



Intelligent Energy  Europe

MOBILISE ENERGY AWARENESS

Overall summary linking and evaluation document



INTRODUCTION

Mobilise Energy Awareness sought to enhance and expand access to a greater quality and range of resources on energy awareness to motivate and enable action.

The short and medium term objectives included:

- Increase access to, and expand the range and quality of energy awareness materials, information and experience available to those responsible for running energy awareness campaigns.
- Establish support and incentive structures for energy awareness campaigns.

MAIN ELEMENTS

To achieve these objectives, Mobilise Energy Awareness developed the following main elements:



energyXchange – an online database of energy awareness materials and measures



Student Power – a scheme in which marketing and students from other disciplines provide assistance on energy awareness campaigns



Donate Your Energy – a scheme to motivate staff to save energy, whereby the organisation agrees to donate a proportion of the energy cost savings to charities selected by the staff.

Mobilise Energy Awareness also provides additional tools and resources to achieve this same common aim. These are:



An online **energy awareness questionnaire** – to identify the level of energy awareness among staff within organisations.



e-Bulletin – a regular newsletter with examples of how organisations have motivated their staff to save energy.



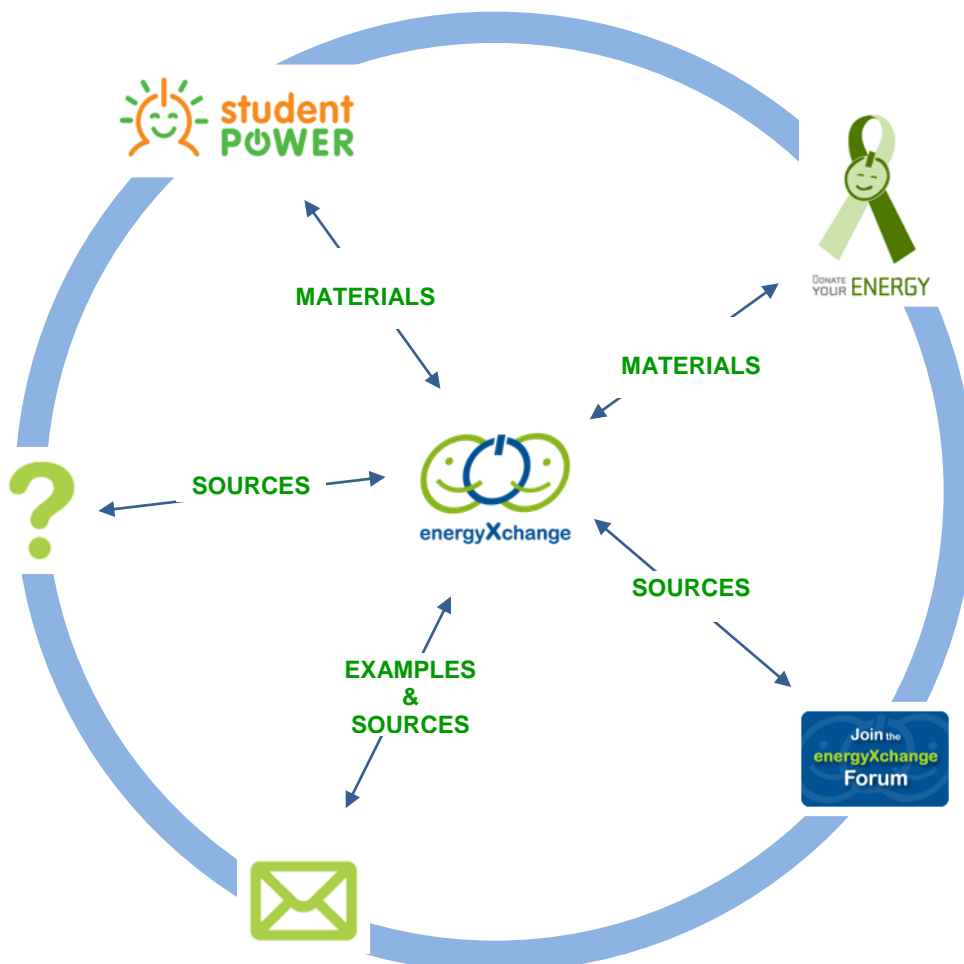
Forum – for the exchange of knowledge, information and experience. This was to form the basis of a thematic network on energy awareness.

OVERALL LINKING BETWEEN THE ELEMENTS

All these elements have the common aim of raising energy awareness and motivating end users to save energy. They address the central need identified by Mobilise Energy Awareness:

- Limited resources, support and lack of professional input;
- Difficulty in motivating people to save energy.

All of the elements of Mobilise Energy Awareness are complementary, as they each contribute to the aims of the project and mutually reinforce each other. This can be best represented diagrammatically, showing energyXchange as the hub of the activity in the following diagram.



Materials
Ideas
Sources
Examples

awareness materials from energyXchange or materials developed by Student Power or Donate Your Energy.
awareness ideas from energyXchange, Student Power or Donate Your Energy.
sources of materials for energyXchange.
examples of ways in which organisations have motivated people to save energy.

The different elements of Mobilise Energy Awareness have interacted in the following ways:

- ⇔ Materials developed under Student Power are now included in energyXchange.
- ⇔ energyXchange has also provided materials and ideas for Student Power.

- ⇔ energyXchange has provided materials for Donate Your Energy.
- ⇔ Donate Your Energy provides an excellent example of how companies have motivated staff to save energy, and this can be included in energyXchange.

- ⇔ The Energy Awareness Questionnaire has provided sources for materials for energyXchange.
- ⇔ energyXchange provides potential ideas for using the results of the Energy Awareness Questionnaire to promote energy saving within the organisation.

- ⇔ The e-Bulletin and energyXchange, mutually reinforce each other by providing examples of ways in which organisations have motivated staff to save energy. The e-Bulletin has provided sources of energy awareness materials for energyXchange.

Although it has not been possible to implement the Forum in the way that was originally planned, once technical advance in forum (programming) architecture have been achieved, it is expected that the Forum will contribute sources of materials for energyXchange and that energyXchange will provide examples of awareness activity for the Forum.

CONCLUSION

The main elements of Mobilise Energy Awareness have complemented each other and each has largely contributed to the achievement of the other. All elements have contributed to enhancing and expanding access to a greater quality and range of resources on energy awareness and to motivate and enable action by increasing access to, and expanding the range and quality of energy awareness materials, information and experience available to those responsible for running energy awareness campaigns.

The integrated suite of tools and approaches developed under Mobilise Energy Awareness will help those responsible for running energy awareness campaigns to achieve better results through the application of these tools and approaches and contribute to a more sustainable energy future.