



THE ENGAGE PROJECT

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Agency



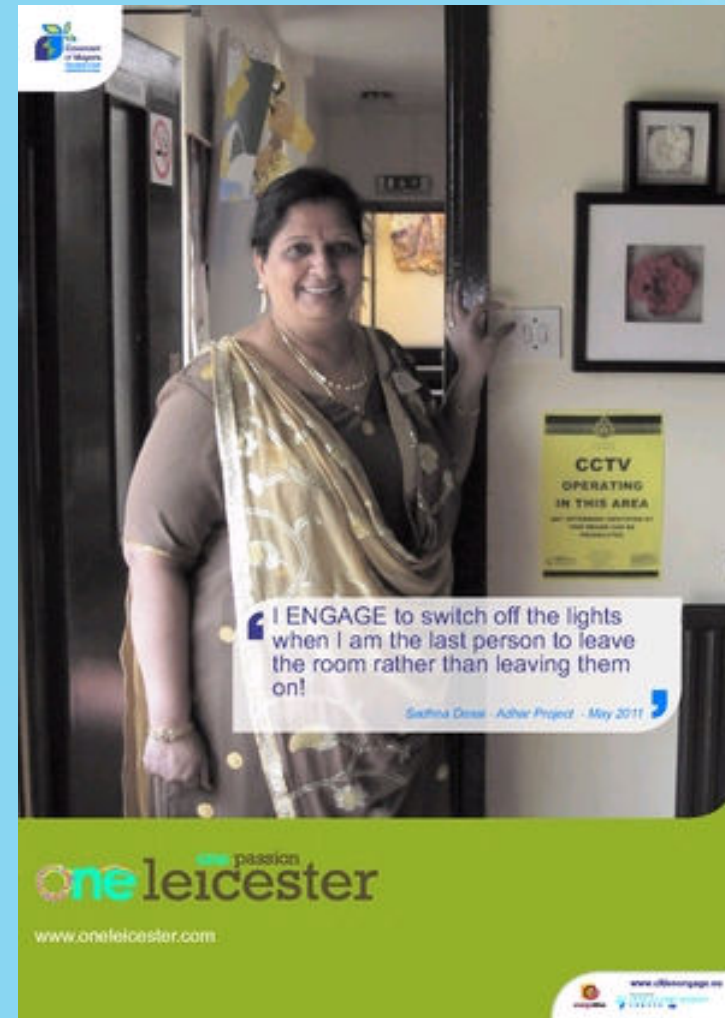
ENGAGE for energy & climate,
make the difference for Europe!
www.citiesengage.eu



THE ENGAGE CAMPAIGN – SOCIAL PROOF



- 🎈 A participative communications initiative
- 🎈 Commits citizens and stakeholders to play their part in building a sustainable energy future



THE ENGAGE POSTER



Covenant of Mayors logo if you are a signatory

City logo, slogan, web address

High quality picture

Engagement pledge, signature and date



STEPS FOR A SUCCESSFUL CAMPAIGN!



- 🎈 Know your audience
- 🎈 Be prepared
- 🎈 Think locally
- 🎈 Build strong media relationships
- 🎈 Define & Tailor key messages
- 🎈 Use creative tactics
- 🎈 Make it fun
- 🎈 Evaluate & measure



INVOLVEMENT



I ENGAGE to walk more instead of using the car!
Craig Whitehill - September 2011

one leicester
www.oneleicester.com

I ENGAGE to campaign on waste issues particularly nuclear waste.
Caroline Males - June 2011

We say **NO** to new nuclear power stations. Nuclear power stations are expensive to build, dangerous to run, costly to dismantle, and then the radioactive waste has to be stored for years and years and years and years AND YEARS! Lets go solar, wind etc

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I ENGAGE to switch off the light when I leave the room.
Harif - May 2011

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MONITORING



- 🎈 To prove participative PR campaigns lead to real energy savings
- 🎈 To continually motivate
- 🎈 Participants are encouraged to monitor themselves using a common tool



HOW TO JOIN

- 🎈 Free for the first 150 local authorities
- 🎈 Sign & send the charter available on line
- 🎈 On-line registration to have access to poster tool



CONTACT



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