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EER CAMPAIGN

EUROPEAN ENERGY RADIO CAMPAIGN

DYNAMO EFFECT

Intelligent Energy – Europe (IEE)
Horizontal Key Actors

DELIVERABLE D1.1 REPORT ON EUROPEAN ACTION PLAN

Period covered: from 01/10/2008 to 31/03/ 2011

Due date: 30/06/2011

Start date of the action: 1/10/2008
End date of the action: 31/03/2011

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D1.1. EUROPEAN ACTION PLAN

The Boarding Project (BP) during the previous meeting in Sevilla (26-30/11/08), Freiburg (21-24/03/09) has elaborated the General plan to realize the actions in order to reach the objectives and the expected results of the project.

We will work to define the main criterions for each one of the previous actions. The 7 radios will develop those criterions on their local Plan.

The project: objectives and expected results.

- To give a large-scale information about alternative energy sources and intelligent use of Energy;
- To communicate and to exchange the best practices among the partner countries;
- To encourage the use of the “environment friendly technologies” in sourcing and consuming Energy.

To reach the expected results:

- To promote knowledge of best practices in sourcing and consuming energy and encourage the use of new technologies so as to bridge the gap between the new opportunities and their widespread adoption by raising citizens’ awareness and promoting changes in behaviour
- To create a European critical mass that can actually have positive impact on environment
- To convince a large number of European citizens that a change in behaviour contributes to preserve the environment, public health and economy

First of all we have to complete the management of the project (Project Board) with the start up phase:

Start up

- 1 Identification of the scientific experts to support each of the 7 radio stations
- 2 Set-up of the scientific network
- 3 Constitution of the Scientific Committee
- 4 Constitution of the Project Board
- 5 Title and logo of the Energy European Radio campaign

In the following phase, we will analyse the actions to fix their development’s criterions as the European level of the campaign.

The actions

- a) Radio campaign
- b) Local initiatives in seven European countries – Workshops and Energy days -
- c) Web site with free use of scientific documents, audio materials and other contents
- d) Advertising campaign

a) Radio campaign

the European Radio Editorial Team, with the Scientific partner have to define :

- the approach, the radio language to adopt in the radio shows
- the contents of the 30 topics that will be developed in the radio shows by the 7 partner radios
- the format (i.e. how many interviews, how to manage the scientific sheets, to open the telephone or not to the listeners etc.)

The shows will be produced in the different countries will have common European standards, (same jingle, same words to inform about the Commission’s involvement), will be linked to the topics selected at European level, but will maintain the single partner’s style of communication in other words, the format.

b) Local Initiatives

Workshops

During the discussion, are emerged two different kinds of key actors:

- those at which the campaign is aimed such as, for example, media, teachers and consumers which we have to involve for the promotion of the project’s goals in order for the campaign to be as efficient as possible

- those that might have economical advantages from the campaign such as, for example, the environment-friendly energy producers, producers of environment-aware technologies, editors of the specialized magazines, which we have to involve so to have information about the offers available on the market and to involve them on the realization of the energy days.

We have to include in the project, the chance for a meeting with all the key actors. From the discussion it emerged the different possibilities and modality with which the partners foresee to most surely and efficiently reach the goal of involving all the figures indicated as key actors. Different strategies have been planned:

- repeated bilateral meetings between the head of the project and those of the key actors associations
- repeated meetings with two or three key actors similar for what has to do with the above mentioned kinds
- repeated meetings based on the topics the project will deal with
- a single meeting with all of the key actors

Independently from the modality that each radio will choose to follow, this work of promotion of the project with the key actors must anyhow:

- create a network between the radio, the local scientific partner and the different key actors;
- create the conditions that will allow, through the website, for the effects of the project to survive beyond its ending date;
- give input to the radios on the new opportunities, in order to reduce the gap between the use of new technology and their widespread adoption by raising citizen's awareness. This to have the highest efficiency for both the radio campaign and the setting up of the website.

Energy day

During the meeting some reflections have been made that might lead to a change of date for the energy day, at least for a few radios. Since the beginning of the campaign is scheduled for January 2010, some partners think that:

- open-air initiatives would be impossible due to adverse climate conditions
- the demonstrative use of technologies that make use of solar energy sources would be impossible for lack of sunlight
- following the Christmas period, filled by so many different kinds of initiatives, people are less inclined to participate to other initiatives
- initiatives (expo, exhibition etc) realized by other public or private entities or associations, either open or already active for what has to do with the themes the project deals with, are usually held in fall or spring

The possibility of organizing the energy day in collaboration with producers' associations and in the framework of one of their institutional initiatives has been put forward by many partners and judged as a positive solution mostly because

- it is possible to create a communication synergy
- it is possible to intercept the usual audience of said event
- it is possible to have access to organisational and financial resources way more important than the ones available to the partners

As a consequence of this hypothesis the date for the energy day is no longer set by the radio, but linked to the initiative of the association.

Each radio is therefore free to decide based on the context and the opportunities that will locally emerge.

Whatever the case might be, all partners agreed to these common limitations:

- energy day has to be held between January and September
- even if inside a bigger event, the radio initiative must be clearly and unmistakably visible and recognizable.

In case of the Energy day will not be done in January, the radios will organise have to use the advertising campaign on the local newspapers and on local other radios in order to launch the radio campaign. If the

energy day will be organized during the broadcasting of radio shows radio campaign, will have also the function to support the audience and the attention on radio campaign. If the Energy day will be organized in September, the main function would be to support and promote the web site of the project that will remain after the end of the actions.

During a sort of brainstorming a number of possible initiatives have been listed for inclusion during the energy day. Said possibilities are mutually non-exclusive:

- concert
- live broadcast
- slide show/beam projection
- info stand
- presence of key actors sharing their experiences
- games, Dynamo contest, question
- grown-ups playground
- CO2 calculator
- bus with a band / stage on top travelling around the city
- a big tent (from 100 to 500 m2) in a square in the city centre with at least 20 stands. One of which contains promotional material of a producer, association, organisation, etc

c) Web site

Contents and layout of the website

The website's contents are fixed in the project and we decided some details for each:
an audio version of the 210 programmes

- audio must be free of any copyrighted material (music i.e.)
- radio shows that can be associated to two or more themes, will be posted or referred to several times.

edited transcripts of 210 programmes (each written version will be translated into English).

We decided to ask to our tutor Mr. Janeiro if we can change in this way:

- edited transcript of the original interviews to expert people included in the 210 programmes (often in the programme we use a small part of the interviews)
- no translation into English
- Each local expert will find in their country 10 good experiences (one for each of the 10 themes) and to edit its. The 70 (10 for 7 radios) good experiences will be translate in English and uploaded on the European page of the web site to improve the knowledge of the best practises between the 7 countries.
- factsheets that can be associated to two or more themes, will be posted or referred to several times.

d)Advertising Campaign

To have the best result, the PB decide to charge the coordinator to contact a communication company in order:

- to study the claim of the campaign
- to plan the guide lines of the advertising campaign, which the partners should follow, to create the local campaigns.