

# Award winners gallery

## PAMPLONA

### Highlights

With the energy of a runner in the San Fermin's Bull Run, Pamplona's campaign informed more than 8,000 children through a vast amount of public events and original communication materials distributed. Books, leaflets, bags, solar kits and a new dynamic Display poster, made the material more appealing and lively. Special attention was placed on schools, with workshops and small energy audits carried out by the students. A letter signed by the City's Mayor sent to each staff member showed the authority's commitment. The campaign is integrated into Pamplona Energy Agency, the Covenant of Mayors and the local energy strategy. With its inspirational work, Pamplona has become the reference city for Display activities in Spain. And... felices fiestas!



- Schools
- Administrative Buildings
- Sports Facilities
- Social Centre

### What we did



In 2009, Display<sup>®</sup> posters were visible in 20 municipal buildings. The poster was adapted and a new space added for monthly advice. This added dynamism and more interest from the audience.



Different municipal departments collaborated as advisers of the campaign. Thanks to the local Energy Agency—with its existing meetings and forums—citizens were able to be informed and contribute to the campaign. The buildings users participated actively providing opinions and feedback to the authority.



—Initiating an information campaign for schools with workshops from two to six hours for the students and participative activities like energy audits, accompanied by educational material, such as bags and solar kits to catch the children's attention.



—Communicating the information campaign with civil servants and emphasising the data needed for energy audits via meetings, workshops and a motivation letter from the City's Mayor. When results are achieved, a "one poster, one ceremony" strategy is followed to communicate and educate the users of each building where a Display Poster was delivered.

—Assembling the promotional material in both Spanish and Basque, increasing the effectiveness of the campaign and making it more popular in the community.



The local media acted as a partner of the campaign being in touch and willing to inform the citizens about the Display results with several articles through the entire year.



### Results

- **Second Place: 2009 Towards Class "A" Awards.**
- Recognition in the quinto premio de buenas prácticas en desarrollo local (rural y urbano) sostenible de la Comunidad Foral de Navarra, 2007 – 2008 Regional Prize.
- 90% of the building users were informed during the campaign.



Between the years of 2006 and 2008, the average results of the 20 buildings monitored was observed to decrease their energy consumption by 10% resulting in a total reduction of 114 tonnes of CO<sub>2</sub> equivalents.

### Top tips

- Adapt the Display poster to your needs. In Pamplona, they added a section for monthly activities.
- Remind the public to keep them motivated.

[www.display-campaign.org](http://www.display-campaign.org)