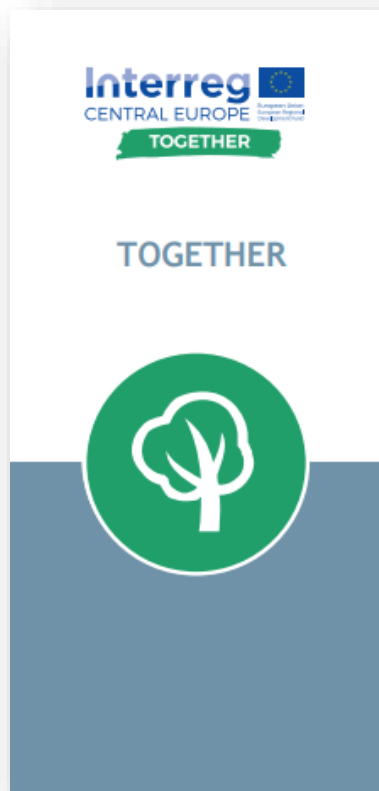
•Energy saving tips

•Open days

•Comic strip

THE TOGETHER APPROACH

...to expert audience



•Leaflet

•Energy saving tips

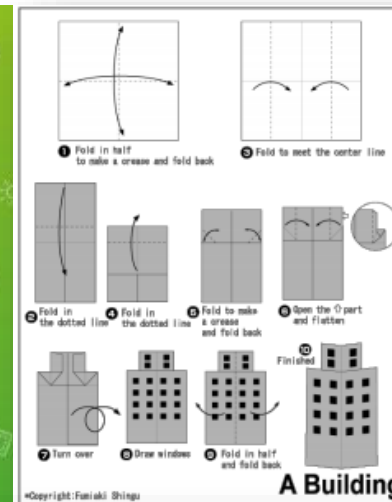
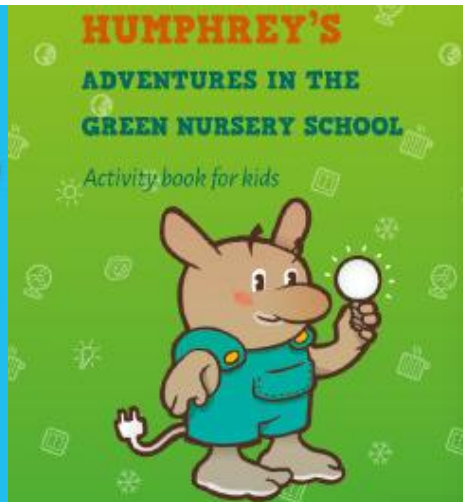
•Public events

•Meetings



THE TOGETHER APPROACH

...to children



- Planet defenders
- Humphrey colouring book
- Origami tips
- workshops
- Educational trips



SOME ADDITIONAL IDEAS FROM OUR CAMPAIGNS

Use a project mascot



SOME ADDITIONAL IDEAS FROM OUR CAMPAIGNS

Go online



<https://humerenergiavampirjai.hu/en/>



SOME ADDITIONAL IDEAS FROM OUR CAMPAIGNS

Use the media



<https://www.youtube.com/watch?v=jre9pxgvdxw>

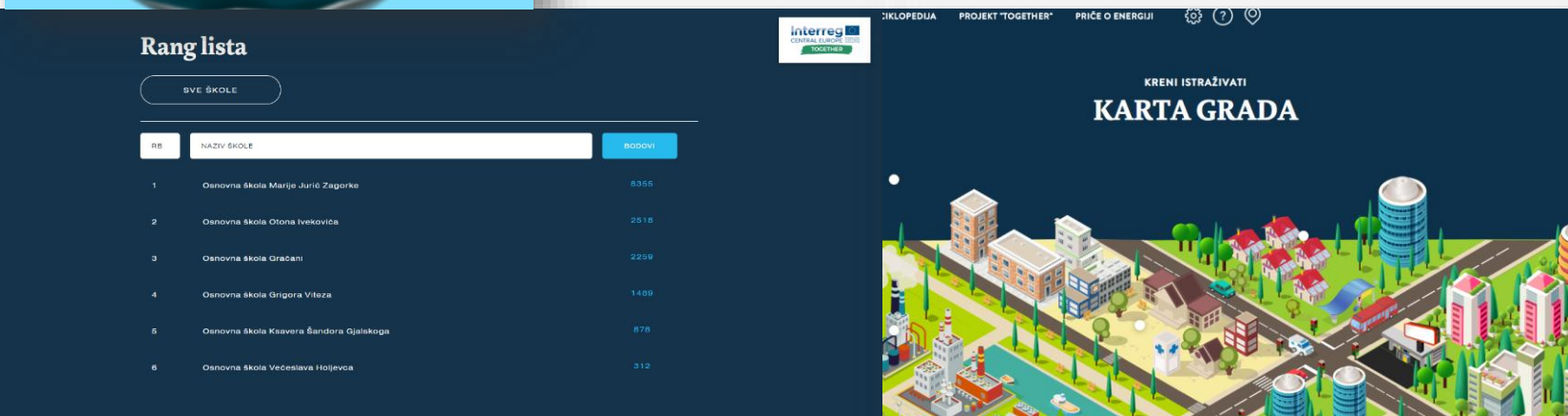
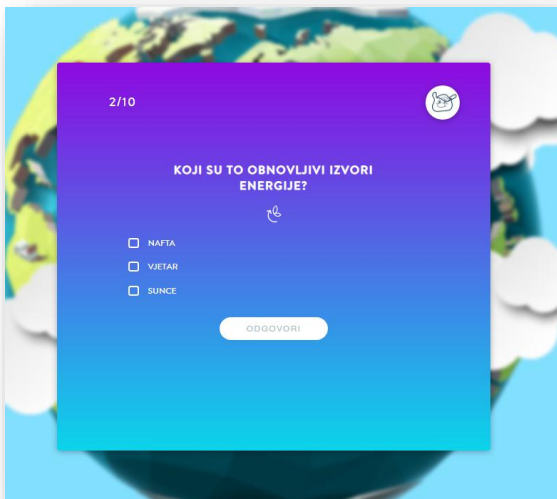
<https://eko.zagreb.hr/UserDocsImages/arhiva/slike/projekt%20together/dv%20zapru%C4%91e/video.mp4>



SOME ADDITIONAL IDEAS FROM OUR CAMPAIGNS

Extend a challenge

- The students participate in the Planet defenders quiz
- Answering questions correctly results in gaining points
- The most successful participants will get rewarded



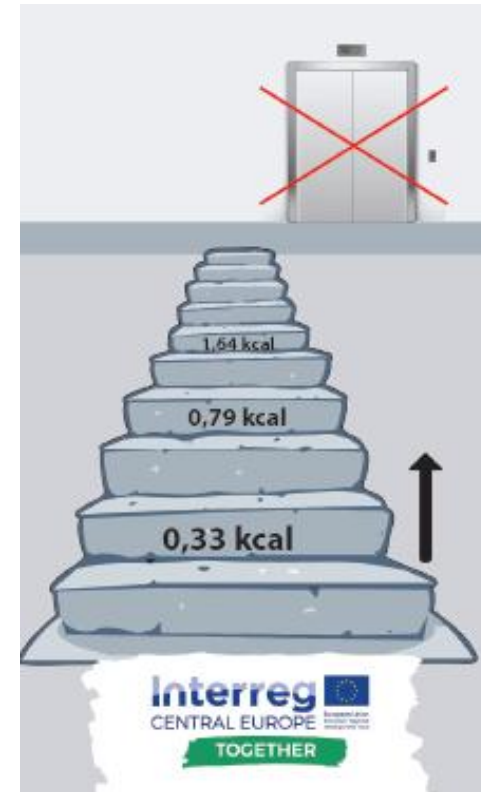
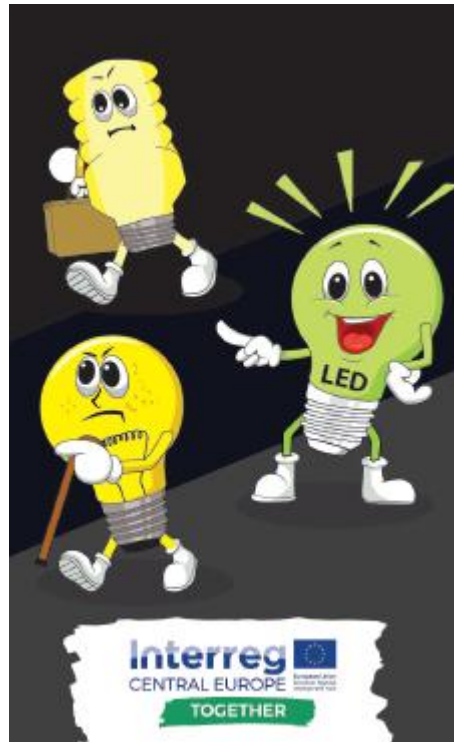
SOME ADDITIONAL IDEAS FROM OUR CAMPAIGNS

Create posters to promote your goal



SOME ADDITIONAL IDEAS FROM OUR CAMPAIGNS

Use stickers



SOME ADDITIONAL IDEAS FROM OUR CAMPAIGNS

Communicate directly



CONCLUSION

Whatever you decide to do, make sure you do it...



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facebook.com/TOGETHER

