# Lille

Presentation of the communication campaign



CYBER Display
3rd steering committee
Almada November 2009





### Few dates:



2006: 3 Display posters (without any communication plan)

2008 : Actions on heating systems (feb)
Climate Action Plan (nov)

2009: Start of the communication campaign Convenant of Mayors (feb) 1st Energy report (oct) Display Campaign (Nov)

2010: To be continued...



### 2009 - Main communication actions:

- 1 Training session to people in charge of public buildings
- 2 Design communication tools
  - Thechnical book
  - Mini guide
  - educational tools for schools
- 3 publications (local press, municipal magazine)

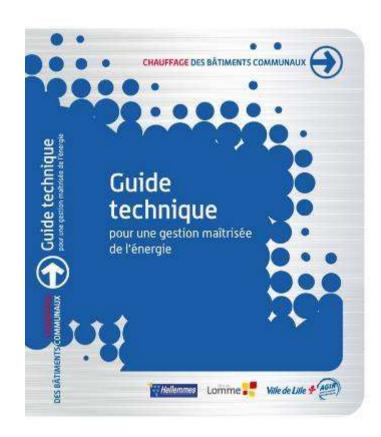


### 1 - The aim of training sessions:

- inform about new heating devices
- inform about new procedure (in case of failure)
- change of habits



### 2 - Technical book and Mini guide





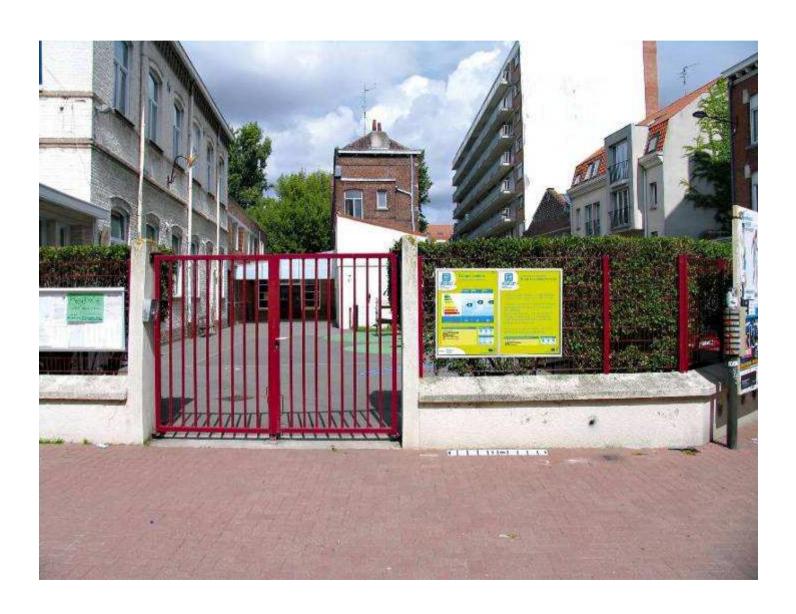




## **Buildings concerned**

- All: training session
- 150 « Sites »
  - 1 technical book
  - 20 Mini guide (workers, associations, teachers,...)
  - 1 thermometer
- 21 Schools
  - 1 Display poster
  - 1 educational pannels
  - 3 « Lilly » posters





# Ville de Lille AGIR About schools

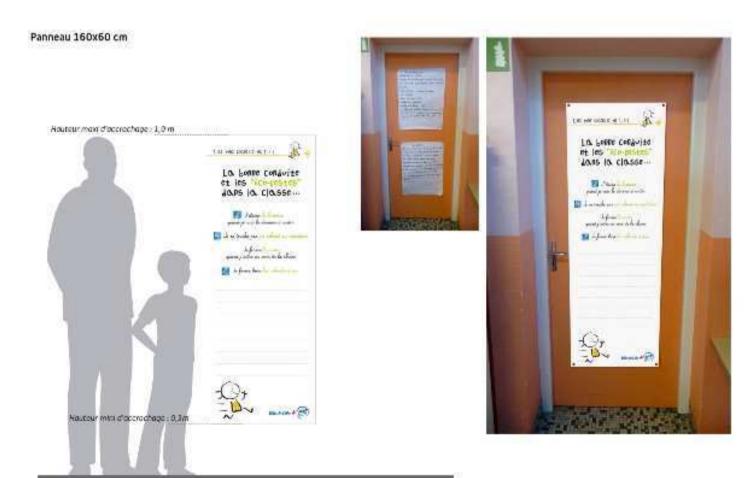
## Educational pannel







## • « Lilly » poster





#### 3 - Publications:

- Municipal magazine
- Local Press

- Intranet
- Local TV news



Municipal magazine



Energy week

•1st Energy monthly newsletter



### 2010: We continue

- reinforce the campaign in schools (competition, educational actions,...)
- Enlarge the campaign to other buildings (Sports hall and kindergarten are evaluated)
- improve the people mobilisation (other territorial scales, other publics)