



European Citizens Climate Cup

- The European Union has set a target to reduce CO₂ emissions by **20%** before **2020**
- In order to reach this goal, individuals must get involved!
- We have created a sports-like competition to encourage individual households to participate in CO₂ reduction...





- Adiconsum (Italy)
- Helesco (Greece)
- CO₂online (Germany)
- Projects in Motion (Malta)
- Ecoserveis (Catalonia, Spain)
- Severn Wye Energy Agency (UK)
- Ekodoma (Latvia)
- Sofena (Bulgaria)
- Energy Consulting Network (Denmark)
- Spes Consulting (Italy)
- Ente Regional de Energía (Castilla y León, Spain)
- Tipperary Energy Agency (Ireland)
- World Wildlife Foundation (Greece)

- A competition amongst householders to reduce their carbon footprint on two levels:
 - Regional/National
 - European wide
- What's the target?
 - At least **2%** electricity reduction
 - At least **4%** heat energy reduction
 - **10.200** householders deeply involved
- What's the incentive?
 - Learn how to save energy while saving money
 - Be part of a team
 - Reach European targets in your daily life
 - The Energy Championship Awards



Participate, save and win!
Create your account!

- Two levels of competition:
 - One household selected as Energy Champion in each region/nation
 - One region/nation as champion at the European level
- Competition lasts 15 months
 - Begins February 1st, 2011
 - Ends April 30, 2012
- The Energy Savings Account (ESA)
 - A web based tool participants use to log energy consumption data
 - At least four data entries required for each householder



- The goal is 10.200 ESA accounts from eleven different regions/nations:

	Ireland (300 accounts)
	Denmark (375 accounts)
	UK (675 accounts)
	Catalonia (525 accounts)
	Castille-Leon (300 accounts)
	Italy (3.000 accounts)
	Greece (750 accounts)
	Bulgaria (750 accounts)
	Malta (150 accounts)
	Latvia (750 accounts)
	Germany (2.625 accounts)



- Contacting networks of associations including:
 - Consumer tenant and house owner associations
 - NGO's
 - National/regional authorities and municipalities
 - Etc.
- Organizing media events:
 - Press releases, online and newspaper articles, radio and TV announcements
- Building synergies with existing campaigns
 - Climate action organizations



- Communication with contenders throughout the competition:
 - Website www.theclimatecup.eu with ESA
 - Email newsletter every 3 months,
 - Consumer Tips and Tricks
 - Recognition and dissemination of best practices
 - Access to FAQ on the website
 - Video
- Sharing energy saving ideas among participants:
 - Twitter
 - Facebook
 - Testimonials on web portal
 - Email alerts



- Award Criteria takes in consideration:
 - Number of account holders
 - Energy savings (according to importance in each country/region) in:
 - Electricity
 - Space heating
 - Weighting of number of account holders and their energy savings (25% higher weight)

● ECCC Jury:

- Greece: MEP Kriton Arsenis
- Malta: MEP Prof Edward Scicluna
- Bulgaria: Ms. Boriana Koeva-Uzunova
- Ireland: MEP Brian Crowley
- Denmark: MEP Dan Jørgensen
- Catalonia: MEP Raul Romeva
- Germany: MEP Dagmar Roth-Behrendt
- Castilla-León: MEP Agustín Diaz de Mera
- Latvia: MEP Dr. Roberts Zīle
- Italy: MEP Oreste Rossi
- UK: MEP Graham Watson



- Multiply the impact of the ECCC
 - Involving staff, customers, members, friends and family
 - Utilize ECCC logo on their webpages
 - Share tips and tricks
- ESA offered as a service to clients and/or users
 - Enforces green image of your entity
 - Provides a service to your customers
 - Signifies a commitment to climate change
 - Working together toward a good cause



Thank you for your attention!

For further information please contact us

www.theclimatecup.eu