

The final aim of the Campaign in Remscheid is to raise awareness about and to reduce energy usage in social housing residents with different cultural background.

Through the Campaign residents will receive tips and reminders on energy saving. They will also find out where and how to receive more information provided within SHARE and about other information offers in the area.

Information Events

Awareness about SHARE and home energy saving is initiated in a Kick-off event with information on the project including interviews with the project partners, energy quiz with price draw and press presentation.

Presentation with stands at public events and at Turkish/Russian clubs' events will be an important element in the awareness campaign. Interpreting and the translation of information materials will be accounted for.

Awareness material

Suitable existing materials produced by the local housing associations, the environmental and health departments of the city of Remscheid, the local energy provider and materials used for national campaigns provided by e.g. the German Energy Agency DENA will be disseminated within SHARE.

In agreement with the local steering group/forum and adapted to the audience additional SHARE branded campaign materials such as post-it notes, calendars, stickers and leaflets, thermometer cards and posters will be produced.

The awareness materials will be disseminated by the housing associations (in personal letters, presented in hallways), at stands at public events and in an "energy saving demonstration flat" in the quarter of Remscheid Hasenberg.

Initial cost estimates

Events: 5000 €

1 Kick-Off Event: 1775€

2-4 Following events: ≈ 500€ - 1500€ each, depending on size and local partners' contributions

Material production: 3000€

A Selection of the below will be confirmed with Steering Group/Forum. The awareness campaign will last until month 24 of the whole project duration. Initially only parts of the budget for material production will be spent and according to success and review in the steering group/forum meetings and tailored to emerging events the production of awareness materials will be carried out.

- 1000 blocks of Post Its, 4 colour print (repro 68) : ≈ 350 €

- 4x 100 paper posters A3, 4 colour print (Mr.Print): ≈ 400 €
- Thermometer Cards: ?
- 1000 postcards with 15 “Switch me off” stickers each:, PE Flexo, 4 colour print (Etikettenportal): ≈220 €
- 150 Calendars, Long Strip Format, 1 colour print (Schneider): ≈200 €
- 250 cotton shopping bags, 1 colour print (Schneider): ≈250 €
- 500 pens, 2 colour print (Werbeartikelcenter): ≈275 €
- 30 wooden block puzzles in cotton bags, 4 colour print (EmilioRuder): ≈50 € ?
- 328 solar calculators (giffits-werbeartikel): ≈ 500 € (2 colour print +320 €, 3 colour print + 446 € , +4 colour print + 475€)
- Dextro Energy Candy, 5 000 blocks, 2 colour print (Kreuschner): ≈380 €

Translation costs: ≈1000€

Timetable for initial awareness campaign.

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| 31/07/06 | Complete Awareness Plan (this document) |
| 08/08/06 | Planning of “Stadtteil-event” in the quarter of Hasenberg at steering committee/forum meeting, discussion of campaign materials |
| 14/08/06 | Review of consortiums’ awareness campaign plans for bulk purchase consideration |
| 19/08/06 | “Stadtteilevent” in the quarter of Hasenberg |
| 22/08/06 | |
| 29/08/06 | Planning of events for migrant community and children at steering committee/forum meeting, selection of campaign materials |
| 12/09/06 | Seek three competitive bids for the printing of materials. |
| 20/09/06 | Agree final versions of materials with printers and promotional companies. |
| 03/10/06 | 3.10 Distribute materials at steering committee/forum meeting |
| 31/10/06 | Materials should all be ready and completed for Deliverable 4.4 |
| Jan 2007 | Review first few months with SHARE steering group/forum |
| Apr 2008 | Arrange research to review the effectiveness of the campaign. |