



THE ENGAGE PROJECT – GETTING INVOLVED

**Darsh Chauhan –
Leicester Energy Agency**

18/06/2012

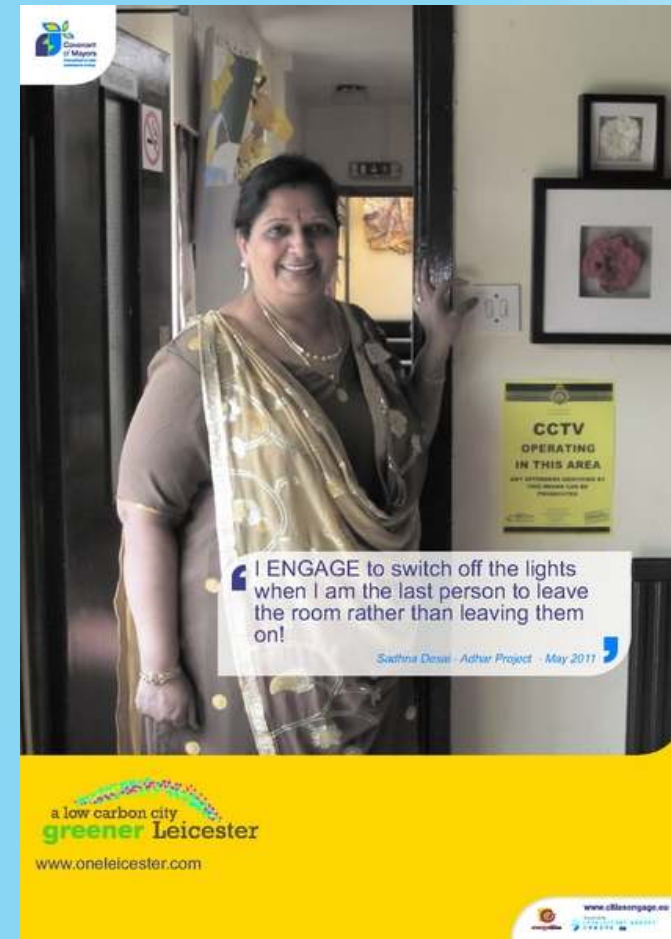


**ENGAGE for energy & climate,
make the difference for Europe!**
www.citiesengage.eu



WHAT IS ENGAGE?

- 🏠 EU-wide communications initiative
- 🏠 Link to Covenant of Mayor '3x20' objectives
- 🏠 stakeholders, citizens & public servants
- 🏠 Raise awareness & take collective action to build a sustainable energy future



GROUPS TO ENGAGE



Public servants



Stakeholders



Citizens



ENGAGING... PUBLIC SERVANTS

- 🏠 Promote & help to achieve your LA's climate objectives
- 🏠 Lead by example
- 🏠 Pledges from elected members – 'walk the talk'
- 🏠 Hold inter-departmental meetings to share information & encourage officers to make pledges



ENGAGING... STAKEHOLDERS



- Local businesses, schools, faith groups, voluntary organisations
- Can send a powerful message & influence others
- Posters can act as motivational tools e.g. when displayed in schools
- Opportunity for companies to promote green credentials



ENGAGING... CITIZENS



🎈 **Set up ENGAGE stalls:** offer giveaways & info. on saving energy



🎈 **Take part in events** e.g. annual summer festival

🎈 **Visit** community centres, work with local groups

🎈 **Attend** college open days & university fresher fairs



CREATING YOUR POSTERS



 User-friendly online tool

Covenant
of Mayors
logo if you
are a
signatory

Your city
logo, slogan
& web
address



Pledge,
signature & date

High quality
picture



www.citiesengage.eu

STEPS TO A SUCCESSFUL CAMPAIGN



1. **Research:** Know your audience. Think locally.
2. **Plan:** Define a vision & key messages that tie in with your LA's climate objectives
3. **Involve local people:** Citizens, stakeholders & public servants
4. **Create posters** using the online tool
5. **Display posters & promote** your campaign



WHO CAN JOIN?

- 🎈 LA's of all types
- 🎈 Don't have to be signed up to the Covenant of Mayors
- 🎈 Free to join for the first 150 LA's
- 🎈 Access to online poster tool



5 REASONS TO JOIN



By becoming part of ENGAGE you will...

1. Save energy, reduce carbon & contribute to the EU's '3x20' objectives
2. Build relationships with local citizens that are focused around energy, climate & sustainability
3. Empower citizens & stakeholders to play a part in their energy future
4. Build a common vision for energy & sustainability in your area
5. Prove that local solutions matter & can lead to real energy savings



HOW DO I JOIN?

- 🎈 Visit www.citiesengage.eu
- 🎈 Download, sign & return the charter
- 🎈 Free trial of online poster tool available
- 🎈 On-going support provided



QUESTIONS?



🎈 **Contact:** darsh.chauhan@leicester.gov.uk

🎈 **Visit:** www.citiesengage.eu

