



Evaluation of the Municipal Intelligent Energy Days 2008 Recommendations for the organisation of the MIEDs 2009

WHAT IS A MIED

In order to show the citizens how they can save energy by a practical everyday action the **MODEL pilot cities** organise once a year a **Municipal Intelligent Energy Day (MIED)**. MIED is a great tool on how to create links between MODEL pilot cities, citizens and local stakeholders and to communicate with them on issues such as energy efficiency, use of renewable energy sources and climate change.

MODEL pilot cities in partnership with local stakeholders and citizens prepare various activities such as site visits, local competitions; forums, exhibitions, etc. Local authorities will have an outstanding **opportunity to show their commitment to contribute to the achievement of the EU energy and climate goals at the local level and show their citizens that they take a lead.**

HOW TO EVALUTATE A MIED

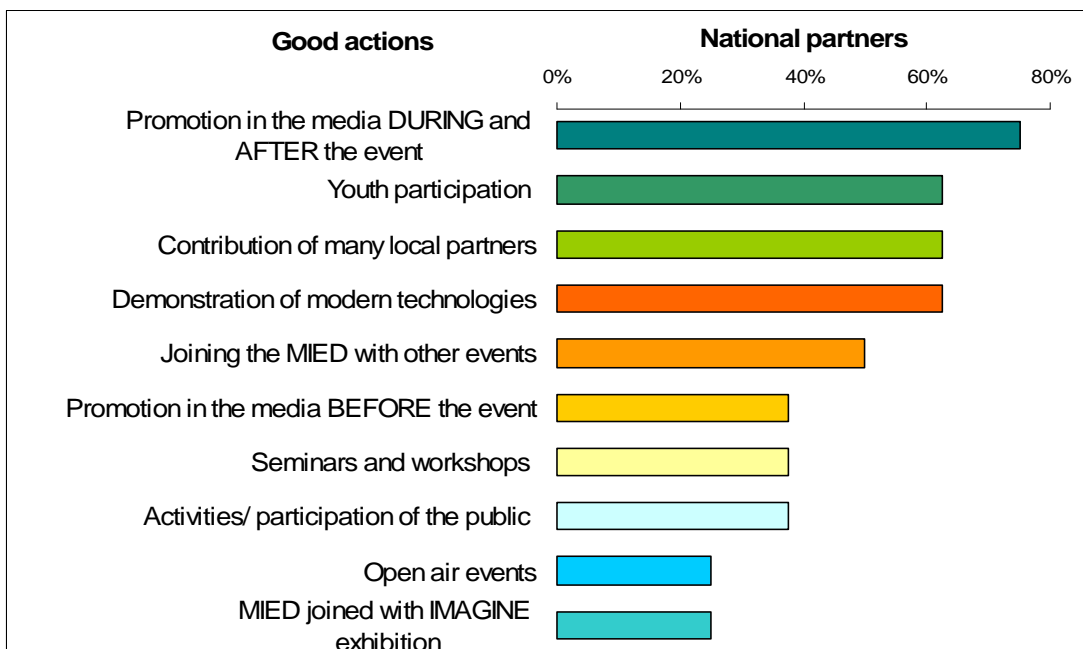
To evaluate a MIED several factors have to be taken into consideration: internal communication (involvement of different municipal departments), involvement of local actors (schools, companies, citizens), number/ quality/ originality/ diversity of the actions, number of visitors, external communication (promotion in the media), sustainable partnerships between municipality and citizens/local stakeholders...

MIEDs took place for the first time in 2008. Therefore the organisation of **31 MIEDs** in eight member states in which **over 55,000 people** participated in total was a big success. This evaluation report is a summary of experiences made in different new member states. It aims to present the successful events and make recommendations for future MIEDs. There is indeed no limit to the variety of actions to make a MIED more attractive to the public and to involve a broad spectrum of partners.

WHAT THE MIED ORGANISERS APPRECIATED

The following graph shows the actions, measures and activities that contributed the most to the success of MIED.

Source: Summary reports of the 8 national partners



- ★ **Promotion in the media DURING and AFTER the event:** 75% of the national partners appreciated the promotion of the MIEDs. The city of **Gabrovo** won the **MODEL Awards competition 2008** among others for the best communication and promotion through press conferences and media during and after the MIED.



- ★ **Youth participation:** About 60% of the member states emphasized the youth participation. Especially in Slovenia the work with **primary schools and a kindergarten** was very successful. Slovenian children learned ecological gestures like energy saving, renewable energies and waste separation in kindergarten and at school and in this way implemented them at home as well. This is also good way to reach the parents. The children of Moravske Toplice's kindergarten painted pictures on RES issues that were exhibited in the form of a poster. In Valka (Latvia) the Youth council was even the main organizer of MIED.

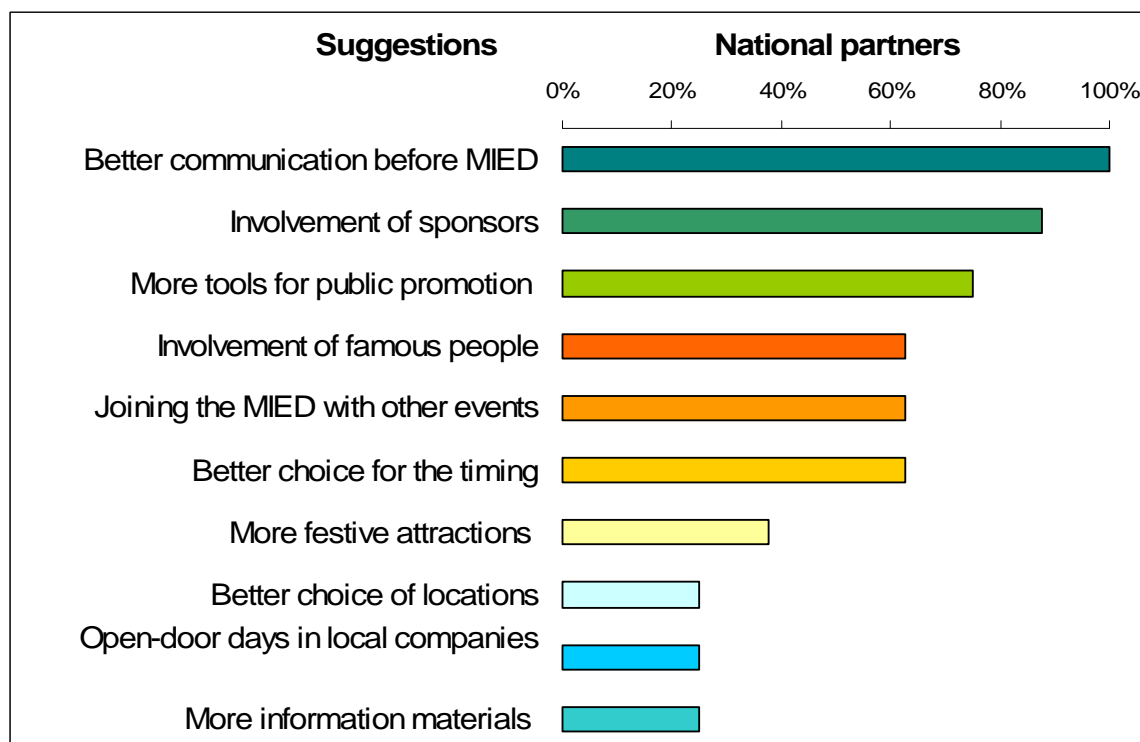


- ★ **Contribution of many local partners:** Local energy agencies, local authorities, local stakeholders, mayors/deputy mayors, schools, kindergartens, universities, local companies, etc. 6 Schools, Presidents of 7 housing co-operatives and 6 local companies contributed to the communication campaign in Bielawa (Poland).
- ★ **Demonstration of modern technologies:** The two day event "**Intelligent Solutions on How to Save Energy at Home**" informed the citizens of Romania about equipment, devices and technical solutions on how to save energy at home. In the two days of exhibition citizens could also participate in "**Intelligent Consumers' House**" raffle in which the first prize consisted in a class A refrigerator.
- ★ **Joining the MIED with other events:** Viļāni's (Latvia) MIED set a good example. It was organized within the annual "Craftsmen's and Innovation Fair" to address a wider public. In the Czech Republic MIED was joined with annual actions of the Healthy Cities.
- ★ **Promotion in the media BEFORE the event:** by local press, posters and leaflets as in the case of the Czech Republic. Inhabitants of Valka (Latvia) even received information leaflets by mail.
- ★ **Seminars and workshops:** In Tukums and Jēkabpils (Latvia) MIED was organized as an informative seminars with participation of experts. In Kaunas (Lithuania) professors of Kaunas University of Technology and representatives of companies organized a public seminar related to issues of buildings renovation, use of RES and energy efficiency.
- ★ **Activities/ participation of the public:** as for example a **cycling competition** and a **survey on a car use** in Kaunas (Lithuania). In Baia-Mare (Romania) diverse activities involving the public were organised, such as **free bus rides** to promote public transport and a "**lights out**" event to promote energy efficiency.
- ★ **Open air events** attracted inhabitants in Dzierżonów (Poland) as well as in Valka (Latvia), where most of the MIED activities were organized in the main city square.

- ★ **MIED joined with IMAGINE exhibition:** In the Czech Republic and Bulgaria the MIED joined with the **IMAGINE exhibition** was very successful.

WHAT THE MIED ORGANISERS RECOMMEND

The following graph shows the most common suggestions to facilitate the organisation of MIEDs in future.



Source: summary reports of the 8 national partners

- ★ **Better communication before MIED:** Ensuring a partnership with the press and media is vital for the success of MIEDs and has been successfully realized in most of the cities, especially during and after the MIED. Indeed all national partners suggest better information before the planned MIEDs by different communication tools: TV, local press, radio, posters and leaflets disseminated by post and websites.
- ★ **Involvement of sponsors:** As municipalities usually don't have big budgets, they should try to get more support from local energy agencies, local stakeholders, equipment manufacturers etc.
- ★ **More tools for public promotion:** Giveaways would ensure better and long-lasting promotion in the form of distribution of CD-s, T-Shirts, pencils, sport caps, bags, key rings, balloons, etc. to the participants.
- ★ **Involvement of famous people:** Popular personalities such as sportsmen, actors, musicians or political representatives of local authorities should be invited to MIED in order to attract more attention of citizens to this event.
- ★ **Joining the MIED with other events:** Annual traditional event ("City day"), municipal holidays, cultural events, regional, municipal fairs and exhibitions, film festivals, theatre plays, and exhibitions.

- ★ **Better choice of the timing:** Ideally MIEDs should be organised over several days, preferably a weekend day and a working day – during weekend mainly families are addressed whereas students and classes visit rather on working days. The season and weather conditions also have to be taken in consideration especially for outdoor events.
- ★ **More festive attractions:** A good possibility to attract more citizens are food stands with regional food, concerts of popular singers, short plays on RES issues performed by children and students, etc.
- ★ **Better choice of the location:** In some cities the locations have been badly chosen so that there was not enough room for discussions and informative seminars.
- ★ **Open-door days in local companies:** As for example district heating companies, public transport, biogas plants or other RES producers as a part of the MIED campaign.
- ★ **More information materials:** More variety and quantity of information material to better demonstrate activities and technologies.

CITIES AWARDED FOR THE BEST MIED

In the framework of the **MODEL Awards competition 2008** four cities were awarded for their MIEDs, three of them in the category “**The Best Municipal Intelligent Energy Days**”. As a whole, 21 applications were submitted:

★ **1st prize for the city of Lom (BG)**



for the exhaustive municipal Communication Strategy, diversified target group, numerous partnerships with different local actors, originality of actions (e.g. business energy breakfast with the private partners) and excellent cooperation with media and media coverage of the local events.

★ **2nd prize for the city of Brasov (RO)**

for the direct involvement of elected municipal representatives (mayor) to the events, large partnership with private partners, high participation of the citizens on local events, thoroughful monitoring and evaluation of the activities.



★ **3rd prize for the city Baia Mare (RO)**



for the vast number and variety of the activities and partners, high diversity of the educational actions involving local schools and kindergartens, actions promoting local public transport and involvement of municipal council.

★ **4th prize for the city of Valka (LV)**

for the number of permanent partnerships established with local actors (youth club, senior club), original advertisement and communication tools implemented, such as concerts of Latvian and Estonian new music bands and a quiz about environmental issues.



★ **Gabrovo (BG)** was awarded the "**Best Pilot City 2008**" for having achieved the highest score not only in the category of "**The Best Municipal Intelligent Energy Days**" but also in the category of the "**Best Energy Management Unit**".

Further original activities

- ★ Run for health - sport action of the city of Kopřivnice (Czech Republic)
- ★ Competition of children's drawings on RES & RUE issues in kindergarten, Moravske Toplice (Slovenia)
- ★ Organisation of practical training by the fire-brigade in kindergarten, Moravske Toplice (Slovenia)
- ★ Demonstration of a performance on ecology issues by the local theatre, Gornja Radgona (Slovenia)
- ★ Bicycle races and roller-skating (Bulgaria)
- ★ Film festivals presenting movies on energy efficiency and climate change. Bulgaria set a good example by showing "**Inconvenient Truth**" by Al Gore and "**Bioenergy in motion**"
- ★ Energy efficiency breakfasts for local stakeholders in Lom (Bulgaria) and Rakovika (Croatia)

Project Coordinator



Official partner



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