



Project Acronym : EuSolarDays
Project Title : European Solar Days
Coordinator : Estif (Belgium)
Website : <http://www.solardays.eu/4.0.html>

ABSTRACT

The "European Solar Day" is an annual pan-European awareness event on SolarEnergy to bring this clean form of energy closer to the people.

The events on a national level aim to raise public awareness of intelligent energy solutions and behaviours, particularly for Solar Thermal and Photovoltaics. Previous "Solar Days" in Austria, Switzerland and Germany since 2002 showed high acceptance by the target groups of the campaign: local citizens, students and pupils. The objective is now to expand the "Solar Day" from Austria, Switzerland and Germany towards the "European Solar Days" to five additional European countries in 2008: France, Italy, Slovenia, Spain and the Netherlands. In the course of the six "Solar Days" between 2002 and 2007 hundreds of people were involved in nearly 2.000 events in local communities, schools and firms in the three countries. More than 100,000 visitors from the surrounding area took part in the activities. Also media responded very positively to "Solar Day" with over 1,000 press releases in magazines, radio and TV quite actively. Compared to other conventional campaigns, "Solar Day" is an extremely cost-efficient form of campaigning. The basic idea for this campaign stems from the concept of "social marketing" which uses existing information channels between associations and organisations and their members (newsletters, mailings, newspapers, etc.) to call attention to the event. An official annual "European Solar Day" throughout Europe will be dedicated to increase public awareness of solar energy as an inexhaustible energy source and to encourage more and more people in the European Union to use it. The target is to mobilise 3.000 solar events across the participating countries by 2008/2009 contributing to reaching of the binding target of a 20 % share of renewable energies in the EU by 2020.

PARTNERS

Epia – Belgium ; European Students Forum – **Belgium** ; European Association of electrical contractors – **Belgium** ; Agencija za prestrukturiranje energetike d.o.o. – **Slovenia** ; Associação Portuguesa da Indústria Solar – **Portugal** ; Asitasociacion Solar De La Industria Termica – **Spain** ; Assolterm – the Italian solar thermal industry association – **Italy** ; Austria Solar – **Austria** ; Bundesverband Solarwirtschaft e.V. – **Germany** ; Enerplan – **France** ; EREC - European Renewable Energy Council – **Belgium** ; Estela – **Belgium** ; Holland Solar – **Netherlands** ; Solar Solidarity ; Sustainable Energy Europe Campaign – **Belgium** ; Swissolar – **Switzerland** ; 17&4 Organisationsberatung GmbH - **Austria**