

ENERGY AWARENESS CAMPAIGN



MEATH ENERGY MANAGEMENT AGENCY

AIEA PROJECT SUMMARY 3

Summary

Meath Energy Management Agency (MEMA) is a local energy agency formed in 2002 by Meath County Council and the European Commission Directorate General for Energy, DGXVII under the Save II programme.

For MEMA's first Energy Awareness Campaign (Energy Awareness Week 2003), the area covered was mainly confined to Navan town and the surrounding area. Following on from the success of the first year's campaign the target audience was broadened to the whole of County Meath for the second year. The campaign aimed to make people aware of the activities that were taking place locally during Energy Awareness Week. 2004 was the first year Navan would participate in 'Car Free Day' and MEMA aimed to encourage the general public to opt for more sustainable choices of travel on this day. This was completed through the various media, competitions and through the schools. Valuable lessons were learned with regard to time scales and staffing needs and the 2004 campaign provided MEMA with further learning tools for continual success in future campaigns.

Project Classification

END-USER AREA	TARGET AUDIENCE	TECHNICAL
<input type="checkbox"/> NEW BUILDINGS	<input checked="" type="checkbox"/> CITIZENS	<input checked="" type="checkbox"/> ENERGY EFFICIENCY
<input checked="" type="checkbox"/> REFURBISHMENT OF BUILDINGS	<input checked="" type="checkbox"/> HOUSEHOLDS	<input checked="" type="checkbox"/> HEATING
<input checked="" type="checkbox"/> TRANSPORT AND MOBILITY	<input type="checkbox"/> PROPERTY OWNERS	<input type="checkbox"/> COOLING
<input type="checkbox"/> FINANCIAL INSTRUMENTS	<input checked="" type="checkbox"/> SCHOOLS AND UNIVERSITIES	<input checked="" type="checkbox"/> APPLIANCES
<input type="checkbox"/> INDUSTRY	<input checked="" type="checkbox"/> DECISION MAKERS	<input checked="" type="checkbox"/> LIGHTING
<input type="checkbox"/> LEGAL INITIATIVES	<input checked="" type="checkbox"/> LOCAL AND REGIONAL AUTHORITIES	<input type="checkbox"/> CHP
<input type="checkbox"/> PLANNING ISSUES	<input type="checkbox"/> TRANSPORT COMPANIES	<input type="checkbox"/> DISTRICT HEATING
<input checked="" type="checkbox"/> SUSTAINABLE COMMUNITIES	<input checked="" type="checkbox"/> UTILITIES	<input checked="" type="checkbox"/> SOLAR ENERGY
<input type="checkbox"/> USER BEHAVIOUR	<input type="checkbox"/> ESCOs	<input checked="" type="checkbox"/> BIOMASS
<input checked="" type="checkbox"/> EDUCATION	<input checked="" type="checkbox"/> ARCHITECTS AND ENGINEERS	<input checked="" type="checkbox"/> WIND
<input type="checkbox"/> OTHER	<input type="checkbox"/> FINANCIAL INSTITUTIONS	<input checked="" type="checkbox"/> GEOTHERMAL
<input type="checkbox"/> NEW BUILDINGS	<input type="checkbox"/> OTHER	<input type="checkbox"/> HYDRO POWER
<input checked="" type="checkbox"/> REFURBISHMENT OF BUILDINGS	<input type="checkbox"/>	<input checked="" type="checkbox"/> OTHER

CONTACT DETAILS



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Duration

One year information dissemination and education programme with emphasis during annual National Energy Awareness Week (1 week in September).

Process

MEMA's key activities during Energy Awareness Week 2004 included:

? **Information Dissemination**

MEMA organised information displays which included the agency energy awareness week poster in-house publications plus several SEI produced leaflets and posters. MEMA borrowed an exhibition on "Choices for Sustainable Living" from the national environmental information organisation ENFO, which highlighted the concept of sustainable development and demonstrated the scope for making sustainable choices for saving energy in every day living.

? **Competitions**

MEMA organised a number of competitions in collaboration with the sponsors and aimed at members of the general public and schools.

? **Media Coverage**

Energy Awareness Week was covered in the local newspapers and National Papers. A radio interview with one of MEMA staff was organised on a live LMFM radio broadcast regarding MEMA's participation and schedule of activities for Energy Awareness Week 2004.

? **Car Free Day 2004**

Navan participated in Car Free Day 2004 through creating awareness and publicising the day through the media and by displaying posters and literature throughout the town. MEMA assisted volunteers at Sonairte (national ecological and environmental awareness centre) to broadcast the Car Free Day.

? **Energy Efficient Lighting Promotion**

People who visited the MEMA office in Navan (since relocated to County Council Civic Offices, Ashbourne Co. Meath) completed a brief energy user survey and were given a choice to select a CFL bulb for use in their home.

? **Renewable Energy Exhibition and Information Evening**

Sustainable Energy Ireland's Renewable Energy Office (REIO) hosted an information event in Kells Co. Meath on Thursday 23rd September. The event consisted of an informal drop-in information clinic with a range of technology suppliers, followed by a renewable energy information evening. The renewable energy information evening consisted of presentations about renewable energy (solar, geothermal and biomass) and low energy architecture.

? **Energy Awareness in Schools**

MEMA presented 'Energy Awareness Workshops' at several schools throughout the week. MEMA was also invited by Sustainable Energy Ireland (SEI) to incorporate the 'Pfizer Science Bus' into our schedule of activities during Energy Awareness Week 2004. MEMA is also encouraging primary schools in County Meath to organise a 'Walking Bus' to school. Schools interested in participating in this initiative are supplied by MEMA with reflective jackets for all the participants. The 'Walking Bus' was officially launched in 2004 at Scoil an Spírid Naoimh (Laytown, Co. Meath) by Junior Minister of State (Education & Science).

Financial resources and partners

Organisation		Country
Meath Energy Management Agency	MEMA	Ireland
Meath County Council	MCC	Ireland
Sustainable Energy Ireland	SEI	Ireland
Electricity Supply Board	ESB	Ireland
Flogas		Ireland
Forde Fireplaces		Ireland
Pfizer Pharmaceutical		Ireland
SONAIRTE		Ireland

Impact

As a result of MEMA's publicity on the various activities there were numerous information requests received during the week and subsequent weeks. The CFL light bulb promotion also succeeded in informing the general public of the MEMA office location. Those who entered the competitions were incentivised to think about how they were using energy every day and they also provided entrants with information on more sustainable choices for sustainable energy resources and use. All of these activities combined to promote energy efficiency and renewable energy resources and technology in the county. MEMA attempted through these activities to inform the public to reduce energy consumption in County Meath, thereby reducing local pollution and greenhouse gas emissions.