

Interreg



CENTRAL EUROPE

European Union
European Regional
Development Fund

CitiEnGov

TAKING
COOPERATION
FORWARD



Final project meeting and conference
Ferrara, 2th - 4th April 2019



**Panel 3 - raising awareness about energy
efficiency and RES use**



CitiEnGov, PP 10 - Ludwigsburg, Anna Hoeffler

PANEL 3 - RAISING AWARENESS ABOUT ENERGY EFFICIENCY AND RES USE

lectures &
presentations

mobile exhibit

Eco Citizen
Award:
Nachhaltigkeit
(ba)rockt!



Movie presentation & discussion: „Triumph of the tomato“

- 50 min. documentary + discussion
- subject: conditions of tomato production
- cooperation with Filmfestival „NaturVisionen“
- opening event for Eco Citizenship Award „Nachhaltigkeit BaRockt!“

LUDWIGSBURG

Interreg
CENTRAL EUROPE
European Union
European Regional
Development Fund

CitiEnGov

Filmvorführung mit Filmgespräch
Triumph der Tomate

Vor rund 500 Jahren begann die Tomate, sich in Europa zu etablieren. Das Geheimnis ihres Siegeszugs ist neben ihrer Vielseitigkeit, ihre Kunst der Verführung, ihr sinnliches Spiel mit unseren Gaumen. Dieser Boom brachte auch Nachteile mit sich. Der 50-minütige Dokumentarfilm erzählt vom Siegeszug des Paradiesapfels und zeigt die neuesten Entwicklungen und Forschungen zum Thema. Er wurde mit der Auszeichnung „Beste Story 2015“ zum Sieger des NaturVision Filmpreises gekührt.

Wann? Freitag, 19. Mai, 20 Uhr
Wo? Ludwigsburger Museum
Kostenloser Eintritt

NACHHALTIGKEIT BAROCKT!
WER SCHAFFT DEN KLEINSTEN FUSSABDRUCK?
Start des Ludwigsburger Nachhaltigkeits-Wettbewerbs
Jetzt bewerben!
www.ludwigsburg.de/energiehelden

NaturVision
Filmfestival



Lecture about Renewable Energy Sources

- raising the awareness about solar plants and photovoltaic systems
- technical details about installing a solar plant or a photovoltaic system





Guided tour about sustainable construction and renovation in cooperation with the community college

concerning

- heating
 - efficient energy use for household appliances
 - how to use solar energy
- at the Energy Information Centre





International film festival and fair:
Informing and sensitizing the citizens on energy topics
knowledge transfer about the Energy Unit and its work
deepening of personal and institutional contacts
presentation of the CitiEnGov project
presentation of the Wissenszentrum Energie/Energy Information Centre





Days of Sustainability (every year):

Topics:

- renewable energy sources
- energy unit of Ludwigsburg
- intelligent energy solutions
- CitiEnGov project



PANEL 3 - RAISING AWARENESS ABOUT ENERGY EFFICIENCY AND RES USE

lectures &
presentations

mobile exhibit

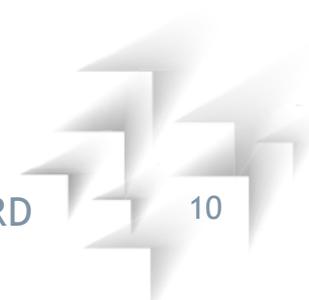
Eco Citizen
Award:
Nachhaltigkeit
(ba)rockt!



- development and construction of mobile exhibit as an exploitation of the Energy Information Centre
- target customers: property owners and tenants
- specific information about:
 1. heating
 2. airing
 3. renewable energy sources
 4. CitiEnGov project
- used for several events, e.g. at the Exhibition Hall in Ludwigsburg



MOBILE EXHIBIT



PANEL 3 - RAISING AWARENESS ABOUT ENERGY EFFICIENCY AND RES USE

lectures &
presentations

mobile exhibit

Eco Citizen
Award:
Nachhaltigkeit
(ba)rockt!



PILOT ACTION 1 - ECO CITIZENSHIP AWARD IN THE CITY OF LUDWIGSBURG: DOMESTIC BEHAVIOUR CHANGE IN ENERGY CONSUMPTION



03/2017: concept was finalized



05/2017: Partners and external experts have been selected



07/2017: Public selection of the households



09/2018: first intermediary meeting



11/2017: Energy Audits - who: Initial state of art



11/2017: Report on Energy Audits - how



11/2017: second intermediary meeting about correct cooling and heating in order to save energy



PILOT ACTION 1 - ECO CITIZENSHIP AWARD IN THE CITY OF LUDWIGSBURG: DOMESTIC BEHAVIOUR CHANGE IN ENERGY CONSUMPTION



01/2018: 3rd intermediary meeting
about Energy Saving



02/2018: 4th intermediary meeting
about water saving and waste
avoidance



03/2018: 5th intermediary meeting
about CO2 and Energy consumption
related to everyday consumption



05/2018: 6th intermediary meeting
about Energy Saving by sustainable
mobility



12/2018: Report on Energy Audits -
follow up



03/2019: final event



CRITERIA: SIX CATEGORIES

Waste avoidance:
Weighing of the
general rubbish
and collect data

Waste avoidance:
Weighing of the
plastic rubbish
and collect data

Mobility:
Counting of the
kilometres gone
by car during a
month

Energy saving:
Reading the
electric meter
monthly

Heating:
Recording the
data of the gas
meter

Water saving:
Reading the
water meter
monthly



Pilot Action 1 - Eco Citizenship Award in the City of Ludwigsburg



Pilot Action 1 - Eco Citizenship Award in the City of Ludwigsburg



Pilot Action 1 - Eco Citizenship Award in the City of Ludwigsburg

- partnership with local newspaper
- 14 articles in public newspapers
- 3 social media clips
- radio broadcast on “Radio Energy” in Stuttgart on 9th June 2017
- film about the project for external and internal events and presentations
- follow up: Ludwigsburg will repeat the Award in a slightly modulated way



PANEL 3 - RAISING AWARENESS ABOUT ENERGY EFFICIENCY AND RES USE



Anna Hoeffler
European and Energy Affairs
City of Ludwigsburg
CitiEnGov



www.interreg-central.eu/CitiEnGov



a.hoeffler@ludwigsburg.de



+49 7141-910-2654



facebook.com/CitiEnGov

