



Project Fact Sheet

The European Intelligent Energy Promotion Tour (ENERGY UNION)

Programme area: Integrated Initiatives – European Networking for Local Action

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Partners:

- FoEE, Friends of the Earth Europe, Belgium
- EREC; European Renewable Energy Centre, Belgium
- NT; Ninja Tune Records, United Kingdom
- BART, Brightonart, United Kingdom
- 4YE; 4YourEye, Austria
- ELEVATE; Elevate Verein, Austria
- GCP; Green City Project, Germany
- WILSONIC; Holoda : Skalnik, Slovakia

Website: www.energyunion.eu

Benefits : Awareness rising of European youth and policy makers for Intelligent Energy Implementation

Keywords: Intelligent Energy promotion tour, Innovative promotion tools, Empowering tour message, Active involvement of European Youth, Prominent opinion leaders, Climate friendly 'Rail-show'

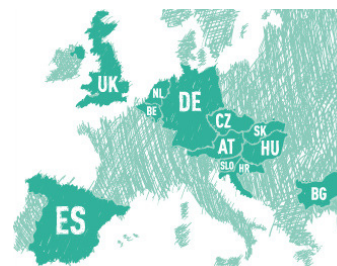
Duration: 08/2008 – 03/2011

Budget: € 1,633,633,-- (EU contribution: 75 %)

Contract number: IEE/07/746/SI2.499445



ENERGY UNION



Summary

ENERGY UNION outlines the mutual benefits of Intelligent Energy (IE), with particular focus to its benefits for climate change prevention. It emphasises the question why large-scale IE implementation has not been realised in Europe so far. The campaign appeals to young people to change behaviour in favour of IE, and to directly address decision makers and call for policy action.

ENERGY UNION takes place in 12 EU target countries in concert halls, club venues or at large music festivals. Three innovative promotion tools were developed to communicate the message to a large audience, attractive for young people of today: 1. Audiovisual Show; 2. Interactive Multi-Media Exhibition; 3. Political Forums and Panel Discussions. The opening event of the Energy Union Tour was held in Munich, Germany, on July 18th, 2009. After travelling through Hungary, Austria and Slovakia, the first year of the tour ended in Berlin, Germany on September 25th, 2009. The Tour will continue in May 2010 in Slovenia and will be completed in Brussels, Belgium in March 2011. In total 24 tour stops are organised in 12 countries, including Austria, Germany, Slovakia, Hungary, Czech Republic, Bulgaria, Slovenia, Croatia, Spain, UK, Netherlands and Belgium. It is expected to directly reach out to 1.5 Mio young people in Europe.

Expected and/or achieved results

- Youths, policy makers and opinion leaders taking action for boosting IE and providing contributions to the production of the promotion tools.
- Organisation of 12 flagship events – each accompanied by a press conference and a political forum – 12 support events, and installation of exhibition and info-stand at 24 sites, reaching out to a total audience of 50.000 youths and 300 policy makers
- 12 months implementation of a climate friendly tour 'on the rail'
- Development of three innovative and interactive promotion tools.