



Project Acronym : ENERGY UNION

Project Title : The European Intelligent Energy Promotion Tour

Coordinator : WIP – Renewable Energies (Germany)

Website : <http://www.energyunion.eu/>

ABSTRACT

The first specific objective of Energy Union is to increase the awareness for Intelligent Energy (IE) within youths and policy makers in 12 target countries in EU and NMS-CC. The second specific objective is to mobilize them to take action for boosting IE implementation. This will be achieved through communicating a clear and empowering message in the frame of a well-defined, climate friendly and innovative promotion tour. The Energy Union Message outlines the mutual benefits of IE, with particular focus to its benefits for climate change prevention. It leads to the question why large-scale IE implementation is not realized yet. In conclusion it calls on youths to take action to adapt IE attitudes and directly address their policy to support IE policy measures. 3 innovative promotional tools will be developed to communicate the message to a large audience, attractive for today's youth, based on contemporary music, prominent artists, interactive media and multi-use tour wagon. Energy Union Tour will gain the attention of hundred thousands of young and mid age people throughout Europe. The tour will be implemented as 'rail-show', with all travels undertaken using railway services and public transports, and the exhibition and tour crew moving in a special tour wagon. The project will be implemented in 3 steps: developing the background information and tour message, then developing the 3 innovative promotional tools and the PR and media strategy, and finally implementing the tour in the 12 target countries. The tour will be implemented in 2 parts in 2009 and 2010. In the 'winterbreak', a tour optimization strategy will be developed, based on careful evaluation of results and lessons learnt. The 3 key promotional elements of the tour will be presented at shiny flagship events and support events. Energy Union will cooperate with prominent artists and opinion leaders, professional event and festival promoters, environmental and youth organization and the PR-team.

PARTNERS

WIP Renewable Energies - **Germany**; Green City e.V. – **Germany**; 4youreye Bischof-Herlbauer OEG – **Austria**; Elevate – “Verein zur Förderung des gesellschaftspolitischen und kulturellen Austausches” – **Austria**; European Renewable Energy Council - EREC – **Belgium**; Friends of the Earth Europe - FOEE – **Belgium**; Brightonart Ltd – **United Kingdom**; Ninja Tune Limited - **United Kingdom**; Wilsonic – **Slovakia**.