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EER CAMPAIGN

EUROPEAN ENERGY RADIO CAMPAIGN DYNAMO EFFECT

Intelligent Energy – Europe (IEE)
Horizontal Key Actors

DELIVERABLE D7.1 REPORT ON CAMPAIGN IMPLEMENTATION

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

Project coordinator : Marco Di Puma/ERREPI SPA Radio
Popolare/dipuma@radiopopolare.it
tel. ++39 02 39241400

www.dynamoeffect.org

D7.1 DELIVERABLE ON CAMPAIGN IMPLEMENTATION

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D7.1 DELIVERABLE ON CAMPAIGN IMPLEMENTATION

GENERAL COMMENTS

In this document all the 7 radio involved in the project explain criterions and reasons on which they based their promotion strategies in order to reach the maximum impact for the campaign.

According with the Management Board decision, all the radio invested the majority of the financial resources in two “media”:

- Radios
- Internet

About newspapers, we have reduced the foreseen investment considering that:

- They are expensive
- The target is generic
- The impact is low

We have concentrated our attention on specialized magazines and local newspapers.

The promotion campaign on radios had included jingles and spots.

The promotion campaign on Internet had implied to reach the people with new social network as Facebook and Twitter and also web-marketing actions.

In this report we have listed all the advertise done on newspapers, radios, internet, magazines.

RESULTS	Planned	Achieved
Radio spots	1.000/country = 7.000	80.000
Newspaper advertisements	10/country = 70	30
Social network	-	Facebook Twitter

D7 DELIVERABLE CAMPAIGN IMPLEMENTATION ERREPI RADIO POPOLARE

The local publicity campaigns was aimed to promote the shows toward the audience, to promote the web site (where people can find all the information about the project: aims, partners, broadcasting time for each radio, links to the websites of all radios broadcasting the radio shows, scientific material, bibliography, transcriptions of the shows in English, etc), with download materials, and to introduce the local events.

The campaigns are made essentially of radio spots and advertising on news-papers.

Given that the objectives of this work package were:

- Spreading of the information on the project targets
- Increase in the number of informed citizens
- Increase in the number of website visitors
- Increase in citizen's sensitivity to the environment
- Increase in the interest of key market actors to take part in environmental initiatives
- Diffusion of the good practices promoted by the project

and the time scheduled in the project was from November 2009 to May 2010, in order to reach the results and according with the MB, we have postponed the start of the WP7 at January 2010 and the end at March 2011.

Because:

- The radio campaign started in January 2010 and it concluded in November 2011
- The promotion of the web site through the radio shows is finished in November 2010
- The web site is still alive
- The Energy days have not been realized in the periods planned in the project (see local initiatives report)

To maintain an high attention on the campaign and on the web site, according with the MB's suggestions, we decided:

- To increase the number of radio advertisings (radio spots) on other radio
- To increase the number of spots on our radio
- To reduce the number of newspaper because the money (the advertising are very expensive) and also because their target have not a specific profile
- To buy pages on the specialize magazines because their readers have the same awareness of "the environmental problem"
- To buy pages on the catalogues of the Exhibition Fa La Cosa Giusta (30.000 copies sold in 2010, 33.000 copies sold in 2011; Terrafutura 4.500 copies sold in 2010)
- To open some Social Network to make stronger the presence of the project in Internet.

No.1	
Typology	Radio spot to promote the Radio Campaign and the project web site
Period	January 2010 November 2010
Area	Italy
Contents	Information about the themes of the radio campaign and the broadcasting

	timesheet Information about the documents downloaded on the Web Site and the Internet address		
Material / documents produced for the event	Radio spot 30" produced by Radio Popolare to promote the radio campaign Radio Spot 30" produced by Radio Popolare to promote the project Web Site		
List of radios	Radio Popolare	Milano	483 spot
	Radio Fragola	Trieste	300 spot
	Radio Flash	Torino	630 spot
	Contattoradio	Massa Carrara	2.300 spot
	Radio Base	Venezia	500 spot
	Radio città del Capo	Bologna	250 spot
	Radio Popolare	Roma	300 spot
	Radio Popolare	Taranto	2.000 spot
	Radiostreet	Messina	9.730 spot
	Radio Roccella	Reggio Calabria	1.500 spot
	Radio Città	Pescara	1.200 spot
	Controradio	Firenze	150 spot
	TOTAL 19.360 spot		
Target (typology – number)	842.000 people in different areas of Italy. In order of the criteria we decided to involve the radio in the project, we can suppose the typology of the listeners is more or less the same of Radio Popolare: EDUCATIONAL LEVEL University/High School: 82% Middle School: 14% Elementary or no schooling: 4% AGE 11-17 years: 3% 18-24 years: 8% 25-34 years: 16% 35-44 years: 22% 45-54 years: 27% 55 and above: 24% SOCIO-PROFESSIONAL CONDITION Professionals/managers/businessmen: 16% Intellectuals/teachers: 10% Shopkeepers/Clerks/Tradesmen: 35% Manual workers/Farmers: 9% Students: 10% Pensioners: 13% Housewives: 6% Looking for work/Other: 1%		
Other impacts / results			

No.2	
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Typology	Internet network Link with other Web site
Period	November 2009 November 2010
Area	Italy
Contents	Promotion of the Project Web Site DYNAMO EFFECT
Material / documents produced for the event	Banner
List of radios and key actors	<p>Radio: Radio Fragola Trieste/ Radio Flash Torino/ Contattoradio Massa Carrara/ Radio Base Venezia/ Radio Città del Capo Bologna/ Radio Popolare Roma/ Radio Popolare Taranto/ Radio Street Messina/ Radio Roccella Reggio Calabria/ Radio Città Pescara/ Controradio Firenze</p> <p>Key actors: aper - associazione produttori energia da fonti rinnovabili reef (re-energy foundation) onlus assistal associazione nazionale costruttori impianti gifi - gruppo imprese fotovoltaiche italiane assosolare - ass. naz. ind. fotovoltaica fiper - fed. it. prod. di energia da fonti rinnovabili consumer associations movimento consumatori: federconsumatori adiconsum lombardia e-gazette - artenergy</p>
Target (typology – number)	<p>1 Million people</p> <p>The typology of this people became from the target of the radio and of the key actors Association</p>

No.3	
Typology	Editorial article
Period	December 2009 April 2010
Area	North of Italy
Contents	Themes of the radio campaign Themes of the Web site
Material / documents produced for the event	Editorial article

List of Magazines	ERREPI NEWS December 2009 CASA ENERGIA March/April 2010
Target (typology – number)	ERREPI SPA is the Radio Popolare magazine sent to 22.000 listners of the radio CASA ENERGIA is one of the specialised magazine published by Artenergy Publishing
Other impacts / results	

No.4	
Typology	Advertising on newspaper, magazines, Exhibition catalogue
Period	March 2010 May 2010 March 2011
Area	North Italy
Contents	Promotion of the project Web Site DYNAMO EFFECT
Material / documents produced for the event	Advertising page
List of radios, newspaper, ...	E-Polis (newspaper free press) Naturalis Fà La Cosa Giusta Catalogue Terrafutura Catalogue Errepi S.p.A.
Target (typology – number)	E-Polis (newspaper free press) 50.000 copies Naturalis 28.000 Fà La Cosa Giusta Catalogue 35.000 copies (2010) 32.000 copies (2011) Terrafutura Catalogue 25.000 copies Errepi S.p.A. 22.000 copies
Other impacts / results	Actually we can consider for each copy about 4 readers. In this case we have to multiply

No.5	
Typology	Social Network Face book and Twitter
Period	March 2010 March 2011
Area	Internet
Contents	Promotion of the campaign and the project Web Site DYNAMO EFFECT
Material / documents	

produced for the event	
List of radios, newspaper, ...	
Target (typology – number)	
Other impacts / results	

D7 DELIVERABLE CAMPAIGN IMPLEMENTATION CORALI

To promote the campaign (30 shows on 82 radio stations) and the website, we realized two different audio spots. The first one was national spot 30 seconds duration for CORALI; it was broadcasted on all the radio stations in December 2009 to September 2010. The goal was essentially to have the attention of listeners on the campaign, broadcasted in 7 European countries, including France, it would contain the time of broadcasting, most of the stations would broadcast it two times at least. We also sent to the radio website a « dynamo effect » banner; the network that gives a new energy », with a link to the European website of the campaign, the broadcasting of the promotional spot and the banner was included in the payment of the 30 shows for 500 euros.

For the second spot, it would promote the website of the campaign, we proposed to 51 more important radios, the more listened (area with 100 000 people). The 20 second spot was paid 350 euros for a hundred diffusion, during September to December 2010, period when the campaign's website was most active. Our scientific expert, Réseau Action Climat – France also proposed it on its website in « ressources audiovisuelles » part. The 30 broadcasts and tecnic files with a link to the campaign website (RAC-F networks a lot of non governmental organizations for ecology, as known as Greenpeace, WWF, les Amis de la Terre, Oxfam France, CLER for example).

No. 1	
Typology	Promotional audio for Dynamo effect website
Period	September to December 2010
Area	France
Contents	Information about the website and the link
Material / documents produced for the event	20 seconds spot produced by CORALI to promote the website « Dynamo effect »
List of radios, newspaper, ...	<ul style="list-style-type: none"> - Radio Nord Bourgogne (Pont sur Yonne, 89) 100 spots - Radio Nord Isère (Panissage, 38) 100 spots - Radio Cactus (Saint Marcellin, 38) 100 spots - Radio Iris FM (Eybens, 38) 100 spots - Radio MDM (Mont- de- Marsan, 40) 100 spots - Radio Gazelle (Marseille, 13) 100 spots - Radio Méga (Valence, 26) 100 spots - Radio TSF 98 (Hérouville St Clair, Caen, 14) 100 spots - Radio Haute Angevine (Laval, 53) 100 spots - Radio Haute Angevine (Segré, 49) 100 spots - Radio Vag (Artenay, 45) 100 spots - Radio Résonance (Bourges, 18) 100 spots - Radio Alpes Mancelles (Fresnay Sur Sarthe, 72) 100 spots - Radio Aviva (Montpellier, 34) 100 spots - Thème Radio (Troyes, 10) 100 spots - Radyonne FM (Auxerre, 89) 100 spots - Radio Primitive (Reims, 51) 100 spots - Ràdio Païs (Poey- de- Lescar, 64) 100 spots - Radio CFM 92 (Casteljaloux, 47) 100 spots

	<ul style="list-style-type: none"> - Radio Vallée Bergerac (Bergerac, 24) 100 spots - Loire FM (St Etienne, 42) 100 spots - Mélodies FM (Libourne, 33) 100 spots - Radio RDM (Auch, 32) 100 spots - Radio Ondaine (Firminy, 42) 100 spots - Sol FM (Oullins, 69) 100 spots - Radio Rennes (Rennes, 35) 100 spots - Radio RGB (Cergy, 95) 100 spots - Fréquence 7 (Aubenas, 07) 100 spots - IDFM Radio Enghien (Enghien, 95) 100 spots - Soleil FM (St Martin de Crau, 13) 100 spots - Radio Evasion (St Méen-le-Grand, 35) 100 spots - Radio Pau d'Ousse (Pau, 64) 100 spots - 3D FM (Arles, 13) 100 spots - Radio Calade (Villefranche, 69) 100 spots - Radio Coteaux (Saint Blancard, 32) 100 spots - Radio Asso (Montauban, 82) 100 spots - RPL – Radio (Peltre, 57) 100 spots - Radio d'Oc (Moissac, 82) 100 spots - Radio Nord Bretagne (Plouigneau, 29) 100 spots - Radio Dreyeckland libre (Colmar, 68) 100 spots - Radio Occitania (Toulouse, 31) 100 spots - Radio Périgueux 103 (Périgueux, 24) 100 spots - Radio Italienne de Grenoble (Grenoble, 38) 100 spots - Radio Italienne de Lyon et du Rhône (Lyon, 69) 100 spots - Radio Italienne de Chambéry (Chambéry, 73) 100 spots - Couleurs FM (Bourgoin Jallieu, 38) 100 spots - Radio PFM (Arras, 62) 100 spots - Radio EIPM (Pau, 64) 100 spots - Radio Pulsar (Poitiers, 86) 100 spots - La Clé des Ondes (Bordeaux, 33) 100 spots - Radio Active (Toulon, 83) 100 spots <p style="text-align: right;">Total 5100 spots</p>
Target (typology – number)	For the 51 radios, (inside 100000 people area at least), which broadcasted the promotional audio of the website, we estimate the global listening around 686 000 listener including 141 800 identified by a ratings poll from the company Médiamétrie.
Other impacts / results	<ul style="list-style-type: none"> - Mediamétrie company is the only one in France that realizes rating polls on radio audience. It's been a few years that, in the rating polls of Médiamétrie, private associative radio stations are attributed 4, 5% of listeners on the 5 last days (Monday to Friday) and 5,5% on the 7 last days. - On the 51 radio stations that broadcasted the promotional spot from the website, and the 30 show dynamo effect, 6 had a rating poll from Médiamétrie with number around 4, 5% to 5, 5% of listeners a week. We applied the same number to the 45 other stations to conclude with the following numbers. - We also applied this way of counting to the 31 radio stations which broadcast in area smaller than 100 000 people to have global results on the 82 stations: global audience: 902 000, including certified audience by Médiamétrie rating polls : 169 300 people and non certified : 732 700.

D7 DELIVERABLE CAMPAIGN IMPLEMENTATION EMA RTV

The advertising campaign has been developed within the EMA-RTV network mostly in Andalusia and also in the regions of Galicia and Catalonia, though publicity radio spots. The target of this campaign was the general population of these regions, basically in rural towns but also in cities like Barcelona, Seville (Radio Guadalquivir, 107.5 FM), Malaga (Radio Mijas, 107.7 FM), Cordoba (Onda Marina Radio, 107.4 FM), etc.

As regard as the advertising campaign, we used different types of supports to promote the use of the dynamo web page, and to inform people of the radio shows that we were broadcasting:

- Partnership with other organisations:

We made different partnership in order to promote Dynamo Effect Campaign. The web site Noticias Positivas – N+ (Positivenews - <http://www.noticiaspositivas.net>) made a promotional campaign about Dynamo, putting the direct links of lots of radio shows online, so that the internet users that visit the N+ web site could discover the Dynamo campaign. (See <http://www.noticiaspositivas.net/radio/>)

Another web page, www.periodismohumano.com, created by the cultural association CREAM made also reportages about the campaign, and aloud us to promote the campaign all over the Spanish territory.

- Social networks and EMA RTV web page:

We created a special Facebook that was daily updated, with new information about the Dynamo topics. From the EMA RTV web page and in the radio shows we tried to promote the use of the social networks, in order to make the people participate to the campaign. We think that it has been a good strategy, because lots of phone calls during the programs, or e mail that we received had the same origin: the Face book and the social networks that we used during the campaign.

- Interview that we published in others medias: “Wave: International Youth Web magazine” (<http://www.wavemagazine.net/arhiva/41/soc/dynamo-effect.htm>) made us a long and specific interview about the project, the goals and the strategy that we implement.

Promotion of the campaign in radios of EMA RTV’s network though publicity spots. During the Dynamo campaign, lots of spots have been broadcasted in all of the radios of our network (and the EMUGA’s one), in order to promote the campaign and make the people aware of the web page, the facebook and all of the information that we share with the Andalusian, Galician and Catalanian people in order to make them aware of the strategic topics of the campaign.

- Promotion with billboards in the centre of Seville in order to make visible the Logo of Dynamo Effect and to inform the Seville people about the programmes and the campaign.

- Publicity in other Press Media: We also made publicity in other media like the “Giraldillo”, which is a monthly magazine that is distributed in Andalusia (80.000 units)

- Merchandising about the campaign have been designed and produced in order to make visible the radio campaign: cap, shirt, fans. In every events in which EMA RTV had been part of, we gave this merchandising to the participants and to the public to raise awareness about the Dynamo project.

No. 1	
Typology	Promotion campaign in radio
Period	From January to August 2010

Area	Andalusia
Contents	Publicity Spots about the campaign: A minimum of 10 promotion spots for the Dynamo Campaign has been broadcasted weekly in 100 andalusian radios during 30 weeks. It represents a total of 30.000 spots broadcasted
Material / documents produced for the event	Radio spots about Dynamo Effect of 20 seconds. Spots about Energy Day has also been produced and broadcasted.
List of radios, newspaper, ...	100 local medias from the EMA TV's network
Target (typology – number)	Listeners of the Onda local de Andalusia 2.000.000 people.
Other impacts / results	We think that these spots helped to raise the interest of the population to listen to the radio campaign, visit the web site and to participate in the Energy Day.

No. 2	
Typology	Design and localization of Dynamo Effect Billboards
Period	From January 2010 to march 2011
Area	Seville
Contents	Promotional Billboards in the centre of Seville, where EMA RTV has his studios, in order to promote the radio campaign and the Dynamo Web Site.
Material / documents produced for the event	Billboards
List of radios, newspaper, ...	-
Target (typology – number)	All of the people walking in the centre of Seville, in the Street O'Donnell, one of the most famous street in the capital, in which passes more than 3000 people each day.
Other impacts / results	Rasing of the people to listen to the campaign and to use the Dynamo Web Site.

No. 3	
Typology	Promotion in the regional press

Period	June 2010
Area	Andalusia
Contents	Promotion of the Energy Day
Material documents produced for the event /	Article and promotion about the Energy Day in the 2 nd page of the Giraldillo
List of radios, newspaper, ...	The Giraldillo Magazine – the most famous monthly magazine about all the cultural events of Andalusia (Cine, theatre, exposition, exhibitions, etc.) - 80.000 units diffused.
Target (typology number) –	All of the population in Andalusia
Other impacts results /	Participation more important in the Energy Day

No. 4	
Typology	Social Network Action in Facebook
Period	From January to September 2010.
Area	National
Contents	All of the information that could be interesting for the users and listeners of the campaign. The Facebook was actualized daily by the webmaster
Material documents produced for the event /	Facebook page
List of radios, newspaper, ...	Facebook
Target (typology number) –	All of the people internationally interested in the topics of the campaign
Other impacts results /	

No. 5	
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Typology	Merchandising about the Dynamo Effect Project
Period	From January to September 2010
Area	Andalusia
Contents	Design of merchandising
Material / documents produced for the event	Shirts, Fans, Caps
List of radios, newspaper, ...	-
Target (typology number) –	Young people
Other impacts / results	Make the Dynamo Effect Project visible for every participant of the Energy Day.

No. 6	
Typology	Promotion interview in International Press online –
Period	March 2010
Area	International
Contents	Interview of Guillermo Buteau, coordinator of the project and Alejandro Moreno, journalist of EMA RTV about the goals, topics and strategies of the Dynamo Effect project.
Material / documents produced for the event	Interview published in http://www.wavemagazine.net/arhiva/41/index.html
List of radios, newspaper, ...	Wave, International youth web magazine
Target (typology number) –	All of the internet user interested in the topics developed in the Dynamo Campaign
Other impacts / results	More visits of the Dynamo and EMA RTV web site.

D7 DELIVERABLE CAMPAIGN IMPLEMENTATION RADIO NEAR FM

The local publicity campaigns are aimed to promote the shows toward the audience, to promote the web site (where people can find all the information about the project: aims, partners, broadcasting time for each radio, links to the websites of all radios broadcasting the radio shows, scientific material, bibliography, transcriptions of the shows in English, etc), with download materials, and to introduce the local events.

The campaigns are made essentially of radio spots and advertising on news-papers.

Because the objectives of this work package was:

- Spreading of the information on the project targets
- Increase in the number of informed citizens
- Increase in the number of website visitors
- Increase in citizen's sensitivity to the environment
- Increase in the interest of key market actors to take part in environmental initiatives
- Diffusion of the good practices promoted by the project

and the time scheduled in the project was from November 2009 to May 2010.

In order to reach the results and according with the MB, we have postponed the start of the WP at January 2010 and the end at March 2011.

Because:

- The radio campaign started in January 2010 and it concluded in November 2011
- The promotion of the web site through the radio shows is finished in November 2010
- The web site is still alive
- The Energy days have not been realized in the periods planed in the project (see local initiatives report)

Near90fm promoted the project through use of a number of different advertsing spots and through the distribution of promotional material at workshops and the 2 Energy Days. Increased funding was used for television and promotional material. Television ads had a capability to reach a larger citywide audience.

To maintain an high attention on our campaign and on our web site, according with the MB suggestions, we decided:

- To increase the number of radio advertisings (radio spots) on other radio
- To increase the number of spots on our radio
- To reduce the number of newspaper because the money (the advertising are very expensive) and also because their target have not a specific profile
- To buy pages on the specialize magazines because their readers have the same awareness of "the environmental problem"
- To buy pages on the catalogues of the Exhibition Fa La Cosa Giusta (30.000 copies sold in 2010, 33.000 copies sold in 2011; Terrafutura 4.500 copies sold in 2010)

No.1	
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Typology	Radio spot to promote the Radio Campaign and the project web site
Period	January 2010 November 2010
Area	Ireland
Contents	Information about the themes of the radio campaign and the broadcasting timesheet Information about the documents downloaded on the Web Site and the Internet address
Material / documents produced for the event	Radio spot 30" produced by Near90fm to promote the website and sent to CRAOL for distribution to other stations.
List of radios	Each of the 20 stations in the networks. 100 spots per station TOTAL 20, 000 spots
Target (typology – number)	General audience across Ireland. Community radio reaches every corner of the country and reaches a broad demographic. As the members of the network are also part of a co-operative association with Near90fm they agreed to make a further 20,000 spots available free gratis making the total number of spots 40, 000. These were in addition to spots advertising the radio broadcast themselves.
Other impacts / results	

No.2	
Typology	Newspaper ads
Period	January 2010
Area	Ireland
Contents	Promotion of the Project Web Site DYNAMO EFFECT
Material / documents produced for the event	2 Newspaper ads distributed throughout North Dublin in the "Northside People" newspaper. The "Northside People" is the most widely distributed newspaper in the North of Dublin reaching over 200, 000 people weekly.

Target (typology – number)	General audience. These ads were specifically placed in a paper which does not have a speciality in the environmental area to reach those who would not otherwise come into contact with information about projects such as “The Dynamo Effect”
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No.3	
Typology	Promotional Material
Period	December 2009 April 2010
Area	City of Dublin
Contents	
Material / documents produced for the event	Dynamo Effect t-shirts, information leaflets on recycled paper, mousepads made from recycled material, recycled hessian tote bags etc.
Target (typology – number)	Distributed at the 2 Energy Days and during the broadcasts of the series as a means of attracting a broad audience, especially a younger audience.
Other impacts / results	

No.4	
Typology	Television advertising
Period	Jan 2010 -
Area	City of Dublin
Contents	Promotion of the project Web Site DYNAMO EFFECT
Material / documents produced for the event	30 second tv ad
Station	Dublin Community Television
Target (typology –	Dublin Community Television reaches the whole of the City and County of Dublin which has a total population of over 1, 000, 000 people. The station is broadcast on

number)	the UPC system.
Other impacts / results	Thanks to this promotion the project was advertised to a very wide number of people and the project was advertised in radio, tv and newspaper.

D7 DELIVERABLE CAMPAIGN IMPLEMENTATION KLUBRADIO

The local publicity were made essentially of radio spots, advertising on news-papers and banner campaign on the internet (paid advertisements, banners on the key actors' homepages). We also participated in different other green projects, similar to our campaign, in order to raise more awareness to our project in an already existing audience sensitive towards energy efficiency topics. The campaigns were aimed to promote the shows toward the audience, to promote the web site (where people can find all the information about the project: aims, partners, broadcasting time for each radio, links to the websites of all radios broadcasting the radio shows, scientific material, bibliography, transcriptions of the shows in English, etc), with download materials, and to introduce the local events.

objectives:

- Spreading of the information on the project targets
- Increase in the number of informed citizens
- Increase in the number of website visitors
- Increase in citizen's sensitivity to the environment
- Increase in the interest of key market actors to take part in environmental initiatives
- Diffusion of the good practices promoted by the project

and the time scheduled in the project was from November 2009 to May 2010.

In order to reach the results and according with the MB, we have postponed the start of the WP at January 2010 and the end at March 2011.

Because:

- The radio campaign started in January 2010 and it concluded in November 2011
- The web site is still alive
- Klubradio has repeated the 30 broadcasts from September 2010.

No.	1
Typology	Internal radio spots to promote the radio broadcasts
Period	January 2010 – August 2010 (in Klubradio from September 2010 – to March 2010 as well during the repetition)
Area	Hungary (broadcast areas of Klubradio and partner radios)
Contents	Promotion of the radio show itself (topic, time, jousnalist)
Material / documents produced for the event	Radio spot 15" produced by Klubradio to promote the radio campaign
List of radios, newspaper,	Rádió Mi Aqua Rádió

...	Rádió Szentes Lakihegy Rádió Rádió Szarvas Rádió C Corvinus Rádió Rádió 6 Nyugat Rádió Klubrádió Debrecen Klubrádió Gyöngyös Klubrádió Kecskemét Klubrádió Tisza-tó Klubrádió Veszprém Klubrádió 10 times per week – Total 4800 spots																																																												
Target (typology – number)	<p>The listeners of the radio network – around 350.000 people</p> <p>Typology of listeners audited for Klubradio</p> <table><tr><td>age</td><td>15-17 years</td><td>4,1%</td></tr><tr><td></td><td>18-29 years</td><td>15,6%</td></tr><tr><td></td><td>30-39 years</td><td>23,5%</td></tr><tr><td></td><td>40-49 years</td><td>12,2%</td></tr><tr><td></td><td>50-59 years</td><td>26,3%</td></tr><tr><td></td><td>60 felett</td><td>18,3%</td></tr><tr><td>Educational level</td><td>No grammar school</td><td>1,6%</td></tr><tr><td></td><td>Grammar school</td><td>2,5%</td></tr><tr><td></td><td>High school for trainees</td><td>6,6%</td></tr><tr><td></td><td>High school</td><td>51,0%</td></tr><tr><td></td><td>University</td><td>38,3%</td></tr><tr><td>Socio-professional condition</td><td>Professionals/managers/businessmen</td><td>10,8%</td></tr><tr><td></td><td>Intellectuals with a n university degree</td><td>17,4%</td></tr><tr><td></td><td>Other intellectuals</td><td>21,2%</td></tr><tr><td></td><td>trainees</td><td>16,8%</td></tr><tr><td></td><td>Hand workers</td><td>3,7%</td></tr><tr><td></td><td>Unemployed</td><td>0,0%</td></tr><tr><td></td><td>Pensioners</td><td>18,5%</td></tr><tr><td></td><td>Students</td><td>9,9%</td></tr><tr><td></td><td>Other inactive</td><td>1,6%</td></tr></table>	age	15-17 years	4,1%		18-29 years	15,6%		30-39 years	23,5%		40-49 years	12,2%		50-59 years	26,3%		60 felett	18,3%	Educational level	No grammar school	1,6%		Grammar school	2,5%		High school for trainees	6,6%		High school	51,0%		University	38,3%	Socio-professional condition	Professionals/managers/businessmen	10,8%		Intellectuals with a n university degree	17,4%		Other intellectuals	21,2%		trainees	16,8%		Hand workers	3,7%		Unemployed	0,0%		Pensioners	18,5%		Students	9,9%		Other inactive	1,6%
age	15-17 years	4,1%																																																											
	18-29 years	15,6%																																																											
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No.	2
Typology	radio spots to promote the Energy day
Period	May 2010
Area	Hungary (broadcast areas of Klubradio and partner radios)
Contents	Promotion of the Energy day - time and type of the event, why to go
Material / documents produced for	Radio spot 30" produced by Klubradio to promote the Energy Day

the event																																																																		
List of radios, newspaper, ...	Rádió Mi Aqua Rádió Rádió Szentés Lakihegy Rádió Rádió Szarvas Rádió C Corvinus Rádió Rádió 6 Nyugat Rádió Klubrádió Debrecen Klubrádió Gyöngyös Klubrádió Kecskemét Klubrádió Tisza-tó Klubrádió Veszprém Klubrádió 20 times every partner – Total 300 spots																																																																	
Target (typology – number)	The listeners of the radio network – around 350.000 people Typology of listeners audited for Klubradio <table><tr><td rowspan="6">age</td><td>15-17 years</td><td>4,1%</td><td></td></tr><tr><td>18-29 years</td><td>15,6%</td><td></td></tr><tr><td>30-39 years</td><td>23,5%</td><td></td></tr><tr><td>40-49 years</td><td>12,2%</td><td></td></tr><tr><td>50-59 years</td><td>26,3%</td><td></td></tr><tr><td>60 felett</td><td>18,3%</td><td></td></tr><tr><td rowspan="5">Educational level</td><td>No grammar school</td><td>1,6%</td><td></td></tr><tr><td>Grammar school</td><td>2,5%</td><td></td></tr><tr><td>High school for trainees</td><td>6,6%</td><td></td></tr><tr><td>High school</td><td>51,0%</td><td></td></tr><tr><td>University</td><td>38,3%</td><td></td></tr><tr><td rowspan="10">Socio-professional condition</td><td>Professionals/managers/businessmen</td><td></td><td>10,8%</td></tr><tr><td>Intellectuals with a n university degree</td><td></td><td>17,4%</td></tr><tr><td>Other intellectuals</td><td>21,2%</td><td></td></tr><tr><td>trainees</td><td>16,8%</td><td></td></tr><tr><td>Hand workers</td><td>3,7%</td><td></td></tr><tr><td>Unemployed</td><td>0,0%</td><td></td></tr><tr><td>Pensioners</td><td>18,5%</td><td></td></tr><tr><td>Students</td><td>9,9%</td><td></td></tr><tr><td>Other inactive</td><td>1,6%</td><td></td></tr></table>			age	15-17 years	4,1%		18-29 years	15,6%		30-39 years	23,5%		40-49 years	12,2%		50-59 years	26,3%		60 felett	18,3%		Educational level	No grammar school	1,6%		Grammar school	2,5%		High school for trainees	6,6%		High school	51,0%		University	38,3%		Socio-professional condition	Professionals/managers/businessmen		10,8%	Intellectuals with a n university degree		17,4%	Other intellectuals	21,2%		trainees	16,8%		Hand workers	3,7%		Unemployed	0,0%		Pensioners	18,5%		Students	9,9%		Other inactive	1,6%	
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No.	3
Typology	radio spots to promote the website
Period	May 2010 – August 2010
Area	Hungary (broadcast areas of Klubradio and partner radios)
Contents	Promotion of the website – address, contents

Material / documents produced for the event	Radio spot 30” produced by Klubradio to promote the Website																																											
List of radios, newspaper, ...	<div>Rádió Mi</div> <div>Aqua Rádió</div> <div>Rádió Szentes</div> <div>Lakihegy Rádió</div> <div>Rádió Szarvas</div> <div>Rádió C</div> <div>Corvinus Rádió</div> <div>Rádió 6</div> <div>Nyugat Rádió</div> <div>Klubrádió Debrecen</div> <div>Klubrádió Gyöngyös</div> <div>Klubrádió Kecskemét</div> <div>Klubrádió Tisza-tó</div> <div>Klubrádió Veszprém</div> <div>Klubrádió</div> <div>20 times per month – Total 1200 spots</div>																																											
Target (typology – number)	<div>The listeners of the radio network – around 350.000 people</div> <div>Typology of listeners audited for Klubradio</div> <table><tr><td rowspan="7">age</td><td>15-17 years</td><td>4,1%</td></tr><tr><td>18-29 years</td><td>15,6%</td></tr><tr><td>30-39 years</td><td>23,5%</td></tr><tr><td>40-49 years</td><td>12,2%</td></tr><tr><td>50-59 years</td><td>26,3%</td></tr><tr><td>60 felett</td><td>18,3%</td></tr><tr><td rowspan="5">Educational level</td><td>No grammar school</td><td>1,6%</td></tr><tr><td>Grammar school</td><td>2,5%</td></tr><tr><td>High school for trainees</td><td>6,6%</td></tr><tr><td>High school</td><td>51,0%</td></tr><tr><td>University</td><td>38,3%</td></tr><tr><td rowspan="10">Socio-professional condition</td><td>Professionals/managers/businessmen</td><td>10,8%</td></tr><tr><td>Intellectuals with a n university degree</td><td>17,4%</td></tr><tr><td>Other intellectuals</td><td>21,2%</td></tr><tr><td>trainees</td><td>16,8%</td></tr><tr><td>Hand workers</td><td>3,7%</td></tr><tr><td>Unemployed</td><td>0,0%</td></tr><tr><td>Pensioners</td><td>18,5%</td></tr><tr><td>Students</td><td>9,9%</td></tr><tr><td>Other inactive</td><td>1,6%</td></tr></table>	age	15-17 years	4,1%	18-29 years	15,6%	30-39 years	23,5%	40-49 years	12,2%	50-59 years	26,3%	60 felett	18,3%	Educational level	No grammar school	1,6%	Grammar school	2,5%	High school for trainees	6,6%	High school	51,0%	University	38,3%	Socio-professional condition	Professionals/managers/businessmen	10,8%	Intellectuals with a n university degree	17,4%	Other intellectuals	21,2%	trainees	16,8%	Hand workers	3,7%	Unemployed	0,0%	Pensioners	18,5%	Students	9,9%	Other inactive	1,6%
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No.	4
Typology	A campaign of radio interviews (5 interviews/ two days in the news)
Period	24.05.2010 – 29.05.2010.

Area	Klubradio's broadcasting area – Hungary																																											
Contents	Promotion of the upcoming Energy Day and the project itself in different broadcasts: news, morning show, shows with different profiles: real estate / self governments / innovation / environment protection																																											
Material / documents produced for the event	Recorded interviews with the organiser of Renexpo which hosted the Energy Day																																											
List of radios, newspaper, ...	Klubradio																																											
Target (typology – number)	<p>Klubradio's listners: The listeners of the radio – around 250.000 people</p> <p>Typology of listeners audited for Klubradio</p> <table><tr><td rowspan="6">age</td><td>15-17 years</td><td>4,1%</td></tr><tr><td>18-29 years</td><td>15,6%</td></tr><tr><td>30-39 years</td><td>23,5%</td></tr><tr><td>40-49 years</td><td>12,2%</td></tr><tr><td>50-59 years</td><td>26,3%</td></tr><tr><td>60 felett</td><td>18,3%</td></tr><tr><td rowspan="5">Educational level</td><td>No grammar school</td><td>1,6%</td></tr><tr><td>Grammar school</td><td>2,5%</td></tr><tr><td>High school for trainees</td><td>6,6%</td></tr><tr><td>High shool</td><td>51,0%</td></tr><tr><td>University</td><td>38,3%</td></tr><tr><td rowspan="10">Socio-professional condition</td><td>Professionals/managers/businessmen</td><td>10,8%</td></tr><tr><td>Intellectuals with a n university degree</td><td>17,4%</td></tr><tr><td>Other intellectuals</td><td>21,2%</td></tr><tr><td>trainees</td><td>16,8%</td></tr><tr><td>Hand workers</td><td>3,7%</td></tr><tr><td>Unemployed</td><td>0,0%</td></tr><tr><td>Pensioners</td><td>18,5%</td></tr><tr><td>Students</td><td>9,9%</td></tr><tr><td>Other inactive</td><td>1,6%</td></tr></table>	age	15-17 years	4,1%	18-29 years	15,6%	30-39 years	23,5%	40-49 years	12,2%	50-59 years	26,3%	60 felett	18,3%	Educational level	No grammar school	1,6%	Grammar school	2,5%	High school for trainees	6,6%	High shool	51,0%	University	38,3%	Socio-professional condition	Professionals/managers/businessmen	10,8%	Intellectuals with a n university degree	17,4%	Other intellectuals	21,2%	trainees	16,8%	Hand workers	3,7%	Unemployed	0,0%	Pensioners	18,5%	Students	9,9%	Other inactive	1,6%
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	Other impacts / results	Increased number of people aware of the upcoming event and the project, more visitors to the Energy Day																																										

No.	5
Typology	Internet – online banner campaign for Dynamo Effect And an online banner campaign for the Energy Day on the main page of most famous Hungarian portal for programme recommendation (events/parties/theatre/cinema/concert/children's...)
Period	January 2010 – August 2010 – for the normal banner 26.05.2010 – 28.05.2010 – for the energy day

Contents	Project's official banner in Hungarian linked to the project's website Flash banner about the date, place, content of the event
Material / documents produced for the event	Flash banner in Hungarian with our slogan: "A network transmitting new energy" Flash banner for the energy day
List of radios, newspaper, ...	www.port.hu - the most famous Hungarian portal for programme recommendation (events/parties/theatre/cinema/concert/children's...) Most of our partners/ key actors had a banner on their websites during the campaign: www.energiaklub.hu Bicyclist Hungary Association http://www.kmsz.hu/ http://www.klimaklub.hu www.greenfo.hu (on this site there was also a short description of the radiocampaign with the date and time of the radioshow. Because it is collecting the different broadcasts in the media dealing with green topics) all the 14 partner radios had a banner on their homepage
Target (typology – number)	Internet users Port.hu gave us an audited number of visits: 123.840 during the 3 days – mainly young internet users looking for programmes for the weekend
Other impacts / results	Audience of these "green sites" already sensitive to our topics were attracted to our project. And with www.port.hu we reached a number of people who were not yet aware of the project/topics.

Together with REECO, the organiser of Renexpo, Klubrádió has organised a press conference before the Energy Day, in order to raise awareness of the campaign and of the event itself. Journalists who specialise on green topics were invited to the conference.

No.	6
Title – typology	Press conference
Date	6 th of May 2010.
Place	Coffee Central, Budapest, Károlyi Mihály u. 9.
Organization (autonomous, linked to ...)	Klubradio and REECO (organiser of Renexpo)
Contents	Introduction of the project and its main goal to the press, with a special focus on the Energy day, but also giving information about our website and radio campaign. Press was asked to participate in the project in order to attract more audience to the Energy day and to visit and report the Energy Day itself to those who did not attend the Renexpo.
Material /	Press release, Molino, rollup and fliers to present the project's most important :

documents produced for the event	<ul style="list-style-type: none"> - website and radio campaign - Energy day
Participants / key actors involved	Reeco 20 journalist Energiaklub Péter Olajos (former deputy to the European Parliament) József Nagy (BÜKK-MAK LEADER Nonprofit Ltd, a green union of energy self supplying in a region of deep poverty) Péter Kovács (leader of the MAVIR department - Hungarian Transmission System Operator Company Ltd.)
Other impacts / results	Articles and reports about Renexpo and Dynamo Square

No.	7
Typology	Printed news paper advertisement
Period	January 2010 – March 2011
Area	National
Contents	Half pages of paid advertisement for the campaign, the website and the Energy Day
Material / documents produced for the event	2 edited advertisement: one for the campaign and the website / the other one for the Energy Day and the website
List of radios, newspaper, ...	Népszava (leading national daily paper, published first in 1877) Magyar Narancs (leading national weekly magazine on public affairs) Elite (leading national monthly magazine on lifestyle) 3. évezred (national monthly magazine on innovation and technical affairs) Korhatár (national monthly magazine on lifestyle)
Target (typology – number)	Népszava - readers are highly sensitive towards public affairs and green topics – 21.000 copy Magyar Narancs (leading national weekly magazine on public affairs – 23.000 copy – estimated readers 50.000 half men-half women with strong responsibility towards environmental questions) Elite (leading national monthly magazine on lifestyle – average 15260 copies – estimated readers 100.000 – mainly women) 3. évezred (national monthly magazine on innovation and technical affairs – 41.000 copies) Korhatár (national monthly magazine on lifestyle)
Other impacts / results	With the advertisements we could reach an audience with varying age/ sex/ educational level/ political views... Like this we could raise the awareness of Dynamo Effect among a board variety of audience.

No.	8
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Typology	articles
Period	May 2010.
Area	Online and printed
Contents	<ul style="list-style-type: none"> - article about the different energy efficient lightning techniques and our project and radio capaign – on our scientific partner's webpage - article about different energy efficiency topics and our project and radio campaign in Pesti Est, the most famous, free programme magazine, in Hungary which had a special “green” edition in May
Material / documents produced for the event	Articles written by our journalists together with our scientific partner
List of radios, newspaper, ...	<ul style="list-style-type: none"> - Energiaklub's homepage: http://www.energiaklub.hu/hu/hirek/?news=786 - Pesti Est
Target (typology – number)	<ul style="list-style-type: none"> - Energiaklub's homepage has an average about 10.000 visitors/month, but articles about energy efficiency topics can reach the 30.000 visitors - Pesti Est – 130.000 copies, according to audited polls the readers are between 18 and 35 years, usually 3 people read a copy (because they are free, and you can find them all over in pubs, cinemas...), which means that readers' number is above 200.000
Other impacts / results	In Pesti Est's “green” edition we were trying to attract people to our website and to our Energy Day.

No.	9
Typology	News letters, social network
Period	January 2010 – August 2010
Area	Facebook and partner's news letters via e-mail
Contents	<ul style="list-style-type: none"> - We were participating with logos, banners, slogans and information about Dynamo Effect on all of Renexpo's press materials, in their news letter, in their invitations and on the back side of the entrance ticket. - We were participating in Energiaklub's news letters. - We created an account on the most popular social network: Facebook, to promote the Dynamo Effect website. We tried to keep up the attendance of the audience by a daily freshening, we upload the facebook something every day: interviews, links, transcripts of the show, broadcasting times in different radios
Material /	- Articles, short descriptions about the campaign for the news

documents produced for the event	<ul style="list-style-type: none"> letters - daily freshening on FB: pieces of radio interviews, links, transcripts of the shows, interesting news about the topics, broadcasting times in different radios...
List of radios, newspaper, ...	<ul style="list-style-type: none"> - News letter for REECO and Energiaklub - Facebook
Target (typology – number)	<ul style="list-style-type: none"> - Energiaklub newsletter 2000 by email/ 4 times a year - Reeco 25.000 newsletter by email - Facebook profile – above 100 fans, but linked to other green projects through FB, like Critical Mass which is one of the best FB communities concerning environment consciousness in Hungary
Other impacts / results	We reached a very young population through FB and a very involved population through the news letters.

No.	10
Typology	cooperation with conferences/campaigns of similar projects: <ul style="list-style-type: none"> - Conference of Climatic Club - Roadshow of the Ministry of Transport, Telecommunication and Energy
Period	<ul style="list-style-type: none"> - Climatic Club organised a conference on the 19th of February 2010. - Roadshow of the Ministry between 14.04.2010 – 27.04.2010.
Area	<ul style="list-style-type: none"> - Budapest - Hajdúszoboszló, Szent István Park (April 14.); Szeged, Széchenyi square (April 15.); Miskolc, Erzsébet square (April 16.); Győr, Dunakapu square (April 19.); Székesfehérvár, Palotai út 6. Palota Üzletközpont (April 20.); Pécs, Dóm square (April 26.) and Budapest V. ker., Városház park (April 27.).
Contents	<ul style="list-style-type: none"> - Conference of Climatic Club http://www.klimaklub.hu/ The goals of Climate Club are to increase public awareness of climate changes and its damaging effects, to initiate the social take-on of responsibility, and to educate to achieve environmental conscious thinking and change of perspective. It provides a forum for members of the corporate, civil and scientific communities. Hence anybody can become club member as a private person, a corporation, civil organization or representative of the scientific community. Climatic Club organised a conference on the 19th of February 2010. The II. Climatic Summit of Hungary http://www.klimaklub.hu/hu/content/81 with politicians policy makers, civil organisation and green associations. We made a partnership: they gave us experts, as interview givers, and also placed a Dynamo banner on their internet site, while Klubradio made their summit more popular. - Ministry of Transport, Telecommunication and Energy was a key actor: they worked on a similar campaign: „Szólj rá apádra, ha nem vigyáz a világra!” /„Remind your father, if he does not take good care of the world!” The Ministry organised a road-show to make their environmental campaign popular, and we cooperated with them. We placed a rollup about Dynamo Effect on the

	different sites of the road-show while they gave an interview about their campaign in Dynamo Effect.
Material / documents produced for the event	Banner, rollup and interview
	Conference and roadshow scenes

D7 DELIVERABLE CAMPAIGN IMPLEMENTATION RADIO ORANGE

We produced a flyer that was distributed during the whole broadcasting period via mail and in public places, we put ads in magazines that we considered most relevant, we made fair trade t shirt and we made as a best practice example and communication tool a bike equipped for live transmission that has been used in public a lot promoting the project. We produced 3 radio jingles promoting the project and the energy day. Our partner radios also broadcasted one jingle promoting the project. We produced a sub site of our website showing all shows and materials produced for throughout the project.

No.	1
Typology	10 Newspaper Ads
Period	Throughout the broadcasting period and around the energy day
Area	Vienna and Austria
Contents	Ads promoting the energy day, the radio shows and the website
Material / documents produced for the event	Newspaper Ad
List of radios, newspaper, ...	ORANGE 94.0 Programmzeitung (3 x) IG Kultur Tribüne Afrika Velosophie The Gap Falter Wien Anschläge Umwelt und Bildung
Target (typology – number)	Readers interested in environmental issues and readers interested in sociopolitical issues

No.	2
Typology	Radio jingles

Period	Throughout the broadcasting period and around the energy day
Area	Vienna and Austria
Contents	1 jingle promoting the whole project, which was broadcasted by all partner radios and radio ORANGE 94.0 2 jingles promoting the radio shows and website and the energy day that was broadcasted by radio ORANGE 94.0
Material / documents produced for the event	3 radio jingles
List of radios, newspaper, ...	Radio ORANGE 94.0 Radio Ypsilon Mira – St. Pölten Campusradio Radio Fro 105,0 Freies Radio Freistadt Radio B138 Radio Freequenns 100,8 Freies Radio Salzkammergut Radiofabrik Freirad Proton Radio Helsinki Radio Agora 105,5
Target (typology – number)	Audience of all free radios in Austria

No.	3
Typology	Folder
Period	Throughout the broadcasting period and around the energy day
Area	Vienna and Austria It was distributed via mail.
Contents	The Folder included a detailed description of the project aims, the materials that are produced and how they can be used via the website by all. It was addressed the general public and teachers in particular.
Material / documents produced for the event	printed folder (A4)
Target (typology – number)	general public, teachers, environmental organisations

No.	4
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Typology	Poster and Flyer Energy day
Period	September 2010
Area	Vienna
Contents	a poster and a flyer promoting the energy day was distributed throughout the city
Material / documents produced for the event	poster (A2) flyer (A6)
Target (typology – number)	public space

No.	5
Typology	Live transmission bike with dynamo effect branding
Period	2010
Area	Vienna
Contents	The bike was used as best practice and pr tool at the same time. The radio and dynamo effect were present in public space and draw lots of attention from pedestrians. It also supported the visibility of the project when we attended different events.
Material / documents produced for the event	Bike, broadcasting equipment, branding
Target (typology – number)	public space

No.	6
Typology	T-shirts
Period	2010
Area	Vienna
Contents	T shirt made designed by Gootin des Glücks, made out of fair trade textiles.
Material / documents produced for the	T shirts, hangtag with project information, flyer to promote the t shirt and the whole project

event	
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No.	7
Typology	website
Period	whole project period, still online
Area	web
Contents	we made a subsite on the radio ORANGE 94.0 website (dynamo.o94.at)
Material / documents produced for the event	all radio shows and factsheets that were produced throughout the project
Target (typology – number)	visitors of the ORANGE 94.0 website
Other impacts / results	it made the link between the ORANGE 94.0 community and the international project website

**D7 DELIVERABLE CAMPAIGN IMPLEMENTATION
RADIO DREYECKLAND**

No.	1
Typology	Supplement for newspaper to promote the radio campaign Dynamo Effect
Period	January 2010
Area	Germany
Contents	General presentation of the radio campaign dynamo effect. Different articles and interviews related to the issues of the radio campaign. The radio show programme and the 30 radio partners in Germany, including Logos, station id, website url and contacts.
Material / documents produced for the event	4 coloured page newspaper supplement to promote the campaign and the issues.
List of radios, newspaper, ...	Taz (die tageszeitung, nation-wide newspaper in Germany)

Target (typology – number)	340.000 readers per issue. The readership is considered open to social- and environmental issues such as climate change and renewable energies. http://www.taz.de/taz/anz/gifs/TAZ-MA2005-Leserschaft.pdf
Other impacts / results	The document was also available as PDF and printed large copies of the 4 pages, which we used as exhibition boards at public events in order to present the radio campaign. It acted as a good tool to inform groups, multipliers and other key actors about the aims and topics of the radio campaign. Many key actors made the supplement available as pdf on their webplatforms.

No.	2
Typology	Postcards to promote the radio campaign Dynamo Effect
Period	January 2010 to March 2011
Area	Germany
Contents	Name of the campaign, website announcement, logos and station id.
Material / documents produced for the event	Through the network of our radio partners we were able to distribute 4.000 postcards in 30 different towns. The postcards and the flyers were also distributed at theme-linked meetings, conferences and events of key actors in Germany, especially when we were not able to attend those events personally.
List of radios, newspaper, ...	-

Target (typology – number)	4.000 postcards distributed
Other impacts / results	-

No.	3
Typology	trailer promoting the radio campaign
Period	January 2010 to October 2010
Area	Germany
Contents	Name of the campaign, brief description, appetizer, station id.
Material / documents produced for the event	trailer, audio file, 73 seconds

List of radios, newspaper, ...	The jingle was broadcasted repeatedly by the 30 partner radios of the campaign. See WP 4
Target (typology – number)	-
Other impacts / results	The trailer was also available online for web listeners. It was also downloaded and picked up by other radios not officially participating in the campaign.

No.	4
Typology	Web banner and online magazines
Period	January 2010 to March 2011
Area	Germany
Contents	Dynamo Effect logo, project description
Material / documents produced for the event	Web banner, project description, links to radio programmes, articles and other online materials
List of radios,	In order to target people outside the usual audience we decided to use three further webpages: our own Radio

<p>newspaper, ...</p>	<p>website, the website of our scientific partner and a creative commons media network. At the same time these websites act as platforms for further key actors and networks. Furthermore the podcasts and radio-shows are available on the key platform used by many community radios in the German speaking area to share audio material. See</p> <ol style="list-style-type: none"> 1. http://www.rdl.de (section: dynamo) 2. http://linksunten.indymedia.org/de/node/15807 3. http://www.iz3w.org/Bildung 4. http://freie-radios.net (search key word: dynamo effect) <p>Banners of different size, see:</p> <ol style="list-style-type: none"> 5. http://www.rdl.de/index.php?option=com_content&task=view&id=5463&Itemid=347 <p>Additional online-visibility</p> <p>We put quite some effort into getting as much online visibility as possible. This means providing key actors, partner radios, online magazines, online platforms ... with banners, articles, announcements, interviews, links and animating them to set direct links on their websites to the radio campaigns website.</p> <p>We were able to place articles and interviews in various online- magazines, like www.wir-klimaretter.de for instance which is one the key online platforms for climate related issues in Germany.</p>
<p>Target (typology – number)</p>	<p>-</p>
<p>Other impacts / results</p>	<p>-</p>

No.	5
Typology	Print magazines and media
Period	January 2010 to October 2010
Area	Germany
Contents	Project descriptions, aims of campaign, promotion of issues and radio programmes.
Material / documents produced for the event	Articles, interviews, fotos, advertisements
List of radios, newspaper, ...	<ul style="list-style-type: none"> • Greenpeace Magazine (issue 3.10, distributed nationwide, circulation 100.000) • Analyse und Kritik (distributed on nationwide scale, circulation 2.800) • Iz3w (distributed on nation wide scale, circulation 3.000) – ads in two issues • Alberta (student magazine Freiburg, circulation 4.000) , two issues (ad and interview)
Target (typology – number)	Ads and articles in total in media circulation of 113.800
Other impacts / results	Radio programme announcements were published in a monthly publication by Radio Dreyeckland (2.000 copies in

	Freiburg) from January 2010 to October 2010
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No.	6
Typology	General Flyer
Period	January 2010 to October 2010
Area	Germany
Contents	General description of the radio campaign, contact and call to network with key actors
Material / documents produced for the event	A4 Flyer, 3-folded, recycling paper The flyer was generally distributed at public events and locations, and used a networking tool.
List of radios, newspaper, ...	
Target (typology – number)	2.000 copies distributed
Other impacts /	-

results	
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No.	7
Typology	Radio Partners
Period	January 2010 to October 2010
Area	Germany
Contents	General description and promotion of the European campaign, description and discussion on issues related to the radio shows, programme announcements
Material / documents produced for the event	<p>Live interviews, jingles, radio programmes, online announcements</p> <p>They were broadcasted on a regular basis by the 29 radio partners.</p> <p>Radio partners called in regularly for a brief live interview on the phone announcing the coming radio show.</p>
List of radios, newspaper, ...	29 radio partners, see WP 4
Target (typology – number)	-

Other impacts / results	-
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No.	8
Typology	Radios
Period	January 2010 to March 2011
Area	Germany
Contents	Name of the campaign, website announcement, logos and station id.
Material / documents produced for the event	Through the network of our radio partners we were able to distribute 4.000 postcards in 30 different towns. The postcards and the flyers were also distributed at theme-linked meetings, conferences and events of key actors in Germany, especially when we were not able to attend those events personally.
List of radios, newspaper, ...	-
Target (typology – number)	4.000 postcards distributed

Other impacts / results	-
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