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EER CAMPAIGN

**EUROPEAN ENERGY RADIO CAMPAIGN**

**DYNAMO EFFECT**

Intelligent Energy – Europe (IEE)  
Horizontal Key Actors

## **DELIVERABLE D1.2 LOCAL ACTION PLAN**

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## **D1.2 DELIVERABLE LOCAL ACTION PLAN**

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## **D1.2 DELIVERABLE LOCAL ACTION PLAN**

### **GENERAL COMMENTS**

We have realized this document according with the Comments on the IR done by Mr. Timothee Noel, our Project Officer at the time.

We have collected all the Deliverable D1.1 Local Action Plan we sent last March 2010 attached at the Interim Technical Implementation Report (IR) presented by the partner of the project.

We just improved the layout of the partners' reports to facilitate the analyse.

## **D1.2 DELIVERABLE LOCAL ACTION PLAN LEGAMBIENTE**

### **a) Scientific network**

During the first meeting in Sevilla, Legambiente outlined the role of the scientific partner and of the ones of local experts in the project.

Within the meeting a first recognition on the state of the art of existing environmental associations that partners identified as possible local experts was made. The situation outlined by partners was the following:

- > Radio Orange: the radio already had an idea on which environmental association to involve but they needed to confirm it;
- > Radio EMA: they already had good collaboration with the association "Ecomimesis, Agentes Estrategicos Ambientales" so they wanted to involve them but they needed to contact them first;
- > Corali: they didn't have any association so they asked Legambiente to help them to find a contact within Réseau Action Climat France;
- > Klubradio: they already had an association to involve on the project;
- > Radio NEAR: they already had a contact with an association;
- > Radio Dreieckland: they asked Legambiente to identify a contact within Forum Umwelt & Entwicklung even if they outlined that they wanted to work with local experts from our area in Freiburg.

Legambiente briefly presented the associations that could be involved since already in contact with Legambiente.

In December 2009 Legambiente met Radipopolare in order to set important steps and deadlines even for the creation of scientific network. Therefore Legambiente was in touch very often with partners in order to know how they were going on in the work of creation of the scientific network; in order to support partners and set a good network, Legambiente identified a set of common skills that local experts should have and send it to partners. The skills outlined were the following:

"The expert will give technical and scientific support to the radio on national contents for the production of the 30 radio programmes. The local expert will support the radio in defining the issue to develop for the 30 radio transmissions.

To assure this goal the expert:

- has good knowledge of environmental issues, specifically on energy driver (Energy efficiency and rational use of resources, new and renewable resources, Energy in transport);
- excellent knowledge of national programmes and implementation according to European policies goals;
- has extensive knowledge at a national level of enabling policies, programmes and incentives mechanisms on Energy efficiency, New and renewable resources and Energy in transport;
- has knowledge of national market and technologies and best practices;
- has broad relationship with Universities, Local Authorities, companies, environmental research institutes (Researcher, technicians, entrepreneurs);

The expert will participate at project meetings and will support the radio to find expertises for each specific content of the programs"

Legambiente sent to CORALI the name of the contact for Réseau Action Climat France; Legambiente sent to Radio Dreieckland the name of a professor of the Wuppertal institute (part of Forum Umwelt & Entwicklung) that already worked with Legambiente; Finally CORALI confirmed the collaboration with RAC France while Radio Dreieckland found other two associations based in Freiburg: "Third World Information Center"([www.iz3w.org](http://www.iz3w.org)) and "Regiowasser" (<http://www.regiowasser.de>).

End of January Radio Orange confirmed the collaboration with Umweltbüro, an environmental NGO from Vienna that has many members that are involved in university or in other professional contexts working on environmental issues.

In February Radio NEAR confirmed the collaboration with "Sustainable Ireland"([www.sustainable.ie](http://www.sustainable.ie))

In March Klubradio finalized its collaboration with "Energia Klub" a research and training centre working on energy issues that has already experience on European projects.  
([www.energiaklub.hu](http://www.energiaklub.hu))

At the beginning of March 2009 the scientific network was created.

## **b) Scientific design and scientific material**

Legambiente as scientific partner of the EER project had three main responsibilities:

- 1.Co-ordinating the defining of the issues/contents of the radiocampaign;
- 2.Supporting the work of local experts in editing the scientific material with tools and information on European policies and programmes/best practice/ data and indicators ;
- 3.Editing local scientific material for Radiopopolare (Local factsheets) for the 30 radioshowes.

### 1. Defining the issues of the radiocampaign

We started working on this from the beginning of the project activities. The macro-issues already defined in the project proposal were:

- 1.Energy-efficient buildings
- 2.Industry excellence in energy
- 3.Energy-efficient products
- 4.Renewable electricity
- 5.Renewable heating and cooling
- 6.Domestic and other small-scale applications
- 7.Biofuels
- 8.Clean vehicles and alternative motor fuels
- 9.Energy-efficiency in transport

We worked to prepare an exhaustive presentation of the radio campaign main issues at the first meeting in Sevilla in 2008. We also presented a proposal on deeper issues as a further discussion with BP. At the meeting two experts of Legambiente presented energy-efficiency/renewable and sustainable mobility issues in order to provide radio Editorial partners with inputs on the EU policies and on best experiences implemented in other European countries. After discussion of PB, Legambiente made a proposal of 36 issues for contents of the radioshowes. The proposal was subdivided in four

- n° 2 radioshowes on *Climate change*: it was important to talk about this since the entire production had the objective to respond to CO<sub>2</sub> gas emissions;
- n.7 on *energy efficient in buildings*;
- n.4 radioshowes on *renewable heating and cooling*
- n.3 radioshowes on efficient products
- n.3 on renewable electricity
- n.1 on water efficient use
- n.1 on waste recycling
- n.1 on sustainable lifestyles- recommendations on how to act in a sustainable way
- n.1 on food
- n.1 on green labelling
- n.7 on alternative mobility and public services
- n. 2 on intelligent vehicles
- n.1 on mobility management
- n.1 on the importance of mobility marketing
- n. 1 on green districts

The contents of each of the 36 issues were the following

1. *Climate change* and the need for a green revolution: inform on Kyoto and Post Kyoto Protocol targets and policies; comparison between Countries of CO<sub>2</sub> emission reduction performance
2. *Climate change*: Radio show to broadcast on the 16<sup>th</sup> of February 2010- Kyoto Anniversary; hints and tips on how each of us can reduce CO<sub>2</sub> emissions
3. *Energy efficiency in buildings*: comparison between how houses are built in each of partner countries (Italy, Ireland...) with particular attention on how much energy they consume and which energy sources they use and how were they built; Energy label in buildings, European and national legislation.
4. *Energy efficiency in buildings*: Bioarchitecture: principles of proper design on the basis of the principles of sustainable architecture; Ecological products and materials. How to plan a low impact house: materials, rooms exposure, ceilings' heights, colours' choice.
5. *Energy efficiency in buildings*: What to do if you are refurbishing your house and want to enhance energy efficiency? Pay-back time of each intervention.
6. *Energy efficiency in buildings*: Living in a Passive House; experiences from Italian and foreign people who live in a passive houses.
7. *Energy efficiency in buildings*: How to protect your house from the cold: different insulation materials, thermal insulation and humidity, ideal temperature in different rooms. How to make the sun come in the house: the different types of windows, verandas.
8. *Energy efficiency in buildings* Heating in households: central heating, radiant panels, radiators, heating air.
9. *Renewable heating and cooling*: Produce heat: solar heating and condensing gas boilers.
10. *Renewable heating and cooling*: Produce heat 2: stoves, fireplaces and biomass.
11. *Renewable heating and cooling*: Produce heat 3: geothermal energy and heat pumps.
12. *Renewable heating and cooling*: Summer cooling: passive methods, making the cold with the sun, proper use of air conditioners.
13. *Energy efficient products/Excellence energy in industry*: Efficient use of electricity 1: The lighting systems.
14. *Energy efficient products/Excellence energy in industry*: Efficient use of electricity 2: the label of energy efficiency and proper use of appliances.
15. *Efficient use of electricity 2: the label of energy efficiency and proper use of appliances.*
16. *Renewable electricity/ domestic and other small-scale applications*: Electricity autoproduction 1: photovoltaic and energy account (feed in tariff incentives).
17. *Renewable electricity/ domestic and other small-scale applications* : Electricity autoproduction 2: mini and micro-wind turbines, mini-hydropower.
18. *Renewable electricity/ domestic and other small-scale applications* : The production of renewable energies in Italy and the green energy purchase on the liberalized electricity market.
19. *Energy efficiency in buildings* :The intelligent house: what is a domotic house, how it makes you to save energy, home automation for people with disabilities.
20. *Energy efficiency in buildings*: Water management: recovery of rainwater, recycled water used in homes, elimination of dispersion and waste, water purification.
21. *Food* : how to reduce energy consumption when cooking and eating.
22. *Simple actions, big results* (the 10 commitments to reduce CO<sub>2</sub>)

23. Energy efficiency in buildings : Give your household waste a new life: compost, reusing objects, how to do recycling and waste collection.

24. Energy efficient products/Excellence energy in industry: Buying green: ecolabel, eco-design, carbon footprint.

25. Energy efficiency in buildings : Green Districts: examples in Italy and abroad of entire neighborhoods with low environmental impact.

26. Energy-efficiency in transport: From the auto-mobility to the multimodality

27. Energy-efficiency in transport : The foot and bike mobility in town

28. Energy-efficiency in transport: The public main of transport

29. Energy-efficiency in transport: The complementary services (car sharing, car pooling, ...)

30. Energy-efficiency in transport: The house to school mobility

31. Energy-efficiency in transport: The mobility management: the house to work mobility

32. Energy-efficiency in transport: Sustainable mobility and tourism

33. Energy-efficiency in transport: The importance of the information: the Mobility Central

34. Energy-efficiency in transport: The importance of the marketing

35. Clean vehicles and alternative motor fuels: and electric cars

36. Biofuels: The biogas , the LPG and natural-gas cars.

As the radio campaign had two level (the European and the local) the BP decided after discussion to have at least 9 radio shows with the same titles for the European level concerning the following issues:

1. energy-efficient buildings
2. industry excellence in energy
3. energy-efficient products
4. renewable electricity
5. renewable heating and cooling
6. domestic and other small-scale applications
7. biofuels
8. clean vehicles and alternative motor fuels
9. energy-efficiency in transport

The PB decided that each radio would be free on choosing how many radio show to develop for each one of the 9 issues.

Back in milan RP asked Legambiente to define a more detailed list of issues since it was important, in order to better coordinate the radio campaign, to work on a more shared list of topics. After a deeper and participated discussion, in Friburg the PB added the issue n°10 *Food and Agriculture* since it was outlined the importance of agriculture in the energy consumption discussion.

The final list on 25 topics proposed by Legambiente was therefore approved in Friburg by the PB. The 25 topics were the following:

### 1° Climate Change

**1. Climate change:** policies, global and local effects, mitigation and adaptation measures at a local level.

### 2° Food and agriculture

**2. Food and agriculture:** food miles, meat consumption, slow food, regional, solidarity, industrial vs organic agriculture...

### 3° Green Home

**3. New house:** how to design sustainable buildings; golden rules for bio architecture (bio-materials, rooms arrangement) ; Passive houses and green districts.

**4.Existing house:** how to renovate or refurbish your house/building in order to repair it from cold (roof, ground floor, insulation materials, windows).

**5.Energy labelling:** what is the meaning, who does it, how much it costs, when do I need it.

#### 4° Renewable heating and cooling

**6. Summer cooling:** passive systems to protect from the sun, cooling with the sun, active cooling systems.

**7. Heating systems:** autonomous and central boilers, efficient boilers, floor radiant panels, radiators and air emission systems, CHP.

**8. Produce heat 1:** solar panels and condensing boilers.

**9. Produce heat 2:** stoves, chimenies and biomass.

**10. Heat-pumps:** geothermal and efficient electric heat pumps.

#### 5° Green electricity

**11. Produce electricity:** photovoltaic.

**12. Produce electricity:** mini and micro wind power, mini-hydropower, decentralized CHP.

**13. The liberalized electricity market:** companies and green electricity supply, ownership of the grid.

#### 6° Electricity end-use

**14. Efficient use of electricity 1:** lighting appliances (home, outdoor lighting, schools,...)

**15. Efficient use of electricity 2:** energy labels and correct use of domestic appliances (fridge, washing machine, dishwasher, dryers, oven, cooking)

#### 7° Recycle and re-use

**16. Waste reduction and recycling:** compost, waste separation and waste disposal

**17. Water management:** reuse of rain water, in-house water treatment and reuse, efficient use of water

#### 8° Smart Mobility

**18. From auto mobility to multimodality:** mobility agency, public transport in urban areas and complementary services (car sharing, car pooling, ...). Mobility management: House-work and school- house mobility.

**19. Bike and foot mobility**

**20. Sustainable tourism**

**21. Sustainable urban planning and mobility:** car free areas, congestion charge.

#### 9° Smart Vehicles

**22. Agrofuel, Biofuel**

**23. Which car to choose to pollute less**

**24. Mobility behaviour:** How to drive in order to pollute less

#### 10° Green Company

**25. Green responsibility in the private sector:** the role of EMS (EMAS, ISO 14001, ecc)

It was decided that the 25 topics in blue were compulsory, the ones in black were suggestions that local experts could develop with different possibilities.

Since the radiocampaign presented n°30 radioshows, local experts together with the radio and coordinated by Legambiente would choose other 5 topics within the 10 issues.

## 2. Editing the scientific material

During the first project meeting the BP agreed on the following proposal regarding the editing of scientific material for the radio campaign:

- Legambiente will prepare, in English, a scientific factsheet for each one of the 9 issues



at a European level (policies and programmes, data and indicators, best practises, key actors and other specific topic).

- Local experts will support the radio in defining issues, contents and the scheduling of the 30 radio transmissions on the basis of a general guideline delivered by Legambiente;
- Local experts will elaborate the 30 factsheets in local languages for the 30 radio transmissions; the schedule will have to follow the format approved by the project committee.
- Legambiente will coordinate the work and deadlines of deliverables of local experts in collaboration with local radios.

Back in Milan Legambiente started to work on the format of the scientific material at a national level and the one at a European level. The work with the support of all the external experts that were going to edit the contents of the factsheets.

At the end Legambiente proposed to the PB two different formats of the factsheets to be done one at a European and another at national level. The format was presented and approved from BP during the second project meeting in Friburg

From April to October Legambiente worked with radio/local experts giving support to partners on editing the scientific local documents. It was also asked to radios to send Legambiente n. 1- 2 factsheets edited by experts in order to verify that they were following the same format as decided by the BP.

Legambiente also coordinated and worked on the scientific documents at a European level and one by one, when ready, each of the ten factsheets were sent to partners in order to provide support to local experts and radio journalists with informations on EU policies, best practises and data and indicators. An exhaustive and deepening work was done by the scientific partner to search and collect data and material for the editing of factsheets at a European Level.

The research of many best practises was done through the consultation of the IEE project database.

Policies and EU programmes were searched on the following website: Eu Commission official Green Papers, reports, website, EurObserv'ER website, EEA website, JRC website, Euroactive and many others. An exhaustive bibliography can be found on the website in the EU factsheets. Legambiente was supported by external experts for the editing of some of the 10 factsheets.

By march 2010 all the scientific factsheets at a EU level are done while at a national level some experts are still working on the last factsheets to deliver to radios. All the material at a EU level has been uploaded in the website in html.

### **c) Radio show production**

From september 2009 Legambiente started to deliver to Radiopopolare the scientific material at a national basis. The deliverable of factsheet was scheduled in accordance with RP. Legambiente was supported by external experts for the editing of some factsheets.

The work was done by Legambiente in-house staff with some external support. Legambiente during this activity has involved many stakeholders and keyactors that are experts on energy efficient and renewable energy issue and sustainable mobility at a national level. Furthermore Legambiente's "green campaigns", such as the one called "Vivi con Stile" ([www.viviconstile.org](http://www.viviconstile.org)) were very important for the collecting of update data and informations.

During the third meeting in Vienna Legambiente presented the state of the art of the editing of scientific documents by done partners at a national and the ones edited by Legambiente at a European level.

Legambiente is still working on the last three national factsheets to be deliver to the journalist of Radiopopolare.

Furthermore Legambiente helps the RP journalist in updating any information on the factsheets if there is the necessity (for ex. new important policies or benefits on certain issues) and gives suggestions on keyactors for the interviews.

The local factsheets are uploaded on the webiste by each radio only after the radioshow has been

broadcasted. That is why not all the scientific local factsheets of Radiopopolare and the other radios have been uploaded yet on the website.

Therefore the website will be completely filled with contents only at the end of the broadcasting by all the radios involved in the project.

RP used the national factsheets for the production of the radioshows. Since some of the contents were not updated when the radio show was produced, we supported the radio in updating the contents of the factsheets if necessary and managed the relationships between experts and RP journalist. We are still working on this.

#### **d) Development and implementation of the website**

The planning of the work for the website started right at the beginning of the project. With Radiopopolare we realized that the website should provide different layouts during the duration of the project since the contents to put inside were to be ready much after the time supposed for the website to be online (march 2009).

Therefore Legambiente defined with the coordinator the following planning :

- define three different website versions to be on line as following: mid April 2009, end of June 2009 and November 2009. By the time of the last deadline we would have all scientific contents at a European level (EU factsheets) and starting to upload also the local scientific factsheets.
- definition of deadlines for partners delivery of contents
- the uploading of the local level would be done by each partner.

In November Legambiente planned the work with the staff.

#### Domain

On April 2009 Legambiente registered two domain of the website campaign:

[www.dynamoeffect.org](http://www.dynamoeffect.org) and [www.eercampaign.org](http://www.eercampaign.org).

This was possible after the BP decide the name of the radio campaign.

#### Logo

The work done by Legambiente's graphic expert on the logo of the radio campaign started immediately after the final decision on the name "Dynamo Effect". After several proposals from the graphics Legambiente together with Radiopopolare decided on the final logo and sent it to partners. The concepts of the logo are:

- to talk through the radio about energy-green technologies:
- inefficient energy technologies (inefficient lamps) are harmful for the environment (traps the world).

#### FTP

Legambiente provided partners with access to an FTP of the project for uploading and exchanging OF documents between partners.

#### Temporary website

In mid-April 2009 the Temporary Homepage (TH) of the website was on line. The TH was a two level structure (see **Annex WP5\_2**) with the following contents:

- in the first level (HP) a brief summary of the project in all language partners
- in the second level (linked with the HP through "read all" at the end of the summary) the complete text of the project summary.

In the beginning of April partners collaborated with Legambiente on the translations of the text and on logos for the TH that was structured as follow:

#### Mid-term website

From April to June 2009 an extensive work on the website planning was done by Legambiente with Radiopopolare in order to define the final HP of the project/radio campaign and the general web structure since still by that time many elements concerning the contents were missing.

The design of final HP of the project was made in order to involve general public that want to know more about the issues that the radiocampaign will deal with and not only for those people who

access the website because they have listened to the broadcasting. Therefore we decided to put in big evidence the n.10 macro-issues in the final version of the HP.

During the second project meeting in Frieberg (21-23 march 2009) Legambiente presented the general web layout of the final structure and asked partners to decide on certain aspects and contents.

The website proposal was the following:

General aspects:

10. Translations: the website presents different levels of translation since the budget for this aspect was not enough to cover the translation in all project languages for all the website. Therefore the HP is translated in all partner languages; the second level of the website (European level) will be in English+ Local Language; the third level of the website (Local level) will be only in local languages.

11. Administration: Legambiente administrates all the contents of the website except for the uploading of the contents related to radioshow at the local level. Legambiente will create a management system and give partners instructions.

12. The website presents a fixed structure that remains the same during all navigation: a vertical menu with the 10 macro issues and two horizontal menus (top and below).

Detail of the proposed layout and contents:

-First level: HP

-Second level:

1. European contents: clicking on each of the ten macro issues from the HP you access to the second level of the website (European level) where you find an abstract of the macro-issues, the pdf European factsheet to download and the list of the radioshow broadcasted by each radio on that macro issue;
2. Project summary: from the HP horizontal menu "The project" users are redirected to a webpage with a project summary;
3. Contacts: from the HP horizontal menu "Contacts" users are redirected to the webpage with contacts of each partner;
4. Appointments: from the HP horizontal menu "Appointments" users are redirected to a webpage with details on energy days organized by each partner;
5. Documents/outputs: from the HP horizontal menu "Documents/outputs" you can download the scientific documents prepared by the local experts;
6. Radio/Legambiente Description: from the HP horizontal menu, by clicking on the logo of each partner, users are redirected to a webpage with the partner description (organisation, frequency and links of each partner) in English and Local language.

-Third level:

1. Radioshow: from the webpage of the European level, by clicking on a single title of the radioshow users are redirected to a webpage concerning each radioshow where you find a summary of the contents of the radioshow, an audio file mp3, the pdf file of the scientific document at local level, the transcription of the radioshow and a space where to send emails to the journalist of the radio for questions and requests on that particular issue. The uploading of the contents of this section would be done by each partner.
2. Broadcasting: from the webpage of the Radio Description, by clicking on the menu "go to radio broadcasting", you can access to the calendar of the broadcasting of that particular radio.

Several things were discussed and partners decide on the following website contents at a Local Level that in some way affected the definitive planning of the website:

- one radio show can be associated to two or more local scientific factsheets and the factsheets can be posted or referred several times;
- if the budget was enough BP decided to translate in English all the scientific material (the 210 fact sheets) instead of the transcript of the radio show; to upload contents of each radio show only after the broadcast.

After the second project meeting Legambiente had more information in order to plan the website structure.

Back in Milano Legambiente worked with its web experts and met three times the coordinator Radiopopolare to discuss the website. Since the general working plan and scheduling were quite different one radio from the other, the following changes in the website proposed in Friburg were taken:

- to delay the webpage "Broadcasting" since the radios had different schedule and network complexity. Therefore we decided instead to create a space for the description of the "Network" in the HP. Each radio would send Legambiente the name of the radios, links to their websites and if possible the frequency.
- to delay the webpage dedicated to each "Radioshow" because Radiopopolare thought it was going to be too empty since there were not so many contents to put inside. Legambiente then worked on another proposal for the local level contents.
- to delay the webpage "Events" because there were not so many events going on and they would be always the same with no updates;
- to delay the menu "Documents/outputs" since the documents would be available already in the second (European) and third (Local) level of the website therefore there would be a repetition of the contents in the website (on advice of web technicians).

The mid-term version of the website was online by end of June and consisted only in two-level website as following:

First level: definitive HP

Second level (English+LL):

3. European contents: clicking on each of the ten macro issues from the HP you access to the second level of the website (European level) where you find an abstract of the macro-issues, the html link "Read All" to the European factsheet;
4. Project summary: from the HP horizontal menu "The project" users are redirected to a webpage with a project summary (only in English);
5. Contacts: from the HP horizontal menu "Contacts" users are redirected to the webpage with contacts of each partner (only in English);
6. Radio/scientific partner/experts description: from the HP horizontal menu, by clicking on "Partners", you can choose the name of the partner and be redirected to a webpage with the partner description (organisation, frequency and links of each partner) and a description of the local experts (in English and Local language).

In May-June there was an extensive translation work between Legambiente and partners.

During the third project meeting in Vienna Legambiente presented to partners the final website already online and the suggested images used for each of the ten macro issue of the HP. Partners viewed some alternative images suggested by Radio Dreyckland. It was agreed to keep all the original images except in the case of Electricity End Use and Renewable Heating and Cooling where the RD images will be used.

During this meeting an important decision concerning the contents of the project was taken by the BP. Since the budget for the translation of all the local factsheets was not enough for all the factsheets (because some were longer than planned), it was decided to ask the EU tutor to transfer the same amount of money of the budget into the translation of the Best Practice: one best practice (in English) for each of the 10 macro issue (for each radio).

After this Legambiente had to rethink the European Level of the website (as it was presented in Friburg) since there were new contents to put (Best Practice that the BP decided to name "Good Experience" instead). The final decision is still not taken because Legambiente therefore asked Radiopopolare how to go on with the website that was to be ready by then since broadcasting was going to start in few months. Even if the coordinator was still checking with the EU tutor, Radiopopolare decided to go on with it on the website since the cost to do the webpage again was not so expensive.

Therefore the final version of the EU level has this content "Good Experience" which is still with no content ("work in progress") and is still not clear whether there will be or not.

### Definitive version of the website

By mid november 2009 the webiste was online in the definitive version.

In december Legambiente sent to each partner the instructions to administrate the local level (Content Management System instructions) so that the could start uploading the radioshowes from january when they started broadcasting.

Legambiente then supported partners in uploading instructions and solving problems with the administration.

The definitive version provided with the following revisited/new webpage:

#### Revisited:

- European webpage: on top there was the same abstract (as previous version of the website) while below a new two-column table "Good Experience" and "Radioshowes"; the first is still empty "work in progress" while by clicking on the name of a Radio (under the second column), users are redirected to a webpage (local leve) with all the radioshowes done by that radio on that macro-issue (only Local language);

#### New:

- Third level (new): a webpage concerning all the radioshowes of a radio. There can be up to five radioshowes. Each radio shows have the following contents available to users:

- summary of the contents of the radioshow;
- an audio file mp3;
- the scientific factsheet in pdf;
- the transcription of interview (if available);
- space for links/bibliography of the factsheets.

The definitive version of the webiste is online at [www.dynamoeffect.org](http://www.dynamoeffect.org)

In october there transaltion work between Legambiente and partners to translate some contents of the website.

At the present Legambiente is still working on the website since the coordinator wants to give more visibility to the radioshowes. Legambiente is collaborating with some proposals and work is in progress. A possibility will be to change a bit the HP and show the last radioshowes that are being uploaded by each partner. We are still working on different ideas and proposals.

### **e) Local Iniatiiatives**

#### Workshop

Legambiente supported Radiopopolare in the definition of the keyactors to involve in the campiagn. Most of them were trade associations of energy products or green technologies, there were also consumer association and editorial associations.

We partecipated at the meetings.

#### Exhibition

The italian Energy Day was organized during on of the most important exhibition on sustainable lifestyles in milan.

Legambiente supported Radiopopolare in the definition of the meetings, organisation and promotion activities. Furthermore the cooridnator of Legambiente took part as a speaker to some of the meetings that RP coordinated.

### **f) Promotion and diffusion**

Legambiente promotes the radio campaign mainly through the internet.

The Dynamo Effect banner is on many of the following websites of Legambiente:

- [www.ecosportello.org](http://www.ecosportello.org)
- [www.viviconstile.org](http://www.viviconstile.org)
- [www.legambiente.eu](http://www.legambiente.eu)

Furthermore we promote the radio campaign through Legambiente's online newsletters that we send every two weeks to more than n. 5.000 members.

Legambiente press office was involved in the promotion of the meetings organized by RP at the exhibition "Fà la cosa giusta".

## D1.2 DELIVERABLE LOCAL ACTION PLAN

### ERREPI Radio Popolare

#### a) Radio campaign

the European Radio Editorial Team, with the Scientific partner 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.**

#### Approach

the campaign would be realized in a positive sense: you can do it, you can participate, your behaviour is important and can really change the situation, look at the results that have been reached, **if I have to combat (change my attitudes, etc) with you, you must give me some chance of victory.**

All together, the partner has identified the transversal criteria for the 30 radio shows:

The offers of market in order of environment friendly technologies:

- opportunity
- accessibility
- affordability
- efficiency
- supporter policies in each country
- is the product (technology solution) tackling the root causes of the problem?
- EU industry labels

Involvement of the listeners

- information on the gap between EU and local sensitivity on the "problems of the environment"
- change behaviour means to improve the quality of life
- situation "right now"; what is at stake
- a climate just planet + humanity is possible
- best practices, success experiences
- yes we can; the individual result multiplies people and people can change the situation

#### Format

According with the criteria defined by the Project Board:

- 1) carry out the function of a service for the citizens
- 2) refer to concrete and specific cases that are of public interest
- 3) give practical answers to key questions related to the main themes
- 4) give information regarding the "market opportunity" that the listener can pick to change their behaviour, lifestyle, consumption.

Radio Popolare has chosen the following format:

The anthem created precisely for the campaign by a music band with the claim of the campaign "Effetto Dinamo, il programma che trasmette nuova energia"

Introduction of the episode's content

Remembering of the campaign's objectives

The cover: the best practices in Europe or in Italy

The actuality situation of the topic (the state of art)  
 The solutions proposed (the laws) by the European Commission  
 The solutions proposed (the laws) by the Italian Government  
 The good practises in Italy or in Europe  
 The interview with a topic's expert (key actors or other)  
 The FAQ  
 The answers to the FAQ by an expert (key actors)  
 Presentation of the topic will be the focus in the next episode  
 The end with the announcement "the campaign is co-financed by the European Commission in according with the Intelligent Energy Europe Programme. The project involved 7 radios from Austria, France, Germany, Hungary, Ireland, Italy, Spain"

The topics of the campaign:

Legambiente will prepare the factsheets at a European level (in green). Local scientific experts the factsheets at a national level (in blue).

### 1° Climate Change

1. **Climate change**: policies, global and local effects, mitigation and adaptation measures at a local level.
2. **2000 Watt society**: a vision originated from Swiss federal Institute of Technology

### 2° Food and agriculture

3. **Food and agriculture**: food miles, meat consumption, slow food, regional, solidarity, industrial vs organic agriculture...
4. **Short mileage food**: food purchase innovations
5. **EXPO 2015 "Feeding the Planet, Energy for Life"**: project on the regeneration of Milan's municipal farmsteads

### 3° Green Home

6. **New house**: how to design sustainable buildings; golden rules for bio architecture (bio-materials, rooms arrangement) ; Passive houses and green districts.
7. **Existing house**: how to renovate or refurbish your house/building in order to repair it from cold (roof, ground floor, insulation materials, windows).
8. **Energy labelling**: what is the meaning, who does it, how much it costs, when do I need it.

### 4° Renewable heating and cooling

9. **Summer cooling**: passive systems to protect from the sun, cooling with the sun, active cooling systems.
10. **Heating systems**: autonomous and central boilers, efficient boilers, floor radiant panels, radiators and air emission systems, CHP.
11. **Produce heat 1**: solar panels and condensing boilers.
12. **Produce heat 2**: stoves, chimneys and biomass.
13. **Heat-pumps**: geothermal and efficient electric heat pumps.

### 5° Green electricity

14. **Produce electricity**: photovoltaic.
15. **Produce electricity**: mini and micro wind power, mini-hydropower, decentralized CHP.
16. **The liberalized electricity market**: companies and green electricity supply, ownership of the grid.

### 6° Electricity end-use

17. **Efficient use of electricity 1**: lighting appliances (home, outdoor lighting, schools,...)
18. **Efficient use of electricity 2**: energy labels and correct use of domestic appliances



(fridge, washing machine, dishwasher, dryers, oven, cooking)

**19. Efficient use of TV and other "black domestic appliances"**

**7° Recycle and re-use**

**20. Waste reduction and recycling:** compost, waste separation and waste disposal

**21. Water management:** reuse of rain water, in-house water treatment and reuse, efficient use of water

**8° Smart Mobility**

**22. From auto mobility to multimodality:** mobility agency, public transport in urban areas and complementary services (car sharing, car pooling,). Mobility management: House-work and school-house mobility.

**23. Bike and foot mobility**

**24. Sustainable tourism**

**25. Sustainable urban planning and mobility:** car free areas, congestion charge.

**9° Smart Vehicles**

**26. Agro fuel, Bio fuel**

**27. Which car to choose to pollute less**

**28. Mobility behaviour:** How to drive in order to pollute less

**10° Green Company**

**29. Green responsibility in the private sector:** the role of EMS (EMAS, ISO 14001, cc)

**30. Green Procurement**

The broadcasting schedule with the titles in Italian

**TRASMISSIONI RADIOFONICHE**

**Scheda Europea: Cambiamenti climatici, effetti e conseguenze sul pianeta**

**18/01/10** Protocollo di Kyoto, post Kyoto e cambiamenti climatici, effetti e conseguenze sul pianeta

**Scheda Europea: La casa ecologica**

**25/01/10** Casa nuova: come si progetta una casa a basso impatto ambientale, le regole d'oro della

bioarchitettura (materiali, disposizione delle camere, altezza dei soffitti, scelta dei colori); Case

Passive e Quartieri verdi.

**1/02/10** Casa esistente: come si ristruttura per riparare la casa dal freddo (i differenti materiali isolanti,

isolamento e umidità, temperatura ideale nelle diverse stanze), tipologie di finestre, le verande.

**8/02/10** L'etichetta energetica sulle case: legislazione nazionale e locale.

**Scheda Europea: Produrre elettricità senza inquinare**

**15/02/10** Autoproduzione di elettricità 1: fotovoltaico e conto energia

**22/02/10** Autoproduzione di elettricità 2: mini e micro-eolico, mini-idroelettrico

**1/03/10** La produzione di energie rinnovabili in Italia e l'acquisto di energia verde sul mercato elettrico

liberalizzato.

**Scheda Europea: Elettricità domestica**

**8/03/10** Uso efficiente dell'elettricità 1: i sistemi di illuminazione.

**15/03/10** Uso efficiente dell'elettricità 2: l'etichetta energetica e l'uso corretto degli elettrodomestici bianchi.

**22/03/10** Uso efficiente della TV e degli altri elettrodomestici neri

#### Scheda Europea: Riciclo e riuso

**29/03/10** Riduzione e riciclo dei rifiuti: compost, il riutilizzo degli oggetti, come si fa la raccolta differenziata.

**12/04/10** Gestione dell'acqua: recupero dell'acqua piovana, riciclo dell'acqua usata in casa, eliminazione delle dispersioni e degli sprechi, depurazione dell'acqua.

#### Scheda Europea: Produrre calore e raffrescare

**19/04/10** Raffrescamento estivo: metodi passivi, fare il freddo col sole, uso corretto dei climatizzatori

**26/04/10** Riscaldare la casa: riscaldamento autonomo e centralizzato, pannelli radianti, termosifoni, riscaldamento ad aria.

**3/05/10** Produrre calore 1: solare termico e caldaie a condensazione a gas.

**10/05/10** Produrre calore 2: stufe, caminetti e biomasse.

**17/05/10** Produzione di calore 3: geotermico e pompe di calore.

#### Scheda Europea: Trasporti efficienti

**24/05/10** Dall'auto-mobilità alla multi modalità, Centrale di Mobilità

**31/05/10** La mobilità ciclistica e pedonale in città, il trasporto pubblico in città i servizi complementari

(car sharing, car pooling, ...) La gestione della mobilità casa-lavoro, mobilità casa-scuola

**7/06/10** Mobilità e turismo sostenibile

**14/06/10** Il piano urbano per la mobilità sostenibile: aree pedonabili, carichi di traffico.

#### Scheda Europea: Veicoli alternativi a basso impatto

**21/06/10** I biocombustibili

**28/06/10** Quale auto scegliere per inquinare di meno

**5/07/10** Guidare inquinando meno

#### Cibi e agricoltura

**12/07/10** Cibo e agricoltura: consumo della carne, slow food, industria e agricoltura organica

**19/07/10** Chilometro 0: innovazione nell'acquisto alimentare

**26/07/10** EXPO 2015: "Nutrimento del pianeta, Energia per la vita"

#### Scheda Europea: Le aziende verdi

**6/09/10** La responsabilità ambientale nel settore privato: il ruolo della certificazione (EMAS, ISO14001, ecc)

**13/09/10** Come diventare aziende verdi

**20/09/10** Società dei 2000 watt: una visione originata dall'Istituto Federale svizzero di Tecnologia

At the beginning we decided to broadcast in real time, but we were required to change to have a large number of radios in the Italian network (some of them were not able to broadcast at the same time we had decided) and therefore we didn't have the possibility to speak with the listeners. The solution we have found is to add a part in which we give the answer to the FAQ.

To let radio shows available to the other radios, we are saving files in a lower quality and putting them into ftp format. The radios will have to return them into high quality.

**b) Local Initiatives**Workshops

Together with our scientific partner Legambiente, we selected a list of possible key actors, and we decided to have more than one meeting with them (please look the local initiatives report).

Energy day

According with the criterions definite by the Project Board:

Radio Popolare has decided to realized the Energy day in collaboration with an important exhibition: "Fà la cosa giusta" (please look the local initiatives report).

**c) Web site**

We have decided to upload the contents of the radio shows already broadcasted on the website.

**d) Advertising Campaign**

Please look the Advertising campaign report

## DYNAMO EFFECT FRANCE: LIST OF 30 RADIO BROADCASTS

### 1° Climate Change

1. **Climate change I**: general overview of causes, facts and issues
2. **Climate change II**: energy issues
3. **Climate change III**: technological illusions and false solutions
4. **Climate change IV**: cutting emissions by 4 by 2050, “negawatt”-type scenarii

### 2° Food and agriculture

5. **Food and agriculture**: culture and production issues
6. **Food and agriculture II**: purchase and consumption issues

### 3° Green Home

7. **New house**: how to design sustainable buildings; golden rules for bioarchitecture (bio-materials, rooms arrangement) ; Passive houses and green districts.
8. **Existing house**: how to renovate or refurbish your house/building in order to repair it from cold (roof, ground floor, insulation materials, windows).
9. **Energy labelling**: what is the meaning, who does it, how much it costs, when do I need it.

### 4° Renewable heating and cooling

10. **Summer cooling**: passive systems to protect from the sun, cooling with the sun, active cooling systems.
11. **Heating systems**: autonomous and central boilers, efficient boilers, floor radiant panels, radiators and air emission systems, CHP.
12. **Produce heat 1**: solar panels and condensing boilers.
13. **Produce heat 2**: stoves, chimenies and biomass.
14. **Heat-pumps**: geothermal and efficient electric heat pumps.

### 5° Green electricity

15. **Produce electricity**: photovoltaic.
16. **Produce electricity**: mini and micro wind power, mini-hydropower, decentralized CHP.
17. **The liberalized electricity market**: companies and green electricity supply, grid ownership and other issues

### 6° Electricity end-use

18. **Efficient use of electricity 1**: lighting appliances (home, outdoor lighting, Schools,)
19. **Efficient use of electricity 2**: energy labels and correct use of domestic appliances (fridge, washing machine, dishwasher, dryers, oven, cooking)

### 7° Recycle and re-use

20. **Waste reduction and recycling**: compost, waste separation and waste disposal
21. **Water management**: reuse of rain water, in-house water treatment and reuse, efficient use of water

### 8° Smart Mobility

22. **From auto mobility to multimodality**: mobility agency, public transport in urban areas and complementary services (car sharing, car pooling, ...). Mobility management: house-to-work and house-to-school mobility

**24. Sustainable tourism**

**25. Sustainable urban planning and mobility:** car free areas, congestion charge.

**9° Smart Vehicles**

**26. Agrofuels and biofuels:** facts, issues, future generations

**27. Which car to choose to pollute less**

**28. Driving behaviour:** how to drive in order to pollute less

**10° Green Company**

**29. Green responsibility in the private sector:** the role of EMS (EMAS, ISO 14001, ecc)

**30. Greenwashing and other advertising issues**

The broadcasting schedule with the titles in French:

**1° Changement climatique:**

- **Week 01** – Changement climatique 1: Présentation générale: Observations causes et problèmes.
- **Week 02** – Changement climatique 2 : questions énergétiques.
- **Week 03** – Changement climatique 3 : Illusions technologiques et fausses solutions.
- **Week 04** – Changement climatique 4 : « Facteur 4 » en 2050 et scénario Négawatt.

**2° Agriculture et alimentation :**

- **Week 05** – Agriculture et alimentation 1 : Cultures et production alimentaire.
- **Week 06** – Agriculture et alimentation 2 : Achat et consommation.

**3° Habitation verte :**

- **Week 07** – Maison neuve : Conception de constructions durables, règles d'or de la bio architecture (biomatériaux, orientation, disposition des pièces, etc.), maisons passives ou éco quartiers.
- **Week 08** – Habitation existante : Rénovation d'une maison ou d'un appartement (isolation générale, matériaux d'isolation, fenêtres, etc.).
- **Week 09** – Labels d'énergie : Signification, organismes, coût et utilisation.

**4° Chauffage et refroidissement renouvelables :**

- **Week 10** – Refroidissement estival : systèmes passifs de protection solaire, rafraîchir avec le soleil, systèmes actifs de rafraîchissement.
- **Week 11** – Panneaux solaires thermiques.
- **Week 12** – Chauffage au bois ; poêles, cheminées et utilisation de la biomasse.
- **Week 13** – Pompes à chaleur : géothermie, efficacité des pompes à chaleur électriques.
- **Week 14** - Changement climatique 5 :

**5° Electricité verte :**

- **Week 15** – Production d'électricité 1 : Le photovoltaïque.
- **Week 17** – Production d'électricité 2 : mini et micro éoliennes, mini - hydroélectricité.
- **Week 20** - Le marché concurrentiel de l'électricité : producteurs d'électricité verte, propriété des réseaux électriques et autres questions.

**6° Utilisation finale de l'électricité :**

- **Week 21** - Utilisation efficace de l'électricité 1 : Eclairages intérieur et extérieur, individuel et collectif.
- **Week 22** - Utilisation efficace de l'électricité 2 : labels de consommation en énergie, utilisation correcte des appareils électroménagers (réfrigérateur, machine à laver, et séchoir, lave – vaisselle, four et cuisson).

### 7° Recyclage et réutilisation :

- **Week 23** - Réduction et recyclage des déchets : Compost, tri sélectif et traitement des déchets.
- **Week 24** - Consommation d'eau : Usage efficace de l'eau, traitement et réutilisation de l'eau (eaux usées et eau de pluie).

### 8° Mobilité intelligente :

- **Week 25** - De l'automobile à la multi modalité : Transports collectifs urbains, auto – partage, co – voiturage, etc. Gestion de la mobilité : Maison - travail et maison école.
- **Week 26** - Mobilité à pied et à vélo.
- **Week 27** - Tourisme durable.
- **Week 28** - Mobilité et planification urbaines durables : Zones piétonnes, péage urbain.

### 9° véhicules intelligents :

- **Week 16** - Agro carburants et biocarburants : faits, problèmes, générations futures.
- **Week 18** - Quelle voiture choisir pour moins polluer.
- **Week 19** - Mode de conduite : Mieux conduire pour moins polluer.

### 10° Entreprises vertes :

- **Week 29** - La responsabilité environnementale dans le secteur privé : Rôle des « Systèmes de Management de l'Environnement » (EMAS, ISO14001, ecc).
- **Week 30** - « Greenwashing » et autres questions de publicité.

### **Format:**

The broadcasting is thirty minutes long.

To indicate the beginning of the serie we took the same tone that the one used by Radio Popolare, and in the middle of the broadcasting a jingle presents the website ([www.dynamoeffect.org](http://www.dynamoeffect.org)). In the end, we explain that the campaign is co financed between the European Union and that seven European countries are taking part of the project.

About campaign's format and content, we refer to the decisions which were taken during the meetings with the local experts and radio representatives. Our local expert, Réseau Action Climat, give us a technical rapport with each broadcasting, and contacts for the realisation.

About three or four different people intervene in each programm. The broadcasting is recorded one week before it's dissemination. In France, 82 radio stations participate in the campaign, but not in same time, you can discover the radio programs of each one following that link

[www.frequenceslibres.org/www2/read.php?id=166](http://www.frequenceslibres.org/www2/read.php?id=166) , that's why in our program we think with the weeks.

Friday before the dissemination, the radio stations download on the website

[www.frequenceslibres.org](http://www.frequenceslibres.org). The broadcasting is on MP3 format and is thirty minutes long before it's disseminated on radio.

The broadcasting is rework, to put off the music, and to be used for the website [dynamoeffect.org](http://dynamoeffect.org) with it's technical file.

## **D1.2 DELIVERABLE LOCAL ACTION PLAN EMA-RTV**

### **a) Radio campaign**

The European Editorial Team, with each Scientific Partner (Ecomímesis, S.C.A., in the Spanish case), defined three different aspects for the 30 radio shows:

- the approach, the radio language to adopt in the 30 radio shows,
- the contents of the 30 topics that are being developing 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 produced in the different countries have common European standards (same jingle, same words to inform about the Commission's involvement) and are linked to the topics selected at European level, but maintaining the single partner's style of communication.

The radio campaign promotes positive actions and positive habits for the respect of the environment and the use of green and clean types of generating energy.

All together, the partners have identified the transversals criteria for the 30 radio shows, and EMA-RTV has defined the interviews and contents for each program that has been produced:

### **THE DYNAMO EFFECT RADIO SHOWS UNTIL 31/03/2010 Topics and interviews**


#### **PROGRAM 1: CLIMATE CHANGE**

- Interview to María José Asensio, General Director of Climate Change and Environmental issues.
- Interview to Cristina Vega, responsible of Local Agency of Energy of the Government of Seville (Andalusia).

#### **PROGRAM 2: ECOLOGICAL FOOD**

- Interview to Manuel González de Molina, Vice-president of the Spanish Society of Ecological Agriculture.
- Interview to Francisco Casero, Andalusian Commission of Ecological Agriculture (CAAE).

#### **PROGRAM 3: BIOCLIMATIC ARCHITECTURE**

- Interview to Agustín Adarve, Architect specialized in natural cooling / heating advanced systems in Spain. 

#### **PROGRAM 4: BIOCLIMATIC ARCHITECTURE – ISOLATION SYSTEMS**

- Interview to Juan Manuel Rojas Fernández, Architect.
- Interview to Andrés Ros, Professor in the Specialized & Technical University Cardenal Herrera CEU.
- Interview to Enrique Belloso, Department of the Construction and Building of the Regional Andalusian Government (Junta de Andalucía).

#### **PROGRAM 5: TECNICAL NORMAS IN THE BUILDINGS**

- Interview to Juan Francisco Coronel, investigator in Termotecnia at Seville University and responsible of the "Calener" Project.

-Interview to José Luís García, Director of the Climate Change and Energy Campaign of Greenpeace in Spain.

#### **PROGRAM 6: COOLING SYSTEMS**

-Interview to Valeriano Ruiz, Doctor in Thermodynamics at University of Seville and expert in renewable energy.

-Interview to Servando Álvarez, Doctor of the Engineering at University of Seville.

#### **PROGRAM 7: HEATING SYSTEMS I**

-Interview to Carmen Rodríguez, President of the Spanish Association for the Civil, Economical and Social Rights (ADECES).

-Interview to Ramón Pérez Montoya, Director of the Technical Department of the Specialized Company Soliclima.

#### **PROGRAM 8: HEATING SYSTEMS II**

-Interview to Javier Leal, Director of IGEFOTÓN, Company “spin off” of the Cadiz University.

-Interview to José Luis García, Director of the Climate Change and Energy Campaign of Greenpeace in Spain.

#### **PROGRAM 9: BIOMASS**

-Interview to Enrique Valero, Director of investigation at University of Vigo (Galicia, Spain).

-Interview to Antonio Barba, Comercial Director of the Company Empresol.

-Interview to Pablo Gosálvez, responsible of diffusion of the BIOMCASA Program of IDEA Agency.

#### **PROGRAM 10: HEAT PUMP**

-Interview to Antonia Jiménez, Marketing Director of CIATESA, company specialized in Heat Pump.

-Interview to Juan Francisco Coronel, Professor of the Engineering Department at the Seville University (Andalusia, Spain).

-Interview to José Cidras, Vicerrector of Planification at University of Vigo (Galicia, Spain).

#### **PROGRAM 11: PRODUCING ELECTRICITY**

-Interview to Francisco Castejón, Director of the Energy Department of the NGO “Ecologistas en Acción” (Spain).

-Interview to María José Jiménez, Director of the CIEMAT (Centre of investigation on Energy, Environment and Technologies).

-Interview to Javier Vallés, Professor at the Department of Physics of the University of Almeria (Andalusia, Spain).

#### **PROGRAM 12: RECYCLING ELECTRONIC PRODUCTS**

-Interview to Gonzalo Torralbo, Director of ASIMELEC (Association of companies linked to Information technologies, communication and electronic issues).

-Interview to Enrique Montero, Professor of Electrical Technology at University of Cadiz (Andalusia, Spain).

#### **PROGRAM 13: PRODUCING ELECTRICITY WITH SOLAR ENERGY**

-Interview to Fernando Delgado, Director of the Engineering Department of Municipal Sevillian Public Transports-TUSSAM (Andalusia, Spain).

-Interview to Javier Leal, Director of IGEFOTÓN, Company “spin off” of the Cadiz University (Andalusia, Spain).

#### **PROGRAM 14: PRODUCING ELECTRICITY: Others sources**

-Interview to José Antonio Lacal, Director of BIÓPTIMA.

-Interview to Mariano Barroso, President of the Association of promoters and producers of renewable energy-APREAN (Spain).



-Interview of Evangelina Nucete, Department of Energy Efficiency of WWF-ADENA (Spain).

At the beginning we decided to broadcast in real time, but we were required to change to have a large number of radios in the Spanish network, most of them in the region of Galicia, from EMUGA (some of them were not able to broadcast at the same time we had decided) and therefore we didn't have the possibility to speak with the listeners.

The solution we found was the FAQ. We are saving files in a lower quality and putting them into FTP format, to let de radio shows available to the other radio stations. In this way, the radios have to return them into a higher quality.

#### **b) Local Initiatives**

Meetings with key actors: three "Energy Coffees", celebrated in the Alamillo Park, where the final event "The Energy Day" is going to be celebrated. The dates selected for these "Energy Coffees" where: 16/12/2009, 25/02/2010 and 06/05/2010. The Energy Day will be celebrated the 5 and 6<sup>th</sup> of June 2010.

#### Energy Day:

Workshops: recycling, ethical consumption and sustainable life styles, "green radio" for children,

Other activities: stands, radio in direct and interviews with participants, recording for TV, gymkhana, live music, merchandising, distribution of plants, tasting of ecologic meals and meals of the world...

#### **c) Web site**

We are uploading the contents of the radio shows already broadcasted on the website of the project: [www.dynamoeffect.org](http://www.dynamoeffect.org)

## D1.2 DELIVERABLE LOCAL ACTION PLAN NEAR FM

### a) Radio campaign

Near90fm has chosen the following format of the radio programme:

All episodes of the radio series will be presented by the same presenter. Each programme will start with an introduction of the episode's content by the presenter. After that introduction of the specific topic, one of our main key players involved with the programme, will give an overview on the topic covered during that specific programme. The programme then holds a number of interviews with different environmental key players, remembering the campaign's objectives. The background music to be heard at the beginning and end is created precisely for the campaign.

The content of the programmes includes:

The actuality situation of the topic (the state of art)

The solutions proposed (the laws) by the European Commission

The solutions proposed (the laws) by the Italian Government

The good practises in Ireland or in Europe

The interview with a topic's expert (key actors or other)

The programmes will end with the announcement "the campaign is co-financed by the European Commission in according with the Intelligent Energy Europe Programme. The project involved 7 radios from Austria, France, Germany, Hungary, Ireland, Italy and Spain"

The topics of the campaign:

Cultivate, our scientific experts, are preparing the factsheets for the national level (for Ireland)

### Climate Change

1. **Climate Change:** policies, global and local effects, mitigation and adaptation measures at a local level
2. **The Converging Challenges** - The environmental, social and economic tsunami ahead.

### Food and Agriculture

3. **Food 1:** Food miles, slow food, regional, solidarity,
4. **Food 2:** meat consumption, industrial vs organic agriculture

### Electricity end -use

5. **Efficient Use of Electricity 1:** Lighting Appliances (home, outdoor lighting, schools)
6. **Efficient Use of Electricity 2:** Energy labels and correct use of domestic appliances (fridge, washing machine, dishwasher, dryers, oven cooking)

### Recycle and Re-use

7. **Waste Reduction and recycling:** compost, waste separation and waste disposal
8. **Water Management:** reuse of rain water, in-house water treatment and reuse, efficient use of water

## Green Home

9. **New House:** How to design sustainable buildings: golden rules for bioarchitecture (bio-materials, rooms arrangement); Passive houses and green districts
10. **Existing House:** how to renovate or refurbish your house/building in order to repair it from cold (roof, ground floor, insulation materials, windows)
11. **Energy Labelling:** What is the meaning? Who does it? How much it costs? When do I need it?

## Renewable Heating, Cooling and Power

12. **Solar Design:** passive systems to protect from the sun
13. **Heating systems 1:** efficient boilers, condensing boilers, CHP
14. **Heating systems 2:** Heat pumps, underfloor heating
15. **Bio Energy:** Anaerobic digesters, wood chip boilers, wood pellet boilers
16. **Solar Panels:** Solar Thermal for heating your water. Photovoltaic for making electricity
17. **Renewable Electricity 1:** Wind power, hydropower, decentralised CHP
18. **Renewable Electricity 2:** Tidal power, Wave power
19. **Energy Market:** Community Ownership of Energy, Green electricity supply, ownership of the grid, smart metering

## Smart Vehicles

20. **Agrofuel, Biofuel**
21. **Which car to choose to pollute less**
22. **Mobility behaviour:** How to drive in order to pollute less

## Smart Mobility

23. **Sustainable Urban Planning**
24. **Bike and Foot Mobility**
25. **From automobility to multimodality**
26. **Sustainable Tourism**

## Green Companies

27. **Green responsibility in the private sector**
28. **Green Procurement**

## Future

29. **Cloughjordan** – Ireland's First Eco Village
30. **Transition Towns Movement**

The broadcasting of the programmes will be each Wednesday from 6.30-7.00pm. The first programme will start on January 20<sup>th</sup> and from that date onward, every week a programme will be aired in chronological order as detailed above. On Wednesday March 17<sup>th</sup> we will not air the programme as it is the Irish National Holiday 'St. Patrick's Day' and nearfm will schedule a special programme for that day.

We will be either uploading our radio programmes or posting them on a burnt CD to other Community Radios in Ireland so that they can broadcast the series as well as agreed initially.

We will be uploading the content of the radio shows which have been broadcasted on the website [www.dynamoeffect.org](http://www.dynamoeffect.org) along with the factsheets provided by our scientific research partner and the transcriptions of interviews.

## **b) Local Initiatives**

### Workshops

Together with our scientific partner Cultivate, we selected a list of possible key actors, and we decided to have more than one meeting with them. Additionally we will be offering workshops on 'sustainable living and energy and the media'. These workshops will assist the organisations in understanding how media works and thus help them use it more effectively. We are collaborating with a number of organisations involved with environmental events happening in Dublin and are reporting on same (please see the local initiatives report for details).

### Energy day

According with the criteria defined by the Project Board:

Near90fm has decided to realise the Energy day in collaboration with our scientific partner Cultivate in form of an all day long Eco Fair with exhibitions, workshops, panel discussions and information stalls. (please see the local initiatives report for details).

## D1.2 DELIVERABLE LOCAL ACTION PLAN KLUBRÁDIÓ

### a) Radio campaign

the European Radio Editorial Team, with the Scientific partner have defined :

- 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 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.**

#### Approach

the campaign would be realized in a positive sense: you can do it, you can participate, your behaviour is important and can really change the situation, look at the results that have been reached, **if I have to combat (change my attitudes, etc) with you, you must give me some chance of victory.**

All together, the partner has identified the transversal criteria for the 30 radio shows:

The offers of market in order of environment friendly technologies:

- opportunity
- accessibility
- affordability
- efficiency
- supporter policies in each country
- is the product (technology solution) tackling the root causes of the problem?
- EU industry labels

Involvement of the listeners

- information on the gap between EU and local sensitivity on the "problems of the environment"
- change behaviour means to improve the quality of life
- situation "right now"; what is at stake
- a climate just planet + humanity is possible
- best practices, success experiences
- yes we can; the individual result multiplies people and people can change the situation

#### Format

According with the criteria defined by the Project Board:

- 5) carry out the function of a service for the citizens
- 6) refer to concrete and specific cases that are of public interest
- 7) give practical answers to key questions related to the main themes
- 8) give information regarding the "market opportunity" that the listener can pick to change their behaviour, lifestyle, consumption.

Klubrádió has chosen the following format:

The anthem created precisely for the campaign by a music band with the claim of the campaign “Dinamo Effect, the network transmitting a new energy.” We used this song for the jingle, and also as wishes (inside jingles) throughout the show.

Introduction of the episode’s content.

Get to the topic: the best practices in Europe or in Hungary – format interview or montage  
Something less interesting, but very important information (about the legal regulation, donation concerning the actual topic)

The actuality situation of the topic (the state of art) – format interview with key actors or montage

Further information on practical problems: what else should and could be done (and still not done in Hungary) to achieve a higher level of energy efficiency

	<b>Climate change</b>	The good practices in Hungary – our “expert”, the “Hermit of Zebegény” (talking about a totally different, rural, energy saving lifestyle)
	1 Climate change I: mitigation	
	2 Climate change II: emission	
3	Climate change III	Presentation of the topic will be the focus in the next episode.
	<b>Green home</b>	The end with the announcement “the campaign is co-financed by the European Commission in accordance with the Intelligent Energy Europe Programme. The project involved 7 radios from Austria, France, Germany, Hungary, Ireland, Italy, Spain”
	4 Existing house	
	5 New house	
	6 Passiv house	
	7 Energy labeling	
	<b>Renewable heating and cooling</b>	
	8 Summer cooling	
	9 Produce heat 1: solar	
	10 Produce heat 2: biomass	
	11 Heat-pumps	
	12 Heating systems	
	<b>Green electricity</b>	The topics of the campaign: Legambiente prepares the factsheets at a European level. Local scientific experts (Energiaklub together with more green organisations: Humusz, TVE, Kerékpáros Magyarország Szövetség, KÖVET, MTVSZ, WWF) the factsheets at a national level.
	13 Produce electricity: photovoltaic	
	Produce electricity: mini wind and	
	14 hydropower	
	15 The liberalized electricity market	
	<b>Electricity end-use</b>	
	16 Efficient use of electricity 1: lighting	
	17 Efficient use of electricity 2: appliances	
1		
8	Labels	We started broadcasting on the 23 <sup>rd</sup> of January (all our networking partner radios started within one week), on Saturday at 13.30, because on Saturday morning we have a very popular show with a lot of listeners. We repeat the broadcast on Thursday at 20:00.
	<b>Recycle and re-use</b>	We broadcast the topics in the following order:
	19 Waste reduction and recycling	- Climate
	20 Water management	- Renewable heating and cooling
	<b>Smart mobility</b>	- Green home
	21 From automodality to multimodality	- Green electricity
	22 Bike and foot mobility	- Electricity end-use
	23 Sustainable tourism	
	24 Sustainable planning	
	<b>Smart Vehicles</b>	
	25 Mobility behaviour	
	26 Which car to choose to pollute less	
	<b>Green company</b>	
	27 Green responsibility	
2		
8	Green companies	
	<b>Food and agriculture</b>	
	29 Food and agriculture I: food miles	
	Food and agriculture II: industrial vs	
	30 organic agriculture	

The order of the following 5 topics is going to be decided on different aspects: seasonal questions, different local programs, festivals which raise different topics.

To let radio shows available to the other radios, we are putting them into ftp server.

Network of Hungarian radios for the campaign:

name	location	frequency	Web	time
Klubrádió Debrecen	Debrecen	93.5 MHz	<a href="http://www.klubradio.hu/index.php?id=133">www.klubradio.hu/index.php?id=133</a>	monday 21.00
Klubrádió Gyöngyös	Gyöngyös	88.9 MHz	<a href="http://www.klubradio.hu/index.php?id=188">http://www.klubradio.hu/index.php?id=188</a>	monday 21.00
Klubrádió Kecskemét	Kecskemét	97.7 MHz	<a href="http://www.klubradio.hu/index.php?id=187">http://www.klubradio.hu/index.php?id=187</a>	monday 21.00
Klubrádió Tisza-tó	Abádszalók Tiszafüred	89.2 MHz 88.7 MHz	<a href="http://www.klubradio.hu/index.php?id=189">http://www.klubradio.hu/index.php?id=189</a>	monday 21.00
Klubrádió Veszprém Rádió Mi	Veszprém Szeged	90.6 MHz 89.9 MHz	<a href="http://www.klubradio.hu/index.php?id=179">www.klubradio.hu/index.php?id=179</a> radiomi.hu	monday 21.00 sunday 11.00
Aqua Rádió	Barcs	102.7 MHz	<a href="http://www.barcsmedia.hu/index_radio.php">www.barcsmedia.hu/index_radio.php</a>	thursday 18.00
Rádió Szent Lakihegy	Szentes	106.1 MHz	<a href="http://www.szentesinfo.hu/radioszentes">www.szentesinfo.hu/radioszentes</a>	monday 19.15
Rádió	Szigetszentmiklós	107 MHz	<a href="http://www.lakihegyradio.hu">www.lakihegyradio.hu</a>	saturday 14.00
Rádió Szarvas	Szarvas	105.4 MHz	<a href="http://www.radioszarvas.hu">www.radioszarvas.hu</a>	thursday 15.00
Rádió C Corvinus	Budapest	88.8 MHz	<a href="http://www.radioc.hu/">www.radioc.hu/</a>	Friday 15:00
Rádió	Sopron	104.6 MHz	<a href="http://www.corvinusradio.hu/">www.corvinusradio.hu/</a>	saturday 15.00
Rádió 6	Százhalombatta	101.3 MHz	<a href="http://www.radio6.hu">www.radio6.hu</a>	sunday 07.00
Nyugat Rádió	Szombathely	91.1MHz 88.4MHz	<a href="http://www.nyugatrado.hu/">www.nyugatrado.hu/</a>	sunday 18:00
Klubrádió	Budapest	95.3 MHz	<a href="http://www.klubradio.hu">www.klubradio.hu</a>	saturday 13:30

The broadcasting dates and times of the partner radios can be checked on our facebook site.

## b) Local Initiatives

### Workshop

Together with our scientific partner Energiaklub, we selected a trade fare: RENEXPO and a list of possible key actors, whom we have invited to the program, where we had the 100 persons'

workshop. We had a round table discussion (for 25 people) with the most significant key actors, we had discussions with different actors on the renewable energy market, and we had 100 questionnaires about the topic.

#### Energy day

According with the criterions definite by the Project Board:

Klubradio has decided to realize the Energy day in collaboration with a company: REECO who is organising the exhibition RENEXPO (please look the local initiatives report).

#### **c) Web site**

We have uploaded the scientific fact sheets at the beginning of the radio campaign. We decided to upload the contents of the radio shows already broadcasted on the website.

Fact sheets:

We had several meetings on the general planning of the project (the setting up of the website and the radiocampaign). Two of them in Klubradio and two of them in Energiaklub, where we also met some other NGO-s who have also participated in writing some of the fact sheets as the experts of different topics.

Green house - 4 fs, existing house, new house, passiv house, energy labeling - Energia Klub

Renewable heating and cooling: 5 fs, summer cooling, produce heat1: solar, produce heat 2: biomass, heat pumps, Heating systems - Energia Klub

Green electricity - 3 fs, Produce electricity1, 2,: solar, wind and hydro (- Energia Klub) Liberalized electricity market - TVE

Electricity end-use - 2 fs, 1 lighting, appliance, Energia Klub

Recycle, reuse - 1 fs, Water management, WWF

Smart mobility - 1 fs, bike and foot mobility Kerékpáros MOSZ (Hungarian Bikers Association)

Green companies - 2fs, Green responsibility, Green companies - KÖVET

Egyesület (KÖVET Association)

Food and agriculutre- 1 fs, Food miles MTVSZ Magyar Természetvédők Szövetsége (Friends of the Earth Hungary)

Extra: 1 fs - labels – TVE

The production and uploading of the radioshow is in progress as well. Besides the fact sheets Klubradio's journalist also recieves useful information on the potential interwiev givers and on backgroud information for all the 30 topics from Energiaklub (or the NGO who is writing the fact sheet).



## **D1.2 DELIVERABLE LOCAL ACTION PLAN RADIO ORANGE**

### **a) Radio campaign**

#### Format

According with the criterions definite by the Project Board:

Radio ORANGE 94.0 has chosen the following format:

#### **Radio-magazine, 27 min., consisting of:**

- Jingle
- overview

European level (situation, problems, policies)

Best practices (International, Europeans, local)

Local level (situation, problems, policies)

#### 13. Interviews

Experts, Key-actors,

-continulative Information  
WWW-tips: dynamo and other websites

To enlarge the specific characteristics of the situation and practices in Austria, we rearranged the topics of the radioshows following the concept of the ORANGE 94.0 scientific-partner VIRUS:

#### A - Basics

- 1.) climate change
- 2.) the flow of energy (the way of the energy from production to costumers)
- 3.) energy-saving-potentials, power efficiency
- 4.) definitions
- 5.) dynamic processes, time dependences

#### B - Chances and bounds of an energy turnaround

- 6.) peak oil, peak everything
- 7.) biomass energy competition
- 8.) geothermal energy, heat pumps

#### C - Electricity

- 9.) photovoltaics
- 10.) water power
- 11.) atomic power
- 12.) green electricity (-laws)

#### D - Traffic and regional planning

- 13.) electric mobility
- 14.) public transport
- 15.) freight traffic
- 16.) mobility is unequal traffic
- 17.) speed
- 18.) regional planning, streets and induced traffic
- 19.) agrosprit

#### E - Housing

- 20.) housing of the future
- 21.) heating and cooling
- 22.) energy saving lamps

#### F - Energy and social policy

- 23.) energy self-sufficient communities
- 24.) gas crisis
- 25.) regional, communal and national energy saving cuts
- 26.) energy and lifestyle
- 27.) counsel and control
- 28.) fairness (ecological footprint)

#### G - Gray energy

- 29.) energy saving potential in industry

30.) energy and foot

Please see also the schedule on <http://dynamo.o94.at>

## **b) Local Initiatives**

### 36.Workshops

Please see the attached local initiatives report.

### 10.Energy day Vienna 2010

#### LOCATION

WUK – Werkstätten und Kulturhaus Wien, is one of Viennas great factory sites and a building of the period of promotorism. Numerous organizations and associations, bringing people together for a variety of causes, are located in this building. A famous spot right in the city centre and accessible by public transport. WUK is also the venue for Viennas alternative scene, assembling people of all ages to share social and cultural events on a critical and self-reflecting basis.

#### IDEA

ORANGE 94.0 is encouraged to constitute a sustainable minded community who is recognizing that our lives are inseparably linked to the global community. Environmental hazards, such as climate change, puts pressure on the environment and exhausts a quota of natural resources. The way we live, what we produce, the way we get around, how our behaviour of consuming natural goods is stated - all these human actions impact the environmental, economic and social health.

#### SCHEDULE

Due to the Energy Day Vienna 2010 ORANGE 94.0 plans to assemble a variety of well known and even smaller and more unknown environmental organisations. Apart from introducing themselves and presenting their work, the intent of ORANGE 94.0 will be so-called “blind dates”, where experts of every organisation are staying in constant dialogue with the interested community. Furthermore ORANGE 94.0 is “greening” the marketing communications and brands with eco-labelled Tshirts for example, to increase the interest on environmentally-friendly products. Other incentives, like bicycle repairing, are scheduled. All day-activities are discharging into a night event with concerts, just to be kept in mind how important this topic will be in the near future. Finally the Energy Day Vienna 2010 will take place early in September to get noticed by as many participants as possible.

## **c) Web site**

We have decided to upload the contents of the radio shows already broadcasted on the website. For usability-reasons and because of the different order of our shows we launched a Sub-Website <http://dynamo.o94.at> with download-links and further informations and weblinks for our listeners in Austria. The Site has 8128 visits (55656 hits) since January 2010.

## **D1.2 DELIVERABLE LOCAL ACTION PLAN RADIO DREYECKLAND**

### **a) The Radio Campaign**

The production of our radio shows started from the framework agreed upon by the radio partners (European Radio Editorial Team) at international meetings. We implemented the radio show production on a local level by taking Radio Dreyeckland's style of communication into account.

#### Formats and approach used

For our radio shows, we use different formats and genres, depending on the topics and key actors involved. (features and mini features, magazine, interviews, portraits, comment, studio debate and coverage)

Most shows contain several reports and/or mini features (3-7 minutes) linked by brief presentations.

Besides short statements by experts and key actors, there are also more in depth interviews within the shows (5-7 minutes).

In some opportunities we included short off voice commentaries. In suitable cases we did some surveys on the streets, in order to raise questions and convey public opinions within the shows.

So there is a variety of structures of the radio shows, but in general the following elements are common to all the programmes that the dynamo effect team – Radio Dreyeckland produced:

- jingle and intro “Dynamo Effekt, die umwelt- und energiepolitische Sendereihe für eine klimagerechte Gesellschaft”...
- Introduction of the topic of the show.
- Political framework of the issue (state of the arts, updates and current examples).
- Market oriented aspects of the topic and economic aspects.
- Discussion and analysis of opportunities and constraints of approaches related to the main topic.
- Best practice and positive examples.
- Climate justice aspects related to the issue
- A variety of opinions, assessments, analysis and perspectives on the issue.
- A presentation of key actors, their work, their approaches, demands, ideas and proposals.
- First hand experiences of consumers and producers.
- Mentioning of experiences and examples from other EU countries.
- Facts, statistics, reduction potential of energy consumption and emissions
- Local applicability and global relevance (to what extend can experiences be reproduced in other places)
- Conclusive estimation.
- Information of where to find more information: websites, organisations etc
- Announcements. Preview or teaser of the next show. Outlook.
- jingle, outro Dynamo Effect and EU campaign.

### Broadcasting Schedule

The following is the broadcasting schedule of Radio Dreyeckland. The 30 German radio partners broadcast the radio shows more or less in the same weeks depending on their own schedules and possibilities.

As of April 1<sup>st</sup>, the shows 1 to 14 are available online and 15-19 almost ready to broadcast. The shows 20-30 are in production process.

1	22.01.09	Konfliktfeld Klimawandel
2	29.01.09	Klimaschutz an Schulen - wie geht das?
3	05.02.09	Biomasse Holz – Chancen und Gefahren der Energieerzeugung mit Holz
4	12.02.09	Elektrische Wärmepumpen – Fluch oder Segen?
5	19.02.09	Lernen, gestalten, verändern – wo steht die Bildung für den Klimaschutz in Deutschland?
6	26.02.09	Aus Alt mach Öko – Ein Portrait des „umweltfreundlichsten Hotels der Welt“
7	05.03.09	Dicke Mauern, schlanker Verbrauch – Wohnen im „Kleehaus“
8	12.03.09	Ökofair und effizient wirtschaften
9	19.03.09	Multimodale Mobilität 1 – Fahr-Rad!
10	26.03.09	Multimodale Mobilität II: Mobil ohne Auto!
11	02.04.09	Liberté, égalité, gratuité! ÖPNV für lau
12	09.04.09	Stromsparcheck - von Fernsehen bis Facebook
13	16.04.09	Fleischlos glücklich - oder die Reise der grünen Sojabohne

14	23.04.09	Gemüse im Abo - Sonne im Topf
15	30.04.09	Über den Wolken – Tourismus und Klimawandel
16	07.05.09	Reclaim the space – Die Welt liegt dir zu Füßen!
17	14.05.09	Wohnklimawandel – auf dem Hof und in der Platte
18	21.05.09	Mobil unter Strom – der Hype um e-mobility
19	28.05.09	Agrartreibstoffe
		Radio shows planned – in process...
20	04.06.09	Photovoltaik und Solarenergie
21	11.06.09	Strommarkt und intelligentes Netz - Wem gehört das Netz?
22	18.06.09	Recycling – Mehrweggesellschaft
23	25.06.09	Wassermanagement
24	02.07.09	Wasserkraft und Windenergie
25	09.07.09	Landwirtschaft ohne Erdöl – Ernährung der kurzen Wege
26	16.07.09	Energie, Gender- und Entwicklungsperspektiven
27	23.07.09	Bioenergiedörfer
28	30.07.09	Kraft Wärmekopplung - Blockheizkraftwerke
29	10.09.09	Energieeffizienz
30	17.09.09	Ausblick: klimagerechte und postfossilistische Gesellschaft

### Radio network and uploads

Broadcasting in real time through the network is not an option. The radios work and broadcast autonomously from each other, but share radio programmes. Most radios chose to repeat the shows 2-3 times a week.

The radio shows are uploaded every month onto an agreed webspace with password access in packages of four to five shows, including promotion texts and materials. Each radio downloads the programmes and broadcasts them according to their own schedule.

The 30 radios currently broadcasting dynamo effect in Germany are all community radios (freie Radios, Bürgerradios, offene Kanäle,) and one campus radios (Uniradio).

Every radio show is produced in two versions:

14. One version which may contain pieces of copyrighted music, which is shared only to radios with licences (GEMA).
15. One version free of any copyrighted material is licensed under Creative Commons and uploaded as podcasts onto different websites (dynamoeffect.org, rdl.de, freie-radios.net, linksuten.indymedia.org etc). It's available as free download.

### **b) Local Initiatives**

#### workshops and networking meetings

Together with our scientific partner, we identified several key actors and strategic public events to attend. A number of workshops and networking meetings were organised in order to involve them. (please check the local initiatives report Radio Dreyeckland).

#### energy days

Radio Dreyeckland is currently working on the organisation of two Energy Days targeting two different audiences.

- Energy day targeting mostly youth and young adults: Grether Gelände 12th June 2010
- Energy day for families and the general public: in cooperation with the ÖkoStation, Seepark, Freiburg 18th July 2010

(Please check the local initiatives report Radio Dreyeckland – “energy days”).

#### **c) promotion and websites**

In accordance with the aim of the project, the advertisement campaign was realised on several levels and with different means: the media and their audience targeted were online magazines, radios, print magazines and newspapers as well as additional platforms on the Internet. At the same time we used different means: interviews (printed and audio), trailers, advertisement, newspaper supplement, post cards, flyers (see CD attached) and a banner of different size.

The radio shows and podcasts were uploaded to several websites.

(please check the promotion report “the local level” Radio Dreyeckland)