



Involving external partners


Do not forget to also inform the **external partners** about the planned campaign. The more they are familiar with its goals, the more they will support you in achieving your objectives.

 *In Varna (BG) the parents assisted in the renovation of the local nursery by buying and installing the insulation strips for the windows to improve the air tightness of the window frames.*

Outside experts such as your **local energy agency** (if there is one) can help determine the success of the campaign through staff training and planning. Excellent energy efficiency or renewable energy programmes can be implemented in schools to support the communication work of Display.

 *In Pamplona (ES) the local energy agency initiated the “Net of Photovoltaic Schools” project. This is an excellent example of how renewable energy technology that reduces CO2 emissions, such as solar PV panels, can be combined with an educational programme to raise awareness of climate change and renewable energy. The interactive display that is linked to the solar panels allows children to see real-time data on the panel in their school, making the function of the solar panel more visible to them. The prominent position of the panels on the rooftops means that they can also be seen by and promoted to the local community. The display rating for these school buildings were all class B.*

In addition, many local or national energy agencies already have experience especially when it comes to the technical aspects of building renovation.

 *In Almada (PT) the experts involved in the refurbishment of the Casa Municipal do Ambiente had previously participated in the implementation of Almada's Local Agenda 21 and in the creation of the Local Energy Agency, AGENEAL. Additional expertise was accessed through contacts made with Portugal's National Energy Agency to help identify and implement the most innovative technological solutions for the Casa Municipal do Ambiente.*

Once you have built up a team of reliable, dedicated persons, you can launch the campaign.

- ✓ Local actors
- ✓ Schools
- ✓ Citizens / Households
- ✓ SMEs
- ✓ Industries
- ✓ Public administrations
- ✓ Social housing companies
- ✓ Health services (hospitals...)
- ✓ Energy Agencies /Development agencies
- ✓ Representatives of regional and/or national authorities
- ✓ Sponsors
- ✓ Etc.



From then on, your role will consist in coordinating the team, ensuring internal communication, and monitoring activities.