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EER CAMPAIGN

EUROPEAN ENERGY RADIO CAMPAIGN

DYNAMO EFFECT

Intelligent Energy – Europe (IEE)
Horizontal Key Actors

DELIVERABLE D6 REPORT ON NATIONAL WORKSHOP AND ENERGY DAYS

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

Due date: 30/05/2011

Start date of the action: 1/10/2008

End date of the action: 31/03/2011

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D.6 DELIVERABLE LOCAL INITIATIVES

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D.6 DELIVERABLE LOCAL INITIATIVES

GENERAL COMMENTS

This report contains all the 3 deliverables foreseen in WP6:

- report on national workshops and energy days
- operating reports on energy days organization
- report on the initiatives' effectiveness for each energy day

For each radio are listed:

- the key actors,
- the workshops
- the other initiatives organized to promote the project and to involve key actors
- the energy day realized

We included in the project the realization of a meeting with all the key actors. From the discussion emerged different possibilities and manners 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 played:

- multiplied bilateral meetings between the project responsible and key actors associations
- multiplied meetings with two or three similar key actors
- multiplied meetings based on the topics the project
- single meeting with all of the key actors

Achieved results

140 (about) key actors had been involved in the project

42 workshops had been realized

12 Energy days had been realized

D.6 DELIVERABLE LOCAL INITIATIVES ERREPI RADIO POPOLARE

Workshops will be organised to support the planning phase (WP2). The goal of the workshops is to obtain the collaboration of the key actors in order to reach the project's goals. The way to do so will be to obtain a full involvement with the campaign from the key actors through means of both interviews and live presence during radio broadcasts. Participation by the key actors is granted by their interest towards the visibility the radio campaign will ensure to those who take part in it.

A workshop will be organised in each of the 7 member countries, it will revolve around the topics the project will deal with, and representatives of the key actors will be invited:

- Environmentalist associations
- Environment-friendly energy producers
- Producers of environment-aware technologies
- Consumers' right organizations
- Teachers' organizations
- Institutional representatives of the NEEAPs (National Energy Efficiency Action Plan)
- Editors of those newspapers and magazines that make up the sector of the press that is more open to the project's themes.

The workshop's layout will feature both workgroups and plenary sessions.

Contents of the workshop are:

- The presentation of the means constituting the project (radio campaign, website) as opportunities of information and communication of the key actors' know-how and activities
- The circulation of ideas and existing good practices

The outputs of the workshop are:

- The definition of the priorities to be addressed during the campaign
- Insights about the strategies and the means to communicate and redact the informative material
- The creation of a network linking together the radio, the scientific partner and the key actors, which will remain active for the project's whole lifetime in order to ensure the highest efficiency of the obtained results, including those following the project's conclusion.

Workshop

Radio Popolare has organized four workshops:

In Milan 30/09/09

In Roma 7/10/09

In Milan 21/10/09

In Milan 28/01/10

We presented the project to obtain the collaboration of the key actors in order to reach:
their involvement in the contents of the broadcasting,
their agreement to link their web site with our web site
their agreement to participate at the project with interviews by phone or in studio
their agreement to promote the project through articles on their newsletters, fanzine, magazines, etc.
their agreement to participate at the Energy day

We can affirm that all this goals have been reached as you can see on the attached documents (articles, photos) and on the

WORKSHOP

No.1	
Title – typology	Promotion of the project Energy European Radio Campaign EFFETTO DINAMO Workshops
Date	30 September 2009
Place	Radio Popolare Milano office
Organization (autonomous, linked to ...)	Radio Popolare Milano
Contents	<p>AGENDA</p> <ul style="list-style-type: none"> - Introduction of the means constituting the project (radio campaign, website) - Verification the disposal of the key actors to be involved in the project - Identify the roles that key actors can play in the project in order of their own know-how and activities - Hypothesis for the involvement of the key actors in the project (good practices, interviews on state of art, participation in Energy day, promotion of the web site, etc.)
Material / documents produced for the event	<p>Power point presentation of the project Paper version of the presentation with:</p> <ul style="list-style-type: none"> - the objective of the EU Programme - The objective of the Radio Campaign - Actions foresee - Abstract of the project - The themes and the topics of the radio shows - Format of the radio shows
Participants / key actors involved	<p>PRODUCER ASSOCIATIONS</p> <p>APER - ASSOCIAZIONE PRODUTTORI ENERGIA DA FONTI RINNOVABILI VIA PERGOLESI, 3 20124 MILANO TEL.: 02-6692673 02 66989268 Ing. Roberto Longo longo@aper.it Claudia Abelli claudia.abelli@aper.it</p> <p>ASSISTAL ASSOCIAZIONE NAZIONALE COSTRUTTORI IMPIANTI VIALE F. RESTELLI, 3 20124 MILANO (MI) TEL.: 02-6085211 Ing. Maurizio Esitini nazionale@assistal.it D.ssa Spagnuolo mr.spagnuolo@assistal.it</p> <p>GIFI - GRUPPO IMPRESE FOTOVOLTAICHE ITALIANE VIA GATTAMELATA 34 20149 MILANO (MI) TEL.: 02-3264228 Federico Brucciani Communication Officer GIFI</p>

	<p>comunicazione@gifi-fv.it Dr. Andrea Solzi andrea.solzi@anie.it</p> <p>FIPER - FED. IT. PROD. DI ENERGIA DA FONTI RINNOVABILI VIA POLVERIERA 50 23037 TIRANO (SO) TEL.: 0342 70 62 78 Dr. Walter Righini Vanessa Gallo info@fiper.it</p> <p>PROFESSIONAL ECO-LIGHT ASSOCIATI LIGHT IS Diego Bonata (anche Cielo Buio) Bergamo info@lightis.eu 335 7809433</p> <p>CONSUMER ASSOCIATIONS</p> <p>ALTROCONSUMO VIA VALASSINA, 22 - 20159 MILANO Tel. 02/668901; fax 02/66890288 Liliana Cantone Tel. 02 66890205 Liliana.cantone@altroconsumo.it Natalia Milazzo 338 9739138</p> <p>MOVIMENTO CONSUMATORI: Elia Caputo tel. 02 80583136 milano@movimentoconsumatori.it</p> <p>FEDERCONSUMATORI Giacinto Brighenti segretario regionale 335-1357246 federconsumatori@infinito.it</p> <p>MEDIA</p> <p>E-GAZETTE - VIA CANONICA 54, MILANO Lorenza Gallotti - Direttore – redazione@e-gazette.it</p>
Other impacts / results	<p>The key actors involvement in the contents of the broadcasting, The key actors agreement to link their web site with our web site The key actors agreement to participate at the project with interviews by phone or in studio The key actors agreement to promote the project through articles on their newsletters, fanzine, magazines, The key actors agreement to participate at the Energy day</p>

No.2	
Title – typology	Promotion of the project Energy European Radio Campaign EFFETTO DINAMO Workshops
Date	7 October 2009
Place	Città dell'Altra Economia Largo Dino Frisullo Quartiere Testaccio Rome
Organization (autonomous, linked to ...)	Radio Popolare Milano and Radio Popolare Roma
Contents	<p>AGENDA</p> <ul style="list-style-type: none"> - Introduction of the means constituting the project (radio campaign, website) - Verification the disposal of the key actors to be involved in the project - Identify the roles that key actors can play in the project in order of their own know-how and activities - Hypothesis for the involvement of the key actors in the project (good practices, interviews on state of art, participation in Energy day, promotion of the web site, etc.)
Material / documents produced for the event	<p>Power point presentation of the project Paper version of the presentation with:</p> <ul style="list-style-type: none"> - the objective of the EU Programme - The objective of the Radio Campaign - Actions foresee - Abstract of the project - The themes and the topics of the radio shows - Format of the radio shows
Participants / key actors involved	<p>KYOTO CLUB VIA GENOVA 23 00184 ROMA TEL. 06 45439791 Leonardo Berlen l.berlen@kyotoclub.org</p> <p>AZZEROCO2 VIA GENOVA 23 00184 ROMA telefono: 06 48900948 Valentina Barsotti Valentina.barsotti@azzeroco2.it</p> <p>ASSOLTERM ASSOCIAZIONE ITALIANA SOLARE TERMICO VIA VICENZA 5/A 00185 ROMA TEL. 06 44340537 Valerio Verga segretariogenerale@assolterm.it</p> <p>ANEV VIA PIEMONTE 39 00187 ROMA (RM) TEL.: 06-42014701</p>

	Dott. Simone Togni segretario.generale@anev.org AMBIENTE ITALIA SRL VIA VICENZA, 5/A 00185 ROMA TEL.: 06-44340129 Ing. Riccardo Battisti
Other impacts / results	The key actors involvement in the contents of the broadcasting, The key actors agreement to link their web site with our web site The key actors agreement to participate at the project with interviews by phone or in studio The key actors agreement to promote the project through articles on their newsletters, fanzine, magazines, The key actors agreement to participate at the Energy day

No.3	
Title – typology	Promotion of the project Energy European Radio Campaign EFFETTO DINAMO Workshops
Date	21 October 2009
Place	Radio Popolare Milano office
Organization (autonomous, linked to ...)	Radio Popolare Milano
Contents	AGENDA <ul style="list-style-type: none"> - Introduction of the means constituting the project (radio campaign, website) - Verification the disposal of the key actors to be involved in the project - Identify the roles that key actors can play in the project in order of their own know-how and activities - Hypothesis for the involvement of the key actors in the project (good practices, interviews on state of art, participation in Energy day, promotion of the web site, etc.)
Material / documents produced for the event	Power point presentation of the project Paper version of the presentation with: <ul style="list-style-type: none"> - the objective of the EU Programme - The objective of the Radio Campaign - Actions foresee - Abstract of the project - The themes and the topics of the radio shows - Format of the radio shows
Participants / key actors involved	PRODUCER ASSOCIATIONS REEF (RE-Energy Foundation) Onlus Via Pergolesi, 27 - 20124 Milano

	<p>T +39 02 66 98 92 68 - 02 66 92 673 F +39 02 67 49 01 40 M +39 327 822 47 47 info@centopercentoverde.org</p> <p>ASSOSOLARE - ASS. NAZ. IND. FOTOVOLTAICA VIALE LUNIGIANA 46 20125 MILANO (MI) TEL.: 02-66989156 Ing. Gianni Chianetta gianni.chianetta@assosolare.org Lucia Navone lucianavone@studio-navone.it</p> <p>CONSUMER ASSOCIATIONS</p> <p>CONFCONSUMATORI: Francesca Scotti tel. 02 83241893 lombardia@confconsumatori.it</p> <p>ADICONSUM LOMBARDIA Via Fulvio Testi, 42 20099 - Sesto S.Giovanni (MI) adiconsum_lombardia@cisl.it Resp. Regionale: Angela Alberti Maria Giovanna Baldon 02 24426290/2</p> <p>MEDIA</p> <p>ARTENERGY VIA GRAMSCI, 57 20032 CORMANO MI Tel.+390266306866 Marco Pinetti President Marco.pinetti@zeroemission.eu</p>
Other impacts / results	<p>The key actors involvement in the contents of the broadcasting, The key actors agreement to link their web site with our web site The key actors agreement to participate at the project with interviews by phone or in studio The key actors agreement to promote the project through articles on their newsletters, fanzine, magazines, The key actors agreement to participate at the Energy day</p>

No.4	
Title – typology	Promotion of the project Energy European Radio Campaign EFFETTO DINAMO Workshops
Date	28 January 2010
Place	Radio Popolare Milano office
Organization (autonomous,	Radio Popolare Milano

linked to ...)	
Contents	<p>AGENDA</p> <ul style="list-style-type: none"> - Plan to fix the participation of the key actors in the project (information about good practices, interviews in studio to broadcast and/or to download on the web site, participation in Energy day, promotion of the web site, etc.)
Material / documents produced for the event	<p>Power point presentation of the project Paper version of the presentation with:</p> <ul style="list-style-type: none"> - the objective of the EU Programme - The objective of the Radio Campaign - Actions foresee - Abstract of the project - The themes and the topics of the radio shows - Format of the radio shows
Participants / key actors involved	<p>PRODUCER ASSOCIATIONS</p> <p>APER - ASSOCIAZIONE PRODUTTORI ENERGIA DA FONTI RINNOVABILI VIA PERGOLESI, 3 20124 MILANO TEL.: 02-6692673 02 66989268 Ing. Roberto Longo longo@aper.it Claudia Abelli claudia.abelli@aper.it</p> <p>REEF (RE-Energy Foundation) Onlus Via Pergolesi, 27 - 20124 Milano T +39 02 66 98 92 68 - 02 66 92 673 F +39 02 67 49 01 40 M +39 327 822 47 47 info@centopercentoverde.org</p> <p>ASSISTAL ASSOCIAZIONE NAZIONALE COSTRUTTORI IMPIANTI VIALE F. RESTELLI, 3 20124 MILANO (MI) TEL.: 02-6085211 Ing. Maurizio Esitini nazionale@assistal.it D.ssa Spagnuolo mr.spagnuolo@assistal.it</p> <p>GIFI - GRUPPO IMPRESE FOTOVOLTAICHE ITALIANE VIA GATTAMELATA 34 20149 MILANO (MI) TEL.: 02-3264228 Federico Brucciani Communication Officer GIFI comunicazione@gifi-fv.it</p> <p>ASSOSOLARE - ASS. NAZ. IND. FOTOVOLTAICA VIALE LUNIGIANA 46 20125 MILANO (MI) TEL.: 02-66989156 Ing. Gianni Chianetta gianni.chianetta@assosolare.org</p> <p>FIPER - FED. IT. PROD. DI ENERGIA DA FONTI RINNOVABILI VIA POLVERIERA 50</p>

	<p>23037 TIRANO (SO) TEL.: 0342 70 62 78 Dr. Walter Righini Vanessa Gallo info@fiper.it</p> <p>CONSUMER ASSOCIATIONS</p> <p>MOVIMENTO CONSUMATORI: Elia Caputo tel. 02 80583136 milano@movimentoconsumatori.it</p> <p>FEDERCONSUMATORI Giacinto Brighenti segretario regionale 335-1357246 federconsumatori@infinito.it</p> <p>ADICONSUM LOMBARDIA Via Fulvio Testi, 42 20099 - Sesto S.Giovanni (MI) adiconsum_lombardia@cisl.it Resp. Regionale: Angela Alberti Maria Giovanna Baldon 02 24426290/2</p> <p>MEDIA</p> <p>E-GAZETTE - VIA CANONICA 54, MILANO Lorenza Gallotti - Direttore – redazione@e-gazette.it</p> <p>ARTENERGY VIA GRAMSCI, 57 20032 CORMANO MI Tel.+390266306866 Marco Pinetti President Marco.pinetti@zeroemission.eu</p>
Other impacts / results	<p>The key actors involvement in the contents of the broadcasting, The key actors agreement to link their web site with our web site The key actors agreement to participate at the project with interviews by phone or in studio The key actors agreement to promote the project through articles on their newsletters, fanzine, magazines, The key actors agreement to participate at the Energy day</p>

Energy day

Energy Days will be held in conjunction with the beginning of the broadcasting phase. The aim is to support the spreading of best practices, thanks to highly interesting events that will allow to directly show citizens those products - which are already found on the market - that allow for a rational, intelligent and compatible use of energy. Exhibitions (one in each partner country) will be organised, depending on the local framework, in collaboration with producers' associations and/or private and public organizations either especially open or already active for what has to do with the themes dealt with by the project. The goal is to show at least 20 products or best practices in each event.

In order to spark the interest of young people we plan to organize a concert which will demonstrate, live, the feasibility of an intelligent use of the necessary energy by relying on sound and light service firms that already possess the structures and means necessary for this goal. On the project's website there will be references to this organisational model and the good practices introduced.

The estimated audience is of 5,000 people, mostly young, for each event.

From the Interim Technical Implementation Report

In the initial draft of the project the energy day was to be held coinciding with the beginning of the radio broadcasts. 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.

Depending on the date set for the Energy day each radio will direct the visibility of its action to promote either the radio broadcasts (if the Energy day takes place by June 2010) or the website (if by September 2010) because this product of the project will remain available long after the project completion.

ENERGY DAY

No.1	
Title – typology	Fà La Cosa Giusta 7 th National Exhibition of critical consumer and sustainable style of life Energy Days
Date	12-13-14 March 2010 in Milan
Place	FieraMilanoCity Porta Scarampo 14 Milan

Organization (autonomous, linked to ...)	Stand Dynamo Effect Campaign within the National Exhibition Fà La Cosa Giusta FLCG Organization by Cooperativa Terre di Mezzo
Contents	<p>The presentation of radio campaign The promotion of the website as opportunities of information and communication The circulation of ideas and existing good practices Radio Popolare organized 5 public meeting:</p> <ol style="list-style-type: none"> 1) Green life: building sustainable cities 2) Climate change legends 3) How we are going to move along in the nex 50 years 4) What to do to save energy and cut the bills 5) Energy renewable sources in Italy <p>At the exhibition Fà la cosa Giusta, Legambiente organised the final exhibition of intelligent energy products "Ecotopten" the top ten more eco product.</p> <p>Ecotopten, is a ranking based on the evaluation of hundreds of models of the major brands sold on the Italian market. In 2010 the ranking was done for the following products:</p> <p>-TV: the performance of 180 models were evaluated. Top 10 positions in EcoTopTen televisions are filled with TV with much better performance, in terms of energy efficiency, even compared to the basic criteria for the Ecolabel.</p> <p>-Air conditioners: the survey took into account only the portable models and single and multi-heat pump up to 12 kW, with air-air exchanger. 15 were the brands that participated in the project with 369 models in 336 fixed (mono and multi) and 33 laptops. The criteria of selection is what determines the class A energy label on the European electricity consumption .</p> <p>-Washing machines: the Washing machine category examined 236 models from 22 manufacturers. Admitted washing efficiency class AAA and AAB selected based on the electrical and water consumption compared to the payload and the presence of the two entrances.</p> <p>- Smart cars: as for Car category, more than 850 models were selected on the basis of the top 100 brands of cars sold on the Italian market in 2009 (source: Anfia). After two years of absence from the top of the list, the hybrid petrol-electric large displacement return to the top of the ranking, contending top position with best performance LPG class mini and small, while diesel cars are mainly represented by small displacements. The Ecotopten ranking is designed to offer consumers an important tool of information for more informed purchase decisions, from an environmental and energy efficiency perspective.</p>

Material / documents produced for the event	<p>Power point presentation of the project</p> <p>Paper version of the presentation with:</p> <ul style="list-style-type: none"> - the objective of the EU Programme - The objective of the Radio Campaign - Actions foresee - Abstract of the project - The themes and the topics of the radio shows - Format of the radio shows <p>Folders to promote the project web site</p> <p>Monitors and pc to demonstrate the project web site</p>
Participants / key actors involved	Legambiente, EU Commission Agency in Milan, Confconsumatori, Movimento Consumatori, Artenergy, APER - associazione produttori energia da fonti rinnovabili, FIPER - federazione italiana produttori di energia da fonti rinnovabili
Use of alternative energy resources for the organisation of events	
Good practices / products exhibited	<p>The decision to hold the energy day of the project within FLCG is related to the many eco-friendly products: with low energy consumption, low impact on the environment, and high energy efficiency.</p> <p>All of the products exist in the market and are studied and fully realized to be suitable for facing the causes of pollution which determine the planet overheating.</p> <p>620 exhibitors offered a wide variety of products and services divided into 12 special sections.</p> <p>The section dedicated to Sustainable business services and the Scuola di AltRa Amministrazione, gathering 200 local administrators from all over Italy, aims to exchange practices of excellence handling the public administration (dedicated to 5 themes: from territory management to the municipal system ecological footprint, from waste management to sustainable mobility and new lifestyles).</p>
Public (typology – number)	<p>Through the radio we asked the listeners to attend FLCG where they could find products to make intelligent use of energy.</p> <p>Through the FLCG audience, whose sensitivity toward the themes covered in the campaign is equal to our listeners', we launched the radio-campaign and the website where it is possible to find in-dept documentation of topics and products displayed at the fair.</p> <p>Fa La Cosa giusta 2010 official data</p> <p>About 65.000 visitors, 30% more than during the 2009 edition, among them 1400 students who took part in the fair activities thanks to Progetto Scuole.</p> <p>A wide press coverage. Major national broadcasting television networks (Tg1, Tg3 and Tg5) to begin with, news media such as Corriere della Sera, La Repubblica, La Stampa, Il Sole 24 Ore, Il Giorno and many more, not to mention the several radio stations and online newspapers. A total of 630 accredited journalists during the 2010 edition.</p>

No.2	
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Title – typology	Terrafutura 7 th International Exhibition of good practices of life, governance and enterprises for a fair and sustainable future Energy Days
Date	28-29-30May 2010 in Florence
Place	Fortezza da Basso Florence
Organization (autonomous, linked to ...)	Stand of CONTRORADIO (Popolare Network) within the International Exhibition Terrafutura Florence Cultural Foundation “Responsabilità Etica”
Contents	The presentation of radio campaign The promotion of the website as opportunities of information and communication
Material / documents produced for the event	Power point presentation of the project Paper version of the presentation with: <ul style="list-style-type: none"> - the objective of the EU Programme - The objective of the Radio Campaign - Actions foresee - Abstract of the project - The themes and the topics of the radio shows - Format of the radio shows Folders to promote the project web site Monitors and pc to demonstrate the project web site
Participants / key actors involved	
Use of alternative energy resources for the organisation of events	
Good practices / products exhibited	The decision to hold the energy day of the project within TERRAFUTURA is related to the many eco-friendly products: with low energy consumption, low impact on the environment, and high energy efficiency. All of the products exist in the market and are studied and fully realized to be suitable for facing the causes of pollution which determine the planet overheating. 600 exhibition areas with more than 5.000 authorities represented, 280 cultural events on the calendar with 1.000 speakers, including national and international witnesses and experts in various fields.
Public (typology – number)	More than 92.000 visitors during the 2010 edition.
Other impacts / results	

No.3	
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Title – typology	Fà La Cosa Giusta 8 th National Exhibition of critical consumer and sustainable style of life Energy Days
Date	25-26-27 March 2011 in Milan
Place	FieraMilanoCity Porta Scarampo 14 Milan
Organization (autonomous, linked to ...)	Fà La Cosa Giusta FLCG Cooperativa Terre di Mezzo
Contents	The promotion of the website as opportunities of information and communication The circulation of ideas and existing good practices
Material / documents produced for the event	Power point presentation of the project Paper version of the presentation with: <ul style="list-style-type: none"> - the objective of the EU Programme - The objective of the Radio Campaign - Actions foresee - Abstract of the project - The themes and the topics of the radio shows - Format of the radio shows Folders to promote the project web site Monitors and pc to demonstrate the project web site
Participants / key actors involved	Legambiente,
Use of alternative energy resources for the organisation of events	
Good practices / products exhibited	The decision to hold the energy day of the project within FLCG is related to the many eco-friendly products: with low energy consumption, low impact on the environment, and high energy efficiency. All of the products exist in the market and are studied and fully realized to be suitable for facing the causes of pollution which determine the planet overheating. The 29 thousand square meters trade show housed 750 expositors , divided into 12 thematic sessions. Sustainable supply was one of the main protagonists during the 2011 edition. The Mangia come parli special section housed 200 between organic and biodynamic farming manufacturers , including either short distribution chain or direct sales, along with dozens of meetings, tastings, workshops and cooking shows.
Public (typology – number)	Through the radio we asked the listeners to attend FLCG where they could find products to make intelligent use of energy. Through the FLCG audience, whose sensitivity toward the themes covered in the campaign is equal to our listeners', we launched the radio-campaign and the website where it is possible to find in-depht documentation of topics and products displayed at the fair. The 2011 Fa' la cosa giusta! edition numbered 70.000 visitors.

	Progetto Scuole Fa' la cosa giusta! involved 72 classes for a total of about 1560 students from schools at all levels starting from kindergartens to senior high.
Other impacts / results	

D6.1 DELIVERABLE LOCAL INITIATIVES CORALI

WORKSHOP

No. 1	
Title – typology	advertise on the European campaign « dynamo effect »
Date	Wednesday October the 21 th 2009 at 5:30pm
Place	Maison des Associations à Montreuil Sous Bois
Organization (autonomous, linked to ...)	CORALI & RAC-F
Contents	<p>Schedule</p> <ul style="list-style-type: none"> – presentation of the campaign actors and their motivations – Dig up the different subjects together and listen to the participant's comments and suggestions. – Find a way how to be partners in the campaign in order to give a better impact.
Material / documents produced for the event	<p>Press document :</p> <ul style="list-style-type: none"> – Short presentation of the European project – Information's about CORALI and RAC-F – 30 radios shows list – An example of show and the format – The national list of the 82 radio stations
Participants / key actors involved	<p>- WWF Jean Stéphane Devisse (directeur de campagne) 1 carrefour Longchamp 75116 Paris</p> <p>- Les Amis de la Terre Anne Bringault (directrice) 2B Rue Jules Ferry 93100 Montreuil</p> <p>- Solar Génération France Alexandra Luciani 22 Rue des Rasselins 75020 Paris</p> <p>- CLER Raphaël Claustre (directeur) 2B Rue Jules Ferry 93100 Montreuil</p> <p>- Fondation Nicolas Hulot Benoit Faraco 6 Rue de l' Est 92100 Boulogne Billancourt</p> <p>- ENERCOOP 11 Rue des 2glises 75020 Paris</p> <p>- Altern 75 Bd Haussmann 75008 Paris</p> <p>- Syndicat des énergies renouvelables</p>

	<p>André Antolini 48 Bd des Batignolles 75017 Paris</p> <p>- Union Fédérale des consommateurs « Que choisir » Marie Christine Brument 11 rue Guénot 75011 Paris</p> <p>- Association des Journalistes de l'environnement (AJE) 27 Rue Blanche 75009 Paris</p> <p>- JNE (Journalistes – écrivains pour la Nature et l'Ecologie) 7 ter Rue du Colonel Cridot 75012 Paris</p>
Other impacts / results	Participants agreed on : participate on broadcasting during interviews (phone or physically), link to our websites, inform about the campaign.

No. 2	
Title – typology	Advertise on the European campaign “Dynamo Effect”
Date	Friday December the 4 th 2009 2:30 pm
Place	House of associations
Organization (autonomous, linked to ...)	CORALI
Contents	<p>Schedule:</p> <ul style="list-style-type: none"> - Presentation of the campaign actors and their motivations. - Dig up the different subjects together and listen to the participant's comments and suggestions. - Find a way how to be partners in the campaign in order to give a better impact.
Material / documents produced for the event	<p>Press document:</p> <ul style="list-style-type: none"> - Short presentation of the European Project - Information's about CORALI and RAC-F. - 30 radios shows list - An example of show and the format. - The national list of the 82 radio stations.
Participants / key actors involved	<p>- FRAPNA 38 Av de Verdun 26000 Valence</p> <p>- Ligue de l'enseignement 26 AV Sadi Carnot 26000 Valence</p> <p>- CLIPSOL Parc d'activité des combaruches 73100 Aix les Bains</p>

	<ul style="list-style-type: none"> - Photowatt 33 Rue St Honoré 38300 Bourgoin Jallieu - Professors of high schools « Camille Vernet » and « Emile Loubet »
Other impacts / results	<p>Participants agreed on:</p> <ul style="list-style-type: none"> - Participate on broadcasting during interviews (phone or physically), link to our websites, inform about the campaign.

ENERGY DAY

No. 1	
Title – typology	Energy climate's conference
Date	26 th to 28 th January 2010
Place	Dunkerque
Organization (autonomous, linked to ...)	The assizes of the energy – climate are organized by the urban community of the Dunkerque. The organizers provided us with a stand during the demonstration.
Contents	CORALI, well advised by the RAC-F, participated to the eleventh energy climate's conference which took place at Dunkerque from 26 th to 28 th January 2010. We enjoyed this place to communicate about the European campaign using distribution of papers, meeting and discussing. We also interviewed in our stand many specialists. They usually intervene in that broadcasting's series.
Material / documents produced for the event	Flyers and posters with the list of the 82 radios and that of 30 broadcasts
Participants / key actors involved	L'ADEME (environnement agency.), EDF, GDF SUEZ, cities (Dunkerque, Grenoble), manufacturer and environmental associations (Les Amis de la Terre, RAC-F, WWF etc.)
Use of alternative energy resources for the organisation of events	
Good practices / products exhibited	
Public (typology – number)	3000 persons registered in the meeting and 12000 visitors on 3 days.
Other impacts / results	

D6.1 DELIVERABLE LOCAL INITIATIVES

EMA RTV

The local initiatives have been composed by 2 kinds of events: The Energy Coffees (workshops with keys actors) and the Energy Day. Within the general target group, we have identified and invited theses specific sub-groups to be part of the local initiatives activities:

- Responsible Consumers
- Public Bodies in charge of Energy strategy
- Environmental associations
- Educators and teachers / Universities
- Young people of school age

The association launched in 1998 the production and satellite broadcast service “Onda Local de Andalucía - OLA” (Local Wave of Andalusia) that broadcast non commercial, social and cultural issues oriented and environmental radio shows 24 hours a days by satellite. The majority of these shows are produced by the radios of EMA RTV’s network and shared through the satellite with the others local radios. Some of the campaigns, like the Dynamo one, are produced in Seville, in our studios. The Association EMA-RTV has been awarded with several prizes and awards in the field of mass and social media. EMA-RTV share the same objectives and way of working with EMUGA (Emisoras Municipales Gallegas - Galician local radio network – 16 radios) and COM-Radio (emisoras locales de Catalunya - Catalanian local radio network – 140 radios), this is the reason why we decided to include them in the campaign, in order to spread even more the impact of the project and contribute to its success. EMA RTV had various objectives within the execution of this project, as we have seen in the local plan of action. We consider that the success indicators have been the production and broadcast in more than 250 radios of 30 high quality radio shows about the topics of the campaign, the implementation of a powerful web tool, and the whole organization of local initiative with great impact in the population.

ECOMÍMESIS S.C.A. is the environmental cooperative that has worked in collaboration with EMA-RTV helping us for all the technical questions about the topics that we had to develop in the radio shows. The team of Ecomimesis produced the fact sheets for each of the 30 chosen topics and supported the communication actions for the diffusion of the project. EMARTV and Ecomimesis organized together two Energy Coffees in Seville that has been celebrated on 16th of December of 2009 and on the 25th of February of 2010. These two events have congregated institutions, companies and associations interested in environmental themes

Key actors that have been part of the radio shows and / or the local initiatives

- Public administration.
 - Environmental public administration of the regional government in Andalusia.
 - Local agency of energy of the city of Seville.
 - TUSAM, public company of transport and mobility in Seville.
 - Agency of energy of the province of Cadiz.
 - Agency of energy of the province of Granada.
 - Agency of energy of the province of Seville.
 - Agency of energy of Andalusia
- Educational authorities
 - University of Seville.
 - University of Pablo de Olavide (Seville).
- Environmental associations
 - Association of promoters and producers of renewable energies of Andalusia.

- Greenpeace-Andalusia.
- Ecologists in action.
- Consumers and users associations
 - FACUA – Consumers in action.
 - UCA/UCE – Union of Consumers and Users of Andalusia/Spain
- Companies / Private bodies
 - TOYOTA (Nimo-Gordillo concessionaire).
 - ENDESA (the main public Electricity Company).
 - IBERDROLA renewable.
 - Gas Natural – Unión Fenosa.
 - Gesternova.
 - Abengoa – Solúcar
- Editors of newspapers and magazines
 - Association of press of Seville.
 - Onda Local de Andalucía.

Both meetings have been two informative and ecologic breakfasts with different key-actors, where we explained the European Energy Radio Campaign and the Dynamo Effect project, its web site www.dynamoeffect.org, the main objectives and the entities involved in it.

Local workshop

EMA-RTV and the environmental expert organization ECOMÍMESIS have organized 2 local workshops that we called “Energy Coffees”, in which we invited different public institutions, social entities and private companies. Theses early meetings (at Breakfast time) had various objectives:

1. Build a network of environmental concerned institutions and learn of new experiences that have been developed by theses actors
2. Exchange information about the environmental topics that we had to deal with in the Dynamo Campaign
3. Choose together the last 5 “free” topics of the campaign, that EMA RTV has the responsibility to find. For example, as the solar energy is especially developed in Andalusia, we decided to make a special program about this topic. As one of the key actors was very interested in the recycling topics, we did also one special radio show about electronic garbage.
4. Organize the planning of topics and radio shows so that each of theses partners and key actors could choose the day and the topics on which he would be interested in being interviewed: all of them received a calendar, with the day of the emission and the topics to develop: according to their special field and to their own intern calendar, we decide together of who could take part in the programme of the Xth of February and who could for the Yth of march.

In each “Energy Coffees”, between 10 to 15 key actors were present, and EMA RTV could run the meeting with flexibility and efficiency: these actors were:

- Agencia Local de la Energía
- TUSSAM
- Agencia de la Energía de Cádiz,
- Agencia de la Energía de Granada,
- Agencia de la Energía de Sevilla,
- Agencia Andaluza de la Energía
- Universidad de Sevilla,
- Universidad Pablo de Olavide
- APREAN, Asociación de la Prensa de Sevilla
- Greenpeace,
- Ecologistas en acción,
- FACUA, UCA/UCE,

- TOYOTA,
- ENDESA,
- Iberdrola Renovables,
- Gas Natural – Unión FENOSA,
- Gesternova,
- Abengoa – Solúcar.

In order to make these meetings “friendlier” and less “formal” we brought biological food (fruits, cakes) and beverages (coffee, tea, juices) in order to have real breakfast with all these key actors. The duration of these events was 2 hours, generally from 8 to 10 a.m.

After each Energy Coffee, Ecomimesis (the expert associated to the campaign) edited and diffused to hundreds of entities a summary of the workshop, the themes and topics that had been developed and the future actions that had been planned. Through this massive communication process, lots of new institutions received information that they didn't have before and some of them contacted EMA RTV to be part of some radio shows on a specific topic.

The success indicators of these activities are:

- Participation of all of these key actors in minimum one radio show.
- Creation of synergies between EMA RTV and these institutions that reinforced the objective of the campaign
- New relationship between EMA RTV and these key actors that will be useful for each institution in the future

WORKSHOP

No.	1
Title – typology	Workshop Coffee
Date	16/12/2009
Place	Seville
Organization (autonomous, linked to ...)	Organized by EMA-RTV supported by Ecomimesis.
Contents	Informative and ecologic breakfast with different key-actors. This first Energy Coffee allowed us to present the campaign, the actors, the goals and issues of the project to all of the key actors. We also try to find the way to include them all in the radio campaign and to make sure that they could have a relevant interview about their activities and services diffused during the campaign.
Material / documents produced for the event	Dossier with information about the Dynamo Effect project, list of participants, questionnaire of preferred topics for each key actor, program of the Energy Coffee, etc.
Participants / key actors involved	<i>Environment organisations:</i> APREAN, Greenpeace, Ecologistas en acción <i>Producers organisations and private bodies:</i> ENDESA, Iberdrola Renovables, Abengoa – Solúcar, TOYOTA, Gas Natural <i>Consumers organisations:</i> FACUA, UCA/UCE <i>Public bodies :</i> Agencia Local de la Energía, TUSSAM, Agencia de la Energía de Cádiz, de Granada, de Sevilla, Agencia Andaluza de la Energía <i>Schools:</i> Universidad de Sevilla, Universidad Pablo de Olavide
Use of alternative energy resources for the organisation of events	Recycled paper.

Good practices / products exhibited	We had an ecologic breakfast, bought in “La Ortiga”, a cooperative that distributes ecologic products, fruits, etc.
Public (typology – number).	The only participants were the key actors, without public
Other impacts / results	We published the results of the Energy Coffee in a document that we shared with all the participants and other possible people with interest in this kind of topics: universities, administrations, schools, NGOs, associations of consumers, companies related to environment, etc.

No.	2
Title – typology	Wowrkshop Coffee (2)
Date	25/02/2010
Place	Seville
Organization (autonomous, linked to ...)	Organized by EMA-RTV supported by Ecomímesis.
Contents	Informative and ecologic breakfast with different key-actors. During this Energy Coffee we organize with precision which entity was interested in which topic, in order to make easier the work of the journalist. We also informed the key actors about the Energy Day because lots of these institutions needed 2 months minimum to be able to participate in the event (to prepare the activities, to design and print the information panel, etc...).
Material / documents produced for the event	Dossier with information about the Dynamo Effect project, list of participants, questionnaire of preferred topics for each key actor, program of the Energy Coffee, etc.
Participants / key actors involved	<i>Environment organisations:</i> APREAN, Greenpeace, Ecologistas en acción <i>Producers organisations and private bodies:</i> ENDESA, Iberdrola Renovables, Abengoa – Solúcar, TOYOTA, Gas Natural <i>Consumers organisations:</i> FACUA, UCA/UCE <i>Public bodies :</i> Agencia Local de la Energía, TUSSAM, Agencia de la Energía de Cádiz, de Granada, de Sevilla, Agencia Andaluza de la Energía <i>Schools:</i> Universidad de Sevilla, Universidad Pablo de Olavide
Use of alternative energy resources for the organisation of events	Recycled paper.
Good practices / products exhibited	We had an ecologic breakfast, bought in “La Ortiga”, a cooperative that distributes ecologic products, fruits, etc.
Public (typology – number).	The only participants were the key actors, without public
Other impacts / results	We published the results of the Energy Coffee in a document that we shared with all the participants and other possible people with interest in this kind of topics: universities, administrations, schools, NGOs, associations of consumers, companies related to environment, etc.

Local Energy days

EMA-RTV organized the Energy Day (Día de la Energía Verde) the 5th and 6th of June 2010 in the biggest park of Seville named Parque del Alamillo. We invited all of the key actors in contact with us from the beginning of the project, public and private bodies in order to present to the public a large scale of good practices, experiences and products about the topics that had been journalistically covered in the Dynamo radio campaign. More than 13 big tents had been rent, one for each institutions invited at the Energy Day, so that they could present, show and share their products / activities with the public. These tents were also very useful to protect them from the sun, because we reached 40 grades Celsius during theses 2 days. In total, more than 10 different institutions were presents and propose lots of different activities for all public:

- Consejería de Medio Ambiente de la Junta de Andalucía
- La Agencia de la Energía de Cádiz
- Ecologistas en Acción
- La Casita Ecológica
- Movand (electrical bicycle)
- Madre Coraje
- Ecomímesis,
- Greenpeace Sevilla
- Culturas del Mundo
- Intermon Oxfam
- Transporte del Futuro

Different activities were organized like:

- The visit of an entirely ecological house (run by la Casita Ecológica)
- The use of an ecological horse – gear for children (made of wood and functioning with manual energy)
- An ecological race for children (run by Ecomimesis)
- Live radio shows all day long in the tent of EMA RTV (run by EMA RTV)
- TV Documentary recorded by the EMA RTV 's team. (run by EMA RTV)
- Environmental Workshops (run by Ecomimesis and Ecologistas en Acción)
- Recycle workshops (Run by Madre Coraje)
- Musical workshop with recycle music instrument (run by colectivo Zaranda)
- Workshop about Solar Energy (Greenpeace Sevilla)
- Exposition of "The City of the Energía" (Movand)
- Electrical Bicycle (run by Transporte del Futuro)

All of theses activities were free and we can say that all of them brought a different approach to the topics that have been treated in the radio campaign. On order to make the event even friendlier EMA RTV asked to the organization "Cultura del Mundo" (culture of the world) to prepare for the Lunch and Dinner specialities of different countries. Lot of people staid to discover theses specialities at lunch and dinner time.

In total, more than 1000 persons visited the installations, the tents, the expositions and lots of them participated in the activities. Though the radios shows that EMA RTV realized and broadcast live from the Energy Day' s place, more than 400.000 people (in the Seville Province) had been informed about all of the activities of the Energy Day and about the invited organizations, their products, services.

Finally, a audiovisual documentary has been realized and produced by EMA RTV team about the Energy Day, that have been broadcast in lots of events that EMA RTV organized until now. We join the documentary to this document.

The success indicators are:

- The references of the Energy Day in the press and social network:
- The number of people informed about the event and about the content of the event (visit, radio and video): between 400.000 and 500.000.
- The documentary that is a good way to show good practices in environmental and energy fields.

ENERGY DAY

No.	1
Title – typology	ENERGY DAY
Date	5 – 6 JUNE 2010
Place	Seville
Organization (autonomous, linked to ...)	Organized by EMA-RTV supported by Ecomímesis.
Contents	Informative and ecologic weekend in a public park in Seville.
Material / documents produced for the event	Dossier with information about the Dynamo Effect project, flyers, T-shirts, cups, stickers, list of participants, questionnaire of preferred topics for each key actor, program of activities, press notes, audiovisual program, food of the world, radio show in direct from the Alamillo Park, radiophonic messages produced by children, etc.
Participants / key actors involved	<ul style="list-style-type: none"> - Consejería de Medio Ambiente de la Junta de Andalucía - La Agencia de la Energía de Cádiz - Ecologistas en Acción - La Casita Ecológica - Movand (electrical bicycle) - Madre Coraje - Ecomímesis, - Greenpeace Sevilla - Culturas del Mundo - Intermon Oxfam - Transporte del Futuro
Use of alternative energy resources for the organisation of events	Recycled paper, workshop of percussion with recycled objects, separation of waste in different containers (paper, plastic, organic), etc.
Good practices / products exhibited	A little “Ecologic house”, electric bicycles and motorbikes, workshop about recycling, ecological horse-gear, ecological food and beverage, exposition about “Energy and the City”
Public (typology – number).	About 1000 people in the place where we had the event – 400.000 listener of the radio shows that have been produced live during the Energy day.
Other impacts / results	We published some press notes for the media. Some national TV channels were covering the event. We shared the results of the Energy Day with all the participants and other possible people with interest in this kind of topics: universities, administrations, schools, NGOs, associations of consumers, companies related to environment, etc.

D6.1 DELIVERABLE LOCAL INITIATIVES RADIO NEAR FM

Local Workshop

Workshops will be organised to support the planning phase (WP2). The goal of the workshops is to obtain the collaboration of the key actors in order to reach the project's goals. The way to do so will be to obtain a full involvement with the campaign from the key actors through means of both interviews and live presence during radio broadcasts. Participation by the key actors is granted by their interest towards the visibility the radio campaign will ensure to those who take part in it.

A workshop will be organised in each of the 7 member countries, it will revolve around the topics the project will deal with, and representatives of the key actors will be invited:

- Environmentalist associations
- Environment-friendly energy producers
- Producers of environment-aware technologies
- Consumers' right organizations
- Teachers' organizations
- Institutional representatives of the NEEAPs (National Energy Efficiency Action Plan)
- Editors of those newspapers and magazines that make up the sector of the press that is more open to the project's themes.

The workshop's layout will feature both workgroups and plenary sessions.

Contents of the workshop are:

- The presentation of the means constituting the project (radio campaign, website) as opportunities of information and communication of the key actors' know-how and activities
- The circulation of ideas and existing good practices

The outputs of the workshop are:

- The definition of the priorities to be addressed during the campaign
- Insights about the strategies and the means to communicate and redact the informative material
- The creation of a network linking together the radio, the scientific partner and the key actors, which will remain active for the project's whole lifetime in order to ensure the highest efficiency of the obtained results, including those following the project's conclusion.

At the start of the campaign we organised a launch in January 2010 with Cultivate in order to kick off the radio campaign. The launch served not only to promote the project but also as an initial workshop where all of the key actors were invited. During the launch the opinions of all key actors was sought. The project was launched by The Minister of State in the Department of Agriculture,

Following the initial workshop and launch it was agreed that the future workshops should aim to produce a resource which would be available to all the key actors to use on an ongoing basis. 2 of the four workshops were planned in this way. The first produced a TV recording of the key actors and the second a DVD to be used in conjunction with the "Green Schools" project.

It was agreed at the first workshop launch that Naer90fm staff would have regular meetings with the main key actors and single meetings with the other key actors.

Near90fm has organized four workshops (not including workshops organised as part of the two Energy Days):

Launch and workshop	30/9/09
Green schools workshop	18/02/10

TV workshop	07/03/10
Gluaiseacht workshop	15 /05/10

We presented the project to obtain the collaboration of the key actors in order to reach:

- their involvement in the contents of the broadcasting,
- their agreement to link their web site with our web site
- their agreement to participate at the project with interviews by phone or in studio
- their agreement to promote the project through articles on their newsletters, fanzine, magazines, c.
- their agreement to participate at the Energy day

WORKSHOP

No.1	
Title – typology	Launch and first workshop of “The Dynamo Effect”
Date	30 September 2009
Place	The Green House
Organization (autonomous, linked to ...)	Sustainable Ireland
Contents	AGENDA <ul style="list-style-type: none"> - Introduction of the means constituting the project (radio campaign, website) - Verification the disposal of the key actors to be involved in the project - Identify the roles that key actors can play in the project in order of their own know-how and activities - Hypothesis for the involvement of the key actors in the project (good practices, interviews on state of art, participation in Energy day, promotion of the web site, etc.)
Material / documents produced for the event	Power point presentation of the project Audio CD explaining the series including the objective of the EU Programme, the objective of the Radio Campaign, some audio clips of the project and the themes and the topics of the radio shows
Participants / key actors involved	GOVERNMENT Trevor Sargeant – Minister of State at The Department of Agriculture Ciaran Cuffe – Minister for Transport Eamon Ryan – Minsiter for the Environment STATE AND INTERNATIONAL AGENCIES Teagasc www.teagasc.ie ESB www.esb.ie Eco-Unesco www.ecounesco.ie CONSUMER AND REPRESENTATIVE ORGANISATIONS Sustainable Energy Ireland www.seai.ie Cultivate www.cultivate.ie Friends of the Earth www.foe.ie

	<p>Grow it yourself Ireland www.giyireland.com Seomra Spraoi Social Centre Irish Drivers Association www.irishdrivers.org National University of Ireland www.nui.ie</p> <p>PRIVATE COMPANIES ESD Training www.esdtraining.net Richard Douthwaite http://en.wikipedia.org/wiki/Richard_Douthwaite The Organic Centre www.theorganiccentre.ie Dublin Food Growing www.dublinfoodgrowing.blogspot.com Energy Assure www.energyassure.ie Cooney Architects www.cooneyarchitects.com JOSPA www.jospa.ie Ecologic Solar Solutions www.ecologics.ie Lumitec www.lumiteclighting.com Sunflower Recycling www.sunflowerrecycling.ie Authentic Energy Management Services www.authentic.ie Green Box www.greenbox.ie Tepuid Design www.tepuidesign.com Joseph Little Architects www.josephlittlearchitects.com</p>
Other impacts / results	<p>The key actors involvement in the contents of the broadcasting, The key actors agreement to link their web site with our web site The key actors agreement to participate at the project with interviews by phone or in studio The key actors agreement to promote the project through articles on their newsletters, fanzine, magazines, The key actors agreement to participate at the Energy days</p>

No.2	Green Schools Workshop
Title – typology	Workshop held with Teachers and students
Date	18/02/10
Place	Colaiste Dhulaigh, College of Further Education
Organization (autonomous, linked to ...)	Colaiste Dhulaigh, College of Further Education
Contents	<p>Workshop was held in collaboration with the Irish Government's "Green Schools" project. A project to promote environmental issues and sustainable living to students, The students were shown a presentation on the project and the teachers of the college took part in a workshop after which they agreed to include "Dynamo Effect" materials in their courses.</p> <p>Representatives of the Department of Education and the City of Dublin VEC agreed to promote these materials to their respective curriculum development committees with a view to including them in future courses.</p>
Material / documents produced for the event	<p>Power point presentation of the project Audio CD explaining the series including the objective of the EU Programme, the objective of the Radio Campaign, some audio clips of the project and the themes and the topics of the radio shows</p>
Participants /	Teachers of Colaiste Dhulaigh, College of Further Education

key actors involved	City of Dublin VEC Cultivate Department of Education
Other impacts / results	The key actors involvement in the contents of the broadcasting, The key actors agreement to link their web site with our web site The key actors agreement to participate at the project with interviews by phone or in studio The key actors agreement to promote the project through articles on their newsletters, fanzine, magazines, The key actors agreement to participate at the Energy day

No. 3	TV workshop
Workshop produced at the studios of Dublin Community Television Power point presentation of the project Audio CD explaining the series including the objective of the EU Programme, the objective of the Radio Campaign, some audio clips of the project and the themes and the topics of the radio shows	
07/03/10	
Dublin Community Television, Digital Hub, Dublin	
Dublin Community Television, Digital Hub, Dublin	
A special workshop with selected key actors was held at the studios of Dublin Community Television. This workshop was filmed by the staff of Dublin Community Television who produced a DVD of part of the workshop to be used in future projects.	
DVD of parts of the workshop Power point presentation of the project Audio CD explaining the series including the objective of the EU Programme, the objective of the Radio Campaign, some audio clips of the project and the themes and the topics of the radio shows	
Dublin Community Television CRAOL Cultivate Sustainable Energy Ireland	
The key actors involvement in the contents of the broadcasting, The key actors agreement to link their web site with our web site The key actors agreement to participate at the project with interviews by phone or in studio The key actors agreement to promote the project through articles on their newsletters, fanzine, magazines, The key actors agreement to participate at the Energy day	

No.4	
Title – typology	Workshop at Gluaiseacht
Date	28 January 2010
Place	Seomra Spraoi, Dublin
Organization (autonomous, linked to ...)	Seomra Spraoi
Contents	Presentation and workshop explaining the project and promoting it to key actors.

	Gluaiseacht is one of the principal sustainable living events held annually in Dublin
Material / documents produced for the event	Power point presentation of the project Audio CD explaining the series including the objective of the EU Programme, the objective of the Radio Campaign, some audio clips of the project and the themes and the topics of the radio shows. Producers stalls and presentations
Participants / key actors involved	Cultivate Seomra Spraoi Dublin Food Co-op Friends of the Earth Grow it yourself Ireland
Other impacts / results	The key actors involvement in the contents of the broadcasting, The key actors agreement to link their web site with our web site The key actors agreement to participate at the project with interviews by phone or in studio The key actors agreement to promote the project through articles on their newsletters, fanzine, magazines, The key actors agreement to participate at the Energy day

Energy Day

Energy Days will be held in conjunction with the beginning of the broadcasting phase. The aim is to support the spreading of best practices, thanks to highly interesting events that will allow to directly show citizens those products - which are already found on the market - that allow for a rational, intelligent and compatible use of energy. Exhibitions (one in each partner country) will be organised, depending on the local framework, in collaboration with producers' associations and/or private and public organizations either especially open or already active for what has to do with the themes dealt with by the project. The goal is to show at least 20 products or best practices in each event.

In order to spark the interest of young people we plan to organize a concert which will demonstrate, live, the feasibility of an intelligent use of the necessary energy by relying on sound and light service firms that already possess the structures and means necessary for this goal. On the project's website there will be references to this organisational model and the good practices introduced.

The estimated audience is of 5,000 people, mostly young, for each event.

From the Interim Technical Implementation Report

In the initial draft of the project the energy day was to be held coinciding with the beginning of the radio broadcasts. 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.

Depending on the date set for the Energy day each radio will direct the visibility of its action to promote either the radio broadcasts (if the Energy day takes place by June 2010) or the website (if by September 2010) because this product of the project will remain available long after the project completion.

Near90fm held 2 Energy Days both intended to coincide with events which would give the maximum exposure to the project. The first was an Eco Fair held as part of “Convergence”, Ireland’s national festival to promote sustainable living and environmental technologies. The second was

ENERGY DAY

No.1	
Title – typology	Energy Days Eco Fair
Date	10 April 2010
Place	The Greenhouse, 17 St. Andrew Street, Dublin
Organization (autonomous, linked to ...)	Cultivate and Sustainable Energy Ireland
Contents	<p>The Eco Fair was designed to fit in with the family friendly mood of past “Convergence” festivals</p> <p>The day had information stalls providing information on themes as such as green building, renewable electricity suppliers, cycling, solar panels, natural paints, slow food, and more.</p> <p>Also on the agenda were eleven fun packed and innovative workshops throughout the day on Passive Houses, Transition Towns, Roof Top Gardening, Retrofitting your home, Redress- Sustainable Fashion, Composting, Grow it Yourself Ireland, Domestic Solar Panels.</p> <p>In order to educate and entertain the young ones, the day also included workshops for children: Creative Recycling with Eco-Unesco (make a wallet out of Tetra Pak!), Carbon Footprints for Kids and 'Shamrouges' short film and book reading.</p> <p>The Dynamo Effect Eco Fair finished with a Panel Discussion from 3.45pm-5.00pm with the EASCA Green Building and Energy Clinic. The screening of the film 'The Pedal Project' was followed by a discussion on cycling in Dublin.</p>
Material / documents produced for the event	<p>Power point presentation of the project</p> <p>Audio CD explaining the series including the objective of the EU Programme, the objective of the Radio Campaign, some audio clips of the project and the themes and the topics of the radio shows</p> <p>Dublin Community Television filmed the event and broadcast a programme promoting the event and the Dynamo Effect project.</p>
Participants /	All key actors

key actors involved	
Use of alternative energy resources for the organisation of events	The event was held at “The Greenhouse” which sources a large percentage of its water and energy through sustainable means.
Good practices / products exhibited	All of the Key actors were present with stalls promoting their products or services. Public bodies and representative organisations were also present.
Public (typology – number)	The Greenhouse is located in the centre of Dublin city and is perfectly located for large crowds. The Eco Fair was held on a Saturday to. We estimate that over the course of the day based on counts taken during the day and the sign in at the door that 500 people attended.
Other impacts / results	Promotion of the project through a television programme Large scale promotion of the key actors and their products while simultaneously promoting the project

No.2	
Title – typology	Energy Days Electric Picnic
Date	3 – 5 September 2010
Place	Electric Picnic, Stradbally
Organization (autonomous, linked to ...)	Electric Picnic, Stradbally
Contents	The Electric Picnic is one of Ireland’s largest music festivals held annually in Stradbally, Ireland. Part of this festival has always been a special section devoted to environmental causes. In order to promote “The Dynamo Effect” to the largest possible number of people it was decided to be present at the festival with a large gazebo where the audio presentation would be played and promotional material would be distributed and discussed.
Material / documents produced for the event	Power point presentation of the project Audio CD explaining the series including the objective of the EU Programme, the objective of the Radio Campaign, some audio clips of the project and the themes and the topics of the radio shows Promotional material including Dynamo Effect T-shirts
Participants / key actors involved	Sustainable Energy Ireland Cultivate All other Key actors
Use of alternative energy resources for the organisation of events	The Electric Picnic sources a large percentage of its energy from renewable sources. The environment section of the event is powered partially through solar cells.
Good practices / products	All of the key actors involved in the project were also present at the event promoting their products.

exhibited	
Public (typology – number)	Published figures state that 32,500 people attended the event over the three days.
Other impacts / results	Promotion of the project to one of the largest annual gatherings of people in Ireland

D6.1 DELIVERABLE LOCAL INITIATIVES KLUBRADIO

Workshop

In order to reach our goal Klubrádió has organised:

- bilateral meetings in the first phase (with policy makers, teachers' organisations, environment-friendly organisations) in order to obtain the necessary information to define the focuses of the campaign so that it would meet the real Hungarian situation and possibilities.
- A 100 persons' workshop to find the priorities that should be dealt with, involve the key actors and meet the producers of eco-friendly products. We had a 20 persons' round table and several other bilateral/multilateral discussions during the day.
- At Renexpo 2009 we had 100 questionnaires filled out by key actors or just simple visitors in order to obtain information about what key actors or the listeners think the campaign should focus on. We really wanted to meet the needs of people.

Klubrádió has organized its 100 persons' workshop on the RENEXPO Hungary 16.-18. 04. 2009. (<http://www.renexpo-budapest.com/en/trade-fair.html>) which is an international trade fair and congress for renewable energy and energy efficient construction and renovation.

The key actors involved in the workshops were:

Environmentalist associations:

Environment-friendly Energy producers

Producers of environment-aware technologies

Consumers' right organisations

Universities

Local governments and policy makers

Editors of newspapers and magazines

We presented the project to obtain the collaboration of the key actors in order to reach:

their involvement in the contents of the broadcasting,

their agreement to link their web site with our web site

their agreement to participate at the project with interviews by phone or in studio

their agreement to promote the project through articles on their newsletters, fanzine, magazines, etc.

their agreement to participate at the Energy day

The outputs of the workshop were:

- The definition of the priorities to be addressed during the campaign
- Insights about the strategies and the means to communicate and redact the informative material
- The creation of a network linking together the radio, the scientific partner and the key actors, which will remain active for the project's whole lifetime in order to ensure the highest efficiency of the obtained results, including those following the project's conclusion.
- The information gained from the 100 sheets of inquiry

WORKSHOP

No.	1
Title – typology	Promotion of the project Energy European Radio Campaign - 100 persons' workshop
Date	16.-18. 04. 2009.

Place	Budapest, RENEXPO Hungary (http://www.renexpo-budapest.com/en/trade-fair.html) which is an international trade fair and congress for renewable energy and energy efficient construction and renovation.
Organization (autonomous, linked to ...)	Klubradio Energiaklub
Contents	<p>We organised a 20 persons' round table discussion which we also recorded for further use. We invited civil and green organisations who have also participated in developing the fact sheets. Also scientific organisations, governmental and state organisations and companies involved in energy efficient construction and using renewable energy resources were invited to discuss the most important topics that should be communicated in our campaign. We also had discussions on the fair where we met companies, organisations and individuals whom we had interrogated about the different topics, gathered in a questionnaire. The evaluation of the 100 questionnaires is written also in an article which can be read on the website of Energiaklub, under the following link: http://www.energiaklub.hu/hu/hirek/?news=699</p> <ul style="list-style-type: none"> - Introduction of the means constituting the project (radio campaign, website) - Verification the disposal of the key actors to be involved in the project - Identify the roles that key actors can play in the project in order of their own know-how and activities - Hypothesis for the involvement of the key actors in the project (good practices, interviews on state of art, participation in Energy day, promotion of the web site, etc.)
Material / documents produced for the event	<p>Fliers to present</p> <ul style="list-style-type: none"> - the objective of the EU Programme - The objective of the Radio Campaign - Actions foresee - Abstract of the project

Participants / key actors involved		
	Energiaklub www.energiaklub.hu	Csikai Mária és Lohász Cecília
	Klímaparát települések szövetsége (Association of Climatic Friendly Settlements) http://www.klimabarát.hu/	Leidinger Dániel
	TVE (Association of Conscious Consumers) www.tve.hu	Haraszti Anikó
	Környezeti nevelők (Environmental educators) www.mkne.hu	Dr. Havas Péter
	Zsombolyai Kft (Zsombolyai Ltd.) http://hbi.hu/en/cegek/zsombolyai_kft_161990.html	Molnár Tibor
	HUMUSZ (Waste Prevention Alliance) www.humus.hu	Graczka Sylvia
	Nemzeti Fejlesztési Ügynökség (National Development Agency) www.nfu.hu	Kasza György
	Kerékpáros Magyarország Szövetség (Bicyclist Hungary Association) www.kmsz.hu	Szabó Kristóf
	Távhő (District Heating Company Budapest) www.fotav.hu	Balog Róbert
	LMP (Politics can be different!) www.lehetmas.hu	Jávor Benedek
	Greenpeace www.greenpeace.hu	Stoll Barbara
	WWF www.wwf.hu	Laurice Erefej
	Klímanagykövetek (Climatic Ambassador) www.klimanagykovetseg.hu	Lukács Ákos
	Autó szakértő (car-topic expert)	Stevie Kala
	KÖVET (Követ Association) www.kovet.hu	Bíró Imola
	MTVSZ (National Society of Conservationists) www.mtvsh.hu	Dóra Szilvia
	Energetikai Munkacsoport (Energy and Environment Work Group)	Prohászka Rajmund
	Klímaklub (Climatic Club)	

	www.klimaklub.hu Energiahivatal (Hungarian Energy Office – Electricity Licensing) www.eh.gov.hu Architect „expert”, the hermit of Zebegény IPCC nemzetközi Klímakutató www.ipcc.org Érdi Építésügyi Hatóság vezetője (Office for Construction in Érd) Érdi alpolgármester (vice mayor of Érd) Magyar Passzívház Szövetség elnöke (president for the Association of Hungarian Passive Houses) www.mapasz.hu Magyar Termálenergia Társaság (Hungarian Thermal Energy Association) www.termalenergia.hu MTA Fenntartható Fejlődés (Hungarian Academy of Sciences – Sustainable Progress Strategy) www.mta.hu Közlekedési, Hírközlési és Energiaügyi Minisztérium (Ministry of Transport, Telecommunication and Energy) www.kormany.hu/hu/nemzeti-fejlesztesi-miniszterium	Dr. Grabner Péter Medgyasszay Péter Szász Szabolcs Ürge-Wollsatz Diana Varga Illés Levente Segesdi János Debreczy Zoltán Kurumczy Mihály Prof. dr. Láng István Dr. Oláh Lajos államtitkár (deputy minister)
Public (typology – number)	5000 visitors at the RENEXPO, who could get information about the project and meet some of the key actors, also visitors were inquired by Energiaklub in order to know what kind of information they would need from a campaign like this.	
Other impacts / results	The evaluation of the 100 questionnaires – getting a sight of what is really needed by the listeners. The key actors were involved in defining the contents of the broadcasts. They also agreed to participate in the shows. They were also linked to the project with their websites (in order to gain more visitors and listeners from their pages where there is already an existing audience sensitive to the topic of energy efficiency) The key actors agreed to promote the project through articles on their newsletters, fanzine, magazines, The key actors agreed to participate at the Energy day	

The Energy Day should have been held in the beginning of the broadcasting phase. We shifted that to May 2010 partly because

- by that time there was already more material on our webpage that was also advertised
- and also because that is the time for the annual Renexpo exhibition
- and the weather is more suitable for outdoor activities (there was a bicyclist process and also a possibility to try some cars that are run by alternative fuel)
- the demonstrative use of technologies that make use of solar energy sources would be impossible for lack of sunlight

We chose Renexpo to organise our Energy Day because this yearly event already has a big audience and all the key actors from this field visit the Renexpo. The aim was to support the spreading of best practices, thanks to interesting events that allowed to directly show citizens those products - which are already on the market - that allow for a rational, intelligent and compatible use of energy. With RENexpo

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

Dynamo Effect's Energy Day was participating on all of Renexpo's press materials, in their news letter, in their invitations and on the back side of the entrance ticket.

We exhibited 20 good practices concerning energy efficiency – most of them available in Hungary. We invited the Klub for Hungarian Bicyclists to come to the trade and make a procession. They lent us the "bicycle power plant". We invited and exhibited different cars with alternative fuel:

www.szechenyifutam.hu

We invited 6 universities, and all the members of the Hungarian Eco-schools. We posed all these invitations on different facebook sites (Not only on Dynamo Effect site, but also on Critical Mass's facebook site – which is the most famous place for bikers). We invited schoolgroups to the event for whom we provided hostesses to show them around.

ENERGY DAY

No.	1
Title – typology	Energy Day in Hungary
Date	29 th May 2010.
Place	Budapest, RENEXPO Hungary (http://www.renexpo-budapest.com/en/trade-fair.html) which is an international trade fair and congress for renewable energy and energy efficient construction and renovation.
Organization (autonomous, linked to ...)	Klubradio Energiaklub Reeco - official organiser of Renexpo
Contents	<ul style="list-style-type: none"> - Vehicles with alternative fuels - Innovations: photovoltaic parabole, photovoltaic roof tile - Uni Street-a 'street for universities': introduction and programmes of different green organisations of hungarian universities - Dynamo Square – the introduction of the campaign itself - The „bicycle power plant" - Introduction of the Climate Office - Introduction of the good practices exhibited

Material / documents produced for the event	<p>Molinos, rollup and fliers – with the basic information about Dynamo Effect project (radio campaign and website). With</p> <ul style="list-style-type: none"> - the objective of the EU Programme - The objective of the Radio Campaign
Participants / key actors involved	<p>Energiaklub www.energiaklub.hu</p> <p>Klímaparát települések szövetsége (Association of Climatic Friendly Settlements) http://www.klimabarát.hu/</p> <p>HUMUSZ (Waste Prevention Alliance) www.humusz.hu</p> <p>Nemzeti Fejlesztési Ügynökség (National Development Agency) www.nfu.hu</p> <p>Kerékpáros Magyarország Szövetség (Bicyclist Hungary Association) www.kmsz.hu</p> <p><i>Hungarian Cyclists' Club</i> http://kerekparosklub.hu</p> <p>Greenpeace www.greenpeace.hu</p> <p>WWF www.wwf.hu</p> <p>Klímanagykövetek (Climatic Ambassador) www.klimanagykovetseg.hu</p> <p>KÖVET (Követ Association) www.kovet.hu</p> <p>Energiahivatal (Hungarian Energy Office – Electricity Licensing) www.eh.gov.hu</p> <p>IPCC nemzetközi Klímakutató www.ipcc.org</p> <p>MTA (Hungarian Academy of Sciences) www.mta.hu</p> <p>exhibitors: Alternatív Hajtású Járműsport szövetség www.ahjv.hu</p> <p>BÜKK-MAK LEADER Nonprofit Ltd. www.bukkmakleader.hu</p> <p>Csikai Mária és Lohász Cecília</p> <p>Leidinger Dániel</p> <p>Graczka Sylvia</p> <p>Kasza György</p> <p>Szabó Kristóf</p> <p>Stoll Barbara</p> <p>Laurice Erefej</p> <p>Lukács Ákos</p> <p>Bíró Imola</p> <p>Dr. Grabner Péter</p> <p>Ürge-Wollsatz Diana</p>

	<p>Élő-energia Ltd. www.eloenergia.hu</p> <p>GTE SYSTEM Ltd. www.gtesystem.hu</p> <p>COP RENDSZERTECHNIKA Ltd. www.hoszivattyuszakerto.hu</p> <p>Herz Armatúra Hungária Ltd. www.herz-hu.com</p> <p>KT-ELECTRONIC Ltd. www.led.teletronik.com</p> <p>LLUMAR Magyarország www.llumar.hu</p> <p>Magyar Pellet Egyesület www.mapellet.hu</p> <p>Solar and Led Ltd. www.solar-led.hu</p> <p>Zöldtech Market and Online department store www.zoldtech.hu</p> <p>Készház Menedzser Kft. www.makesz.hu</p> <p>Solar Shine Factory Ltd. www.solarspot.hu</p> <p>TZ-ELMA company www.tz-elma.hu</p> <p>Magyar Biogáz Egyesület www.biogas.hu</p>
Use of alternative energy resources for the organisation of events	<p>The “bicycle power plant” – a special bicycle which was connected to a generator, so when somebody was driving it, it produced electricity which was used to run a speakerphone with a microphone. The microphone was used for the different events on Dynamo Square.</p> <p>We invited and exhibited different cars with alternative fuel: www.szechenyifutam.hu – that could also be tried by the audience.</p>
Good practices / products exhibited	<p>1 bicycle power plant</p> <p>2 forward-looking traffic related inventions of young talented designers (www.ahjv.hu)</p> <p>3 BÜKK-MAK action group (44 settlement of Northern Hungary) – rural development strategy, RES utilisation</p> <p>4 absorption heat pump boilers with a gas base (www.eloenergia.hu)</p> <p>5 geothermal heating/cooling systems (www.gtesystem.hu)</p> <p>6 heat pumps (www.hoszivattyuszakerto.hu)</p>

	<p>7 biomass boilers (www.herz-hu.com)</p> <p>8 LED lighting (www.led.teletronik.com)</p> <p>9 Solar cells (www.led.teletronik.com)</p> <p>10 heat insulation of (already existing) glass surfaces (www.lumar.hu)</p> <p>11 pellet as alternative heating material (www.mapellet.hu)</p> <p>12 solar cell operated LED lamp posts (www.solar-led.hu) – innovative Hungarian products in function worked by solar cells</p> <p>13 solar cell speed-indicator (www.solar-led.hu) – innovative Hungarian products in function worked by solar cells</p> <p>14 Resleague in Hungary (www.energiaklub.hu) – competition of settlements concerning the usage of solar energy</p> <p>15 technical books on renewable energy – where to find (www.zoldtech.hu)</p> <p>16 wall structures for passive houses (energy-saving, passive and active prefabricated houses of low energy consumption)</p> <p>17 SOLARSPOT tube system transmitting natural light (www.solarspot.hu)</p> <p>18 cars run by alternative fuel - www.tz-elma.hu</p> <p>19 the possible use of biogas, an association bringing together researchers with technical and economical specialists - www.biogas.hu</p> <p>20 home automatisisation and wall heating installation built on heat pumps - www.hoszivattyuszakerto.hu</p>
Public (typology – number)	5000 visitors (average audience of the fair trade, but also specialised eco-schools were directly invited with free entrance to the event)
Other impacts / results	In addition to the public attention that was gained by the project through the event. We also met some new organisations/producers that were involved in the radio shows later on. And also the cooperation with the Universities was strengthened.

D6.1 DELIVERABLE LOCAL INITIATIVES RADIO ORANGE

General comments: (objectives, strategies, contents, key actors involved, target, expected results...)

We organised a series of workshops in order to involve the keyactors in the project. At the first workshop we presented the project and discussed how the keyactors could get involved. At the following workshops we thought the keyactors radio production skills in order to involve them in the production of the actual radio shows. As a result the keyactors have been involved in the whole production process and were supported by professionals of the radio, which had the extra benefit that the keyactors could gain skills in radio production and on how to communicate their expertise and perspectives to a wider public.

WORKSHOP

No.	1
Title – typology	Kick off workshop
Date	2.7./3.7.2009
Place	Vienna
Organization (autonomous, linked to ...)	Radio ORANGE 94.0 and VIRUS (scientific partner)
Contents	Getting to know each other, presentation of the project and the possibilities for the keyactors to get involved and get a radio training
Material / documents produced for the event	Email invitation sent to institution of keyactors. mailinglists used by keyactors, publication of the invitation on the website of Radio ORANGE 94.0
Participants / key actors involved	Chladek Alex, Gusenbauer Isabella, Hagn Michael, Hofmann Angelika, Kapfinger Mira, Matysek Jutta, Pruner Andreas, Pühringer Marlene, Reitermayr Christa, Röll

	Christina, Schweeger Bernd, Strasser Ines, Timmel Carola, Werner Andrea, Wimmer Kathrin
Public (typology – number)	yes
Other impacts / results	a group of 15 keyactors agreed to be part of the project, get the radio training and work on the production of the radio shows.

2 + 3
Interview 1
3.9.2009, 18:00 + 25.9.2009, 16:30
Vienna
Radio ORANGE 94.0 and VIRUS (scientific partner) Chladek Alex, Gusenbauer Isabella, Hagn Michael, Hofmann Angelika, Kapfinger Mira, Matysek Jutta, Pruner Andreas, Pühringer Marlene, Reitermayr Christa, Röhl Christina, Schweeger Bernd, Strasser Ines, Timmel Carola, Werner Andrea, Wimmer Kathrin

No.	4 + 5
Title – typology	Interview 2
Date	10.9.2009, 18:00 & 2.10.2009, 16:30
Place	Vienna
Organization (autonomous, linked to ...)	Radio ORANGE 94.0 and VIRUS (scientific partner)
Participants / key actors involved	Chladek Alex, Gusenbauer Isabella, Hagn Michael, Hofmann Angelika, Kapfinger Mira, Matysek Jutta, Pruner Andreas, Pühringer Marlene, Reitermayr Christa, Röhl Christina, Schweeger Bernd, Strasser Ines, Timmel Carola, Werner Andrea, Wimmer Kathrin

No.	6 + 7
Title – typology	Feature
Date	17.9.2009, 18:00 & 9.10.2009, 16:30
Place	Vienna
Organization (autonomous, linked to ...)	Radio ORANGE 94.0 and VIRUS (scientific partner)
Participants / key actors involved	Chladek Alex, Gusenbauer Isabella, Hagn Michael, Hofmann Angelika, Kapfinger Mira, Matysek Jutta, Pruner Andreas, Pühringer Marlene, Reitermayr Christa, Röhl

	Christina, Schweeger Bernd, Strasser Ines, Timmel Carola, Werner Andrea, Wimmer Kathrin
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No.	8 + 9
Title – typology	Speaking into a microphone
Date	24.9.2009, 18:00 & 16.10.2009, 14:00
Place	Vienna
Organization (autonomous, linked to ...)	Radio ORANGE 94.0 and VIRUS (scientific partner)
Participants / key actors involved	Chladek Alex, Gusenbauer Isabella, Hagn Michael, Hofmann Angelika, Kapfinger Mira, Matysek Jutta, Pruner Andreas, Pühringer Marlene, Reitermayr Christa, Röhl Christina, Schweeger Bernd, Strasser Ines, Timmel Carola, Werner Andrea, Wimmer Kathrin

No.	10 + 11
Title – typology	Media law
Date	1.10.2009, 18:00 & 23.10.2009, 16:00
Place	Vienna
Organization (autonomous, linked to ...)	Radio ORANGE 94.0 and VIRUS (scientific partner)
Participants / key actors involved	Chladek Alex, Gusenbauer Isabella, Hagn Michael, Hofmann Angelika, Kapfinger Mira, Matysek Jutta, Pruner Andreas, Pühringer Marlene, Reitermayr Christa, Röhl Christina, Schweeger Bernd, Strasser Ines, Timmel Carola, Werner Andrea, Wimmer Kathrin

No.	12 + 13
Title – typology	Radio show production
Date	8.10.2009, 18:00 & 30.10.2009, 16:30
Place	Vienna
Organization (autonomous, linked to ...)	Radio ORANGE 94.0 and VIRUS (scientific partner)
Participants / key	Chladek Alex, Gusenbauer Isabella, Hagn Michael, Hofmann Angelika, Kapfinger

actors involved	Mira, Matysek Jutta, Pruner Andreas, Pühringer Marlene, Reitermayr Christa, Röll Christina, Schweeger Bernd, Strasser Ines, Timmel Carola, Werner Andrea, Wimmer Kathrin
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ENERGY DAY

No.	1
Title – typology	Energy Day
Date	04.09.10
Place	Vienna
Organization (autonomous, linked to ...)	Radio ORANGE 94.0
Contents	During the day the different organisations and initiatives presented products, concepts and made creative interventions. In the evening there was a party with bands and djs performing
Material / documents produced for the event	website (feierlich.o94.at) poster flyer
Participants / key actors involved	Die Stromboje – das schwimmende Strömungskraftwerk, SOL – Menschen für Solidarität, Ökologie und Lebensstil, Österreichischer Biomasseverband, die umweltberatung, LESS IS MORE, oekonews.at, footprint.at, Heavy Pedals Lastenradboten-dienst und -verkauf OG , IG Windkraft, Get Active, IG Fahrrad, greenbikesforpeace.eu, kapolerta, VIRUS, Biohof-ADAMAH, Cooperative Fahrrad, Fahrrad.Selbsthilfe.Werkstatt im WUK, IG Passivhaus + all participants from the previous workshops
Good practices / products eshibited	Die Stromboje – das schwimmende Strömungskraftwerk, SOL – Menschen für Solidarität, Ökologie und Lebensstil, Österreichischer Biomasseverband, die umweltberatung, LESS IS MORE, oekonews.at, footprint.at, Heavy Pedals Lastenradboten-dienst und -verkauf OG , IG Windkraft, Get Active, IG Fahrrad, greenbikesforpeace.eu, kapolerta, VIRUS, Biohof-ADAMAH, Cooperative Fahrrad, Fahrrad.Selbsthilfe.Werkstatt im WUK, IG Passivhaus + all participants from the previous workshops
Public (typology – number)	public event, 1500 visitors

D6.1 DELIVERABLE LOCAL INITIATIVES RADIO DREYECKLAND

Next to dozens of individual meetings with key actors we hold several workshops for different target groups on local as well as on national level.

On local level we hold three workshops, that targeted:

- teachers and people involved in educational aspects
- people involved in environmental activities and organisations
- people involved in green business and environmental technologies and services.

On national level we hold two workshops for journalists which had an important impact on the promotion of the campaign and the acquisition of radio stations that later diffused our programme.

Besides we identified a number of strategic public events related to the issue of energy and climate change, in which we took part, held presentations of the dynamo effect radiocampaign, distributed flyers and generated networking opportunities. As these meetings are often attended by key actors, we were able to create contacts and get people involved.

WORKSHOP

No. 1	
Title – typology	Short presentation on the trade fair “Gebäude.Energie.Technik”
Date	6. -8. 03.09

Place	Messe Freiburg
Organization (autonomous, linked to ...)	Radio Dreyeckland
Contents	<ul style="list-style-type: none"> • Introduction of the means constituting the project (radio campaign, website) • Verification the disposal of the key actors to be involved in the project • Identify the roles that key actors can play in the project in order of their own know-how and activities • Hypothesis for the involvement of the key actors in the project (good practices, interviews on state of art, participation in Energy day, promotion of the web site, etc.)
Material / documents produced for the event	<p>Power point presentation of the project</p> <ul style="list-style-type: none"> • the objective of the EU Programme • The objective of the Radio Campaign • Actions foresee • Abstract of the project • The themes and the topics of the radio shows • Format of the radio shows <p>Flyer with a short explanation of the goals and content of the project</p>
Participants / key actors involved	Participants of the trade fair, fluctuating audience
Other impacts / results	Promotion of the radio campaign

No. 2	
Title – typology	Networking on the “ÖPNV-Innovationskongress”

Date	9. -11. 03.09
Place	Konzerthaus Freiburg
Organization (autonomous, linked to ...)	Radio Dreyeckland
Contents	<ul style="list-style-type: none"> • Diffusion of Flyer, individual meetings, interviews • Introduction of the means constituting the project (radio campaign, website) • Verification the disposal of the key actors to be involved in the project • Identify the roles that key actors can play in the project in order of their own know-how and activities • Hypothesis for the involvement of the key actors in the project (good practices, interviews on state of art, participation in Energy day, promotion of the web site, etc.)
Material / documents produced for the event	<ul style="list-style-type: none"> • Flyer with a short explanation of the goals and content of the project
Participants / key actors involved	Participants of the congress
Other impacts / results	Promotion of the radio campaign, interviews and records of presentations, contacts for further radio shows and the Energy day

No. 3	
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Title – typology	Short presentation on the international conference “Local renewables”
Date	27. -29.04.09
Place	Messe Freiburg
Organization (autonomous, linked to ...)	Radio Dreyeckland
Contents	<ul style="list-style-type: none"> • Introduction of the means constituting the project (radio campaign, website) • Verification the disposal of the key actors to be involved in the project • Identify the roles that key actors can play in the project in order of their own know-how and activities • Hypothesis for the involvement of the key actors in the project (good practices, interviews on state of art, participation in Energy day, promotion of the web site, etc.)
Material / documents produced for the event	<p>Power point presentation of the project</p> <ul style="list-style-type: none"> • the objective of the EU Programme • The objective of the Radio Campaign • Actions foresee • Abstract of the project • The themes and the topics of the radio shows • Format of the radio shows <p>Flyer with a short explanation of the goals and content of the project</p>
Participants / key actors involved	Participants of the conference
Other impacts / results	Promotion of the radio campaign, interviews and records of presentations, contacts for further radio shows and the Energy day

No. 4	
Title – typology	Presentation an Workshop on the “Radiocamp”
Date	22.-24.05.09
Place	Markelfingen
Organization (autonomous, linked to ...)	Radio Dreyeckland
Contents	<ul style="list-style-type: none"> • Introduction of the means constituting the project (radio campaign, website) • Verification the disposal of the key actors to be involved in the project • Identify the roles that radio stations can play in the project in order of their own know-how and activities • Hypothesis for the involvement of the key actors in the project (good practices, interviews on state of art, promotion of the web site, etc.) • exchange and open discusion
Material / documents produced for the event	<p>Power point presentation of the project</p> <ul style="list-style-type: none"> • the objective of the EU Programme • The objective of the Radio Campaign • Actions foresee • Abstract of the project • The themes and the topics of the radio shows • Format of the radio shows <p>Flyer with a short explanation of the goals and content of the project</p>
Participants / key actors involved	<p>Wolfgang Schuch, Radio Unerhört, Marburg</p> <p>Martin Guss, Querfunk Karlsruhe</p> <p>Martina Austen, Freies Sender Kombinat, Hamburg</p> <p>Mirko Olostlak, Radio Dreyeckland, Freiburg</p>

	<p>Danijela Mikonun</p> <p>Angela Straub, Wellenbrecher, Radolfzell</p> <p>Lenin Schöneberger, Querkult, Karlsruhe</p> <p>Roswita Kröll, Freier Rundfunk Oberösterreich, Linz</p> <p>Anja Geiger, Radio Lora, München</p> <p>Erich Loew, Radio Lora München</p>
Other impacts / results	<p>The key actors agreement to broadcast the radio show</p> <p>The key actors involvement in the contents of the broadcasting,</p> <p>The key actors agreement to link their web site with our web site</p> <p>The key actors agreement to promote the project through articles on their newsletters, fanzine, magazines,</p>

No. 5	
Title – typology	Short presentation on the <i>BUKO</i> - Bundeskongress <i>entwicklungspolitischer</i> Aktionsgruppen
Date	21. -24.05.09
Place	Tübingen
Organization (autonomous, linked to ...)	Radio Dreyeckland and Informationszentrum Dritte Welt
Contents	<ul style="list-style-type: none"> • Introduction of the means constituting the project (radio campaign, website) • Verification the disposal of the key actors to be involved in the project

	<ul style="list-style-type: none"> • Identify the roles that key actors can play in the project in order of their own know-how and activities • Hypothesis for the involvement of the key actors in the project (good practices, interviews on state of art, participation in Energy day, promotion of the web site, etc.)
Material / documents produced for the event	<p>Power point presentation of the project</p> <ul style="list-style-type: none"> • the objective of the EU Programme • The objective of the Radio Campaign • Actions foresee • Abstract of the project • The themes and the topics of the radio shows • Format of the radio shows <p>Flyer with a short explanation of the goals and content of the project</p>
Participants / key actors involved	Participants of the conference (mention)
Other impacts / results	Promotion of the radio campaign, interviews and records of presentations, contacts for further radio shows

No. 6	
Title – typology	Short presentation on the Samstagsforum “Wasserkraft: Ökologie+Technik: Oberrhein + Dreisam”
Date	01.06.09
Place	University of Freiburg

Organization (autonomous, linked to ...)	Radio Dreyeckland and Ecotrinova e.V.
Contents	<ul style="list-style-type: none"> • Introduction of the means constituting the project (radio campaign, website) • Verification the disposal of the key actors to be involved in the project • Identify the roles that key actors can play in the project in order of their own know-how and activities • Hypothesis for the involvement of the key actors in the project (good practices, interviews on state of art, participation in Energy day, promotion of the web site, etc.)
Material / documents produced for the event	Flyer with a short explanation of the goals and content of the project
Participants / key actors involved	Participants of the lecture
Other impacts / results	Promotion of the radio campaign, interviews and records of presentations, contacts for further radio shows and the Energy day

No. 7	
Title – typology	Short presentation on the Samstagsforum “Intelligent und solar Kühlen”
Date	13.06.09

Place	University of Freiburg
Organization (autonomous, linked to ...)	Radio Dreyeckland and Ecotrinova e.V.
Contents	<ul style="list-style-type: none"> • Introduction of the means constituting the project (radio campaign, website) • Verification the disposal of the key actors to be involved in the project • Identify the roles that key actors can play in the project in order of their own know-how and activities • Hypothesis for the involvement of the key actors in the project (good practices, interviews on state of art, participation in Energy day, promotion of the web site, etc.)
Material / documents produced for the event	Flyer with a short explanation of the goals and content of the project
Participants / key actors involved	Participants of the lecture
Other impacts / results	Promotion of the radio campaign, interviews and records of presentations, contacts for further radio shows and the Energy day

No. 8	
Title – typology	Workshop with the local initiative of the network “Energiehunger Nein Danke”
Date	03.07.09

Place	Eine Welt Forum, Freiburg
Organization (autonomous, linked to ...)	Radio Dreyeckland and Energiehunger Nein Danke
Contents	<ul style="list-style-type: none"> • Open discussion about the political contents of the radio campaign and initiative, common goals and possibilities of cooperation • Introduction of the means constituting the project (radio campaign, website) • Verification the disposal of the key actors to be involved in the project • Identify the roles that key actors can play in the project in order of their own know-how and activities • Hypothesis for the involvement of the key actors in the project (good practices, interviews on state of art, participation in Energy day, promotion of the web site, etc.)
Material / documents produced for the event	<p>Power point presentation of the project</p> <ul style="list-style-type: none"> • the objective of the EU Programme • The objective of the Radio Campaign • Actions foresee • Abstract of the project • The themes and the topics of the radio shows • Format of the radio shows <p>Flyer with a short explanation of the goals and content of the project</p>
Participants / key actors involved	
Other impacts / results	Promotion of the radio campaign, interviews and records of presentations, contacts for further radio shows and the Energy day

No. 9	
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Title – typology	Short presentation on the meeting of “Energie in Bürgerhand”
Date	13.07.09
Place	Fabrik für Handwerk, Kultur und Ökologie Freiburg
Organization (autonomous, linked to ...)	Radio Dreyeckland
Contents	<ul style="list-style-type: none"> • Introduction of the means constituting the project (radio campaign, website) • Verification the disposal of the key actors to be involved in the project • Identify the roles that key actors can play in the project in order of their own know-how and activities • Hypothesis for the involvement of the key actors in the project (good practices, interviews on state of art, participation in Energy day, promotion of the web site, etc.)
Material / documents produced for the event	<p>Power point presentation of the project</p> <ul style="list-style-type: none"> • the objective of the EU Programme • The objective of the Radio Campaign • Actions foresee • Abstract of the project • The themes and the topics of the radio shows • Format of the radio shows <p>Flyer with a short explanation of the goals and content of the project</p>
Participants / key actors involved	Participants of the meeting

Other impacts / results	Promotion of the radio campaign, interviews and records of presentations, contacts for further radio shows and the Energy day
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No. 10	
Title – typology	Short presentation on the international conference “Frauen stärken, Klima wandeln”
Date	25.- 26.08.09
Place	Stephansstift, Hannover
Organization (autonomous, linked to ...)	Radio Dreyeckland and Informationszentrum Dritte Welt
Contents	<ul style="list-style-type: none"> • Introduction of the means constituting the project (radio campaign, website) • Verification the disposal of the key actors to be involved in the project • Identify the roles that key actors can play in the project in order of their own know-how and activities • Hypothesis for the involvement of the key actors in the project (good practices, interviews on state of art, promotion of the web site, etc.)
Material / documents produced for the event	<p>Power point presentation of the project</p> <ul style="list-style-type: none"> • the objective of the EU Programme • The objective of the Radio Campaign • Actions foresee • Abstract of the project • The themes and the topics of the radio shows • Format of the radio shows <p>Flyer with a short explanation of the goals and content of the project</p>
Participants / key actors	Participants of the meeting

involved	
Other impacts / results	Promotion of the radio campaign, interviews and records of presentations, contacts for further radio shows, exhibition to be shown on the Energy day

No. 11	
Title – typology	Workshop with local key actors: Teachers and non scholar educators
Date	25.09.09
Place	Radio Dreyeckland, Freiburg
Organization (autonomous, linked to ...)	Radio Dreyeckland
Contents	<ul style="list-style-type: none"> • Introduction of the means constituting the project (radio campaign, website) • Verification the disposal of the key actors to be involved in the project • Identify the roles that key actors can play in the project in order of their own know-how and activities • Hypothesis for the involvement of the key actors in the project (good practices, interviews on state of art, Energy day, promotion of the web site, etc.) • presentation and discussion on the question: how to establish education for sustainable development in schools and non-scholar civic education? • Promotion of the cooperation between local actions and initiatives
Material / documents produced for the event	<p>Power point presentation of the project</p> <ul style="list-style-type: none"> • the objective of the EU Programme • The objective of the Radio Campaign • Actions foresee • Abstract of the project • The themes and the topics of the radio shows

	<ul style="list-style-type: none"> • Format of the radio shows <p>Flyer with a short explanation of the goals and content of the project</p>
Participants / key actors involved	<p>Herr Nolle, Klima-AG Wenzinger Schule</p> <p>Almut Witzel, Staudinger Gesamtschule</p> <p>Frau Bayerlander, Schülerfirma Scholair, Deutsch-Französisches Gymnasium</p> <p>Herr Bohn, Schülerfirma Scholair, Deutsch-Französisches Gymnasium</p> <p>Dieter Seifried, Ö-Quadrat Freiburg</p> <p>Rolf Behringer, Solarwerkstatt Famos</p>
Other impacts / results	<p>The key actors involvement in the contents of the broadcasting,</p> <p>The key actors agreement to link their web site with our web site</p> <p>The key actors agreement to participate at the project with interviews by phone or in studio</p> <p>The key actors agreement to promote the project through articles on their newsletters, fanzine, magazines,</p> <p>The key actors agreement to participate at the Energy day</p>

No. 12	
Title – typology	Workshop with local key actors: Green business and environmental technologies
Date	15.10.09
Place	Radio Dreyeckland, Freiburg
Organization (autonomous, linked to ...)	Radio Dreyeckland

Contents	<ul style="list-style-type: none"> • Introduction of the means constituting the project (radio campaign, website) • Verification the disposal of the key actors to be involved in the project • Identify the roles that key actors can play in the project in order of their own know-how and activities • Hypothesis for the involvement of the key actors in the project (good practices, interviews on state of art, Energy day, promotion of the web site, etc.) • presentation and discussion about commercial environmental activities in the region • Promotion of the cooperation between local actions and initiatives
Material / documents produced for the event	<p>Power point presentation of the project</p> <ul style="list-style-type: none"> • the objective of the EU Programme • The objective of the Radio Campaign • Actions foresee • Abstract of the project • The themes and the topics of the radio shows • Format of the radio shows <p>Flyer with a short explanation of the goals and content of the project</p>
Participants / key actors involved	<p>Rolf Disch, Solararchitektur</p> <p>Helmut Ertmer, Freiburger Stadtbau</p> <p>Artur Klausmann, Bioenergiedorf Löffingen</p> <p>Klaus Dieter Müller, Bioenergiedorf Löffingen</p> <p>Martin Gräther, Klosterhof</p> <p>Bertram Spaet, Hotel Viktoria</p> <p>Martina Schellinger, Schellinger KG</p> <p>Eva Stegen, Elektrizitätswerke Schönau</p> <p>Sascha Klemz, Zündstoff</p> <p>Willi Sutter, DomiZiel</p> <p>Martin Miersch, Life Food GmbH</p> <p>Martin Lübke, Car Sharing Freiburg</p>

Other impacts / results	<p>The key actors involvement in the contents of the broadcasting,</p> <p>The key actors agreement to link their web site with our web site</p> <p>The key actors agreement to participate at the project with interviews by phone or in studio</p> <p>The key actors agreement to promote the project through articles on their newsletters, fanzine, magazines,</p> <p>The key actors agreement to participate at the Energy day</p>
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No. 13	
Title – typology	Workshop with local key actors: Environmental organisations, civil society
Date	13.1109
Place	Radio Dreyeckland, Freiburg
Organization (autonomous, linked to ...)	Radio Dreyeckland
Contents	<ul style="list-style-type: none"> • Introduction of the means constituting the project (radio campaign, website) • Verification the disposal of the key actors to be involved in the project • Identify the roles that key actors can play in the project in order of their own know-how and activities • Hypothesis for the involvement of the key actors in the project (good practices, interviews on state of art, Energy day, promotion of the web site, etc.) • presentation and discussion about local environmental initiatives • Promotion of the cooperation between local actions and initiatives
Material / documents produced for the event	<p>Power point presentation of the project</p> <ul style="list-style-type: none"> • the objective of the EU Programme • The objective of the Radio Campaign • Actions foresee • Abstract of the project • The themes and the topics of the radio shows • Format of the radio shows

	Flyer with a short explanation of the goals and content of the project
Participants / key actors involved	<p>Eike Weber, Fraunhofer Institut</p> <p>Burghardt Flieger, Energie in Bürgerhand</p> <p>Georg Löser, Ecotrinova e.V.</p> <p>Evelyn Richter, Energieagentur Freiburg</p> <p>Johannes Bruns, ADFC Freiburg</p> <p>Jörg Lange, Regiowasser e.V.</p> <p>Falk Auer, Lokale Agenda-Gruppe 21 Energie in Lahr</p> <p>Rüdiger Glaser, Direktor des Instituts für Physische Geographie, Universität Freiburg</p> <p>Susann Reinhardt, Regenwaldinstitut Freiburg</p>
Other impacts / results	<p>The key actors involvement in the contents of the broadcasting,</p> <p>The key actors agreement to link their web site with our web site</p> <p>The key actors agreement to participate at the project with interviews by phone or in studio</p> <p>The key actors agreement to promote the project through articles on their newsletters, fanzine, magazines,</p> <p>The key actors agreement to participate at the Energy day</p>

No. 14	
Title – typology	Short presentation on the Samstagsforum “Blockheizkraftwerke”
Date	28.11.09
Place	University of Freiburg

Organization (autonomous, linked to ...)	Radio Dreyeckland and Ecotrinova e.V.
Contents	<ul style="list-style-type: none"> • Introduction of the means constituting the project (radio campaign, website) • Verification the disposal of the key actors to be involved in the project • Identify the roles that key actors can play in the project in order of their own know-how and activities • Hypothesis for the involvement of the key actors in the project (good practices, interviews on state of art, participation in Energy day, promotion of the web site, etc.)
Material / documents produced for the event	Flyer with a short explanation of the goals and content of the project
Participants / key actors involved	Participants of the lecture
Other impacts / results	Promotion of the radio campaign, interviews and records of presentations, contacts for further radio shows and the Energy day

No. 15	
Title – typology	Priliminary meeting
Date	18.12.09
Place	Ökostation Freiburg

Organization (autonomous, linked to ...)	Radio Dreyeckland and Ökostation Freiburg
Contents	Planing of the Energy Day
Material / documents produced for the event	
Participants / key actors involved	Ralf Hufnagel, Ökostation Heide Bergmann, Ökostation Phillip Gottwald, Ökostation
Other impacts / results	Promotion of the radio campaign, interviews and records of presentations, contacts for further radio shows and the Energy day

No. 16	
Title – typology	Presentation and Workshop on the “Linke Medienakademie”
Date	10.-14.03.10
Place	HTW Campus Berlin
Organization (autonomous, linked to ...)	Radio Dreyeckland

Contents	<p>Presentation</p> <ul style="list-style-type: none"> • Introduction of the means constituting the project (radio campaign, website) • Verification the disposal of the key actors to be involved in the project • Identify the roles that radio stations can play in the project in order of their own know-how and activities • Hypothesis for the involvement of the key actors in the project (good practices, interviews on state of art, promotion of the web site, etc.) <p>Workshop:</p> <ul style="list-style-type: none"> • common production of a radio show that shows the utopia of a climate justice live, entitled: “visions of a post fossil fuel society”, • Visiting and interviewing projects that already live parts of these ideas
Material / documents produced for the event	<p>Power point presentation of the project</p> <ul style="list-style-type: none"> • the objective of the EU Programme • The objective of the Radio Campaign • Actions foresee • Abstract of the project • The themes and the topics of the radio shows • Format of the radio shows <p>Interviews done in the workshop with: Transition Town, Prinzessinengarten, UFA-Fabrik</p> <p>postcards and Flyers promoting the radio-campaign</p>
Participants / key actors involved	<p>Marie-Louise Mederer, Transition Town, BUND Energie-Gruppe</p> <p>Matthias Dörr</p> <p>Lena Kampf</p> <p>Kathrin Zeiske, Radio Corax</p> <p>Derik Fitzner</p> <p>Marco Clausen</p> <p>Werner Wierfallen</p> <p>Wolfgang Pamafun</p>

Other impacts / results	<ul style="list-style-type: none"> • Promotion of the radio-campaign within the media and environmental scene • Promotion of the idea of climate justice • Integrating media makers in the concept of the campaign and the production of radio shows
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ENERGY DAY

No 1	
Title – typology	Klima:aktiv am Seepark! Energy Day TWO
Date	18 July 2010 Freiburg
Place	Ökostation am Seepark, Falkenbergstraße 21b, Betzenhausen, Freiburg zero energy house (public centre) and the recreation area around Seepark
Organization (autonomous, linked to ...)	Autonomous organisation in cooperation > with Ökostation of BUND (Friends of the Earth educational centre, Falkenbergstraße 21, Freiburg) > with the scientific partner (Aktion Dritte Welt / iz3w, Freiburg)
Contents	* presentation of the radio campaign * two hours live radio show direct from the spot * promotion of the website * stand for information and communication * circulation of ideas and existing good practices * some 20 stands of local partners and local initiatives:

	<p>* Radio Dreyeckland organized a speakers corner with presentations and public meetings</p> <p>Garten Coop – self-organized ecological vegetable cooperative for climate friendly agriculture</p> <p>Energie Hunger NEIN Danke – Freiburger initiative for climate justice and with a critical view on overseas imports of biomass from Africa, Asia and Latin America for energy use, with <i>Jimi Merk, informationsstelle peru</i></p> <p>Konsum & Klima - interaktiver Workshop / kauFRausch</p> <p>effects of consumption of goods on climate _ energy-friendly consumption of goods / <i>Sascha Klemz von Kaufrausch e.V.</i></p> <p>Invitation Energiewende-Klimaschutz-Netzwerke in Freiburg und Region</p> <p><i>mit Georg Löser (Network- Energiewende-Klimaschutz / Energie Autonomie /Klimabündnis Freiburg)</i></p> <p>Ecological Wine and Agriculture – protection of Flora, Fauna und Climat! Eva Grzybek</p> <p>Energie in Bürgerhand – Who owns the grid? Dr. Georg Löser (ECOtrnova e.V.)</p> <p>Two walks: Sonnen-Energie-Wege im Eurodistrikt Region Freiburg-Elsaß, mit Dr. Georg Löser (ECOtrnova e.V.)</p> <p>GewinnerInnen des Quiz – Energisch statt Erdöl</p> <p>mit Dynamo Effect – Radiokampagne für eine klimagerechte Gesellschaft</p>
Material / documents produced for the event	<p>Banners and Posters</p> <p>Postcards</p> <p>Power point presentation of the project</p> <p>CD with 20 radio shows for distribution to trainers and interested visitors</p> <p>Folder and leaflets to promote the project web site</p> <p>Monitors and Computer to demonstrate the project web site</p> <p>Fact Sheets were distributed</p>

	<p>Audio-Station to listen to radio shows</p> <p>Podcast download-station for mp3-players</p>
Participants / key actors involved	<p>Ökostation, Ecotrinova, Eine Welt Forum Freiburg e.V., Elektrizitätswerke Schönau, Energie in Bürgerhand, EnergieHunger - NEIN Danke, Famos Bewegte Solarkunst, Garten Coop - Selbstverwaltete Gartenkooperative, Humbert Hof, informationszentrum 3. welt, Kaurrausch, Klimabündnis Freiburg, Klosterhof - Gemüse im Abo, Lastenradler – transport by bicycle; Maulwürfe & Co bio-regio-saisonal-food, Ökostation Energy Parcours; Ökowingut Schaffner - Ökowingstand; RegioWasser e.V. - Hochwassermodell; Sonja's Fahrradwerkstatt bicycle repair service; Spielmobil; SunCity – local office for environment of Freiburg City- solar cooling; Zündstoff - Fair Clothing; Engineers without borders.</p>
Use of alternative energy resources for the organisation of events	<p>Use of solar cooling system for drinks</p> <p>solar cooking of jam and marmalade for visitors</p> <p>vegetarian food from energy saving non-fuel agricultural initiatives</p> <p>The building of the Ökostation is a zero-energy-house</p>
Good practices / products exhibited	<ul style="list-style-type: none"> • Solar recreation and walking path bilingual information boards was presented • fair trade clothing / bio-production of cotton • renewable energy supply and change for private households • eco-friendly food and wine • solar cooking systems for small-scale and broader users • solar cooling systems for cold drinks • solar cooking of jam and marmalade for visitors • vegetarian bio -regional food from energy saving non-fuel agricultural initiatives • sustainable tourism and sustainable mobility concepts • bicycle transport • sustainable saving systems for drinking water • biogas and solar architecture for aid projects in the global south • sustainable consumption tours in town for youth • computers power pack charging run by bicycles • local initiatives for global learning and awareness for climate change • quiz game in order to motivate all visitors to visit the stands of key actors
Public (typology – number)	<p>During the energy day some 800 people visited the exhibition in the recreation area and the zero-energy house (Ökostation). Two hours live radio show could probably reach an additional audience of 1000 listeners.</p>

	<p>The public was – especially on Sunday afternoon – (young) families and youth, students, teachers, trainers, people interested in environmental debates and eco-friendly products, some just-by-chance passing public, children and high school students.</p>
Other impacts / results	<ul style="list-style-type: none"> * local initiatives got into contact with regional key actors * media actors visited energy saving initiatives * officials supported local groups, * the exhibition “women and climate change” was transferred to the Museum in town and stayed there for another four weeks. * Some local initiatives reported that new members were found

No 2	
Title – typology	<p>Klima:aktiv am Seepark!</p> <p>Energy Day One</p>
Date	12. Juni 2010 Freiburg
Place	Grether Gelände, Adlerstraße 12, Freiburg, Hoffest
Organization (autonomous, linked to ...)	<p>Autonomous organisation in cooperation with</p> <ul style="list-style-type: none"> * the scientific partner (Aktion Dritte Welt / iz3w), Kronenstraße 16 a, Freiburg * Grether Ost GmbH (owner of the area) Adlerstr. 12, 79098 Freiburg I
Contents	<ul style="list-style-type: none"> * presentation of the radio campaign

	<p>* visit – tour to the radio station / introduction by the dynamo team</p> <p>* promotion of the website</p> <p>*stand for information and communication</p> <p>*Music show (Durgon and Jasmin)</p> <p>Radio Dreyeckland organized a * public debate in the afternoon</p> <p>The focus was on climate-friendly agricultural practices and the link between local and global perspectives.</p> <p>AG/Bildung im informationszentrum 3. welt Freiburg (sientific partner) (Martina Backes / biologist)</p> <p>Garten Coop – self-organised ecological vegetable cooperative for climate-friendly agriculture / Fabian Kern Journalist)</p> <p>Energie Hunger NEIN Danke – Feiburger initiative for climate justice</p> <p><i>with a critical view on oversee imports of biomass from Africa, Asia and Latin America for energy use</i></p> <p>Kirsten Bredenbeck, Kobra (Brasilien Netzwerk)</p>
Material / documents produced for the event	<p>Posters</p> <p>Programme</p> <p>Banner</p> <p>Power point presentation of the project</p> <p>CD with 20 radio shows for distribution to trainers and interested visitors</p> <p>Folder and leaflets to promote the project web site</p> <p>Monitors and pc to demonstrate the project web site</p>

	<p>Fact Sheets were distributed</p> <p>Audio-Station to listen to radio shows</p> <p>Podcast download-station for mp3-players</p>
Participants / key actors involved	<p>Grether GmbH</p> <p>Radio Dreyeckland</p> <p>Durgon (band)</p> <p>Jasmin (vocal singer)</p> <p>Garten Coop</p> <p>Scientific partner: AG Bildung im iz3w (Aktion Dritte Welt e.V.)</p>
Use of alternative energy resources for the organisation of events	<p>* vegetarian food from energy saving non-fuel agricultural initiatives</p> <p>* eco-friendly drinks</p> <p>* eco-friendly electricity</p>
Good practices / products exhibited	<ul style="list-style-type: none"> • fair trade clothing / bio-production of cotton • eco-friendly food and wine • vegetarian bio -regional food from energy saving non-fuel agricultural initiatives • bicycle transport • sustainable consumption tours in town for youth • local initiatives for global learning and awareness for climate change
Public (typology – number)	<p>During the energy day some 2000 people visited spot. The debate was followed by some 50 people, mainly students and teachers. The visitors were mainly young people (university students and high school students).</p> <p>Many of them were interested in environmental debates and eco-friendly products, some</p>

	could be called just-by-chance passing public. There were children in the afternoon and a good number of high school students.
Other impacts / results	<ul style="list-style-type: none"> * Local initiatives got into contact with regional key actors, especially in the field of education programmes * some youth groups and schools visited the spot and got into contact with the radio-campaign * Young radio journalists from Radio Dreyeckland include some topics of the Radio-campaign into their own hows and were sensitized for energy debates. Portraying best practices was perceived as a convincing format for other radio shows, too.
No 3	
Title – typology	Klima:aktiv am Seepark! Energy Day One
Date	12. Juni 2010 Freiburg
Place	Grether Gelände, Adlerstraße 12, Freiburg, Hoffest
Organization (autonomous, linked to ...)	Autonomous organisation in cooperation with <ul style="list-style-type: none"> * the scientific partner (Aktion Dritte Welt / iz3w), Kronenstraße 16 a, Freiburg * Grether Ost GmbH (owner of the area) Adlerstr. 12, 79098 Freiburg I
Contents	<ul style="list-style-type: none"> * presentation of the radio campaign * visit – tour to the radio station / introduction by the dynamo team

	<p>* promotion of the website</p> <p>*stand for information and communication</p> <p>*Music show (Durgon and Jasmin)</p> <p>Radio Dreyeckland organized a * public debate in the afternoon</p> <p>The focus was on climate-friendly agricultural practices and the link between local and global perspectives.</p> <p>AG/Bildung im informationszentrum 3. welt Freiburg (sientific partner) (Martina Backes / biologist)</p> <p>Garten Coop – self-organised ecological vegetable cooperative for climate-friendly agriculture / Fabian Kern Journalist)</p> <p>Energie Hunger NEIN Danke – Feiburger initiative for climate justice</p> <p><i>with a critical view on oversee imports of biomass from Africa, Asia and Latin America for energy use</i></p> <p>Kirsten Bredenbeck, Kobra (Brasilien Netzwerk)</p>
Material / documents produced for the event	<p>Posters</p> <p>Programme</p> <p>Banner</p> <p>Power point presentation of the project</p> <p>CD with 20 radio shows for distribution to trainers and interested visitors</p> <p>Folder and leaflets to promote the project web site</p> <p>Monitors and pc to demonstrate the project web site</p> <p>Fact Sheets were distributed</p>

	<p>Audio-Station to listen to radio shows</p> <p>Podcast download-station for mp3-players</p>
Participants / key actors involved	<p>Grether GmbH Radio Dreyeckland Durgon (band) Jasmin (vocal singer)</p> <p>Garten Coop Scientific partner: AG Bildung im iz3w (Aktion Dritte Welt e.V.)</p>
Use of alternative energy resources for the organisation of events	<ul style="list-style-type: none"> * vegetarian food from energy saving non-fuel agricultural initiatives * eco-friendly drinks * eco-friendly electricity
Good practices / products exhibited	<ul style="list-style-type: none"> • fair trade clothing / bio-production of cotton • eco-friendly food and wine • vegetarian bio-regional food from energy saving non-fuel agricultural initiatives • bicycle transport • sustainable consumption tours in town for youth • local initiatives for global learning and awareness for climate change
Public (typology – number)	<p>During the energy day some 2000 people visited spot. The debate was followed by some 50 people, mainly students and teachers. The visitors were mainly young people (university students and high school students).</p> <p>Many of them were interested in environmental debates and eco-friendly products, some could be called just-by-chance passing public. There were children in the afternoon and a good number of high school students.</p>
Other impacts / results	<ul style="list-style-type: none"> * Local initiatives got into contact with regional key actors, especially in the field of education programmes * some youth groups and schools visited the spot and got into contact with the radio-campaign * Young radio journalists from Radio Dreyeckland include some topics of the Radio-

	campaign into their own hows and were sensitized for energy debates. Portraying best practices was perceived as a convincing format for other radio shows, too.
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