

## STEP 9 - DISSEMINATION



Second Level: **Description of strategies to raise awareness (publicity, campaigns, Local Showroom, the “Energy Day”)**

Each project partner will be able to send their initiatives, complete the form below and attach all materials, documents, testimonies serve to illustrate the activities undertaken and the results obtained.

Organization: <b>CETA Gorizia- Italy</b>		
<b>Initiative</b>	<b>Date</b>	<b>Activities</b>
<b>LOCAL SHOWROOM of the GovernEE Project</b>	On 24th April 2012	<p>The showroom is organized in 4 main areas:</p> <p>The <b>blue area</b> (information), a video clip shows presenting and explaining the aims of the GovernEE project, the cooperation partnership and the overall aim of the project. Information brochure and flyers are provided.</p> <p>The <b>red area</b> illustrates the current situation, the sources of thermal dispersion in the building, the levels of energy efficiency/un-efficiency and the cost related to. Some pictures made with the thermographic camera are showing the heat losses in two different situations: one before and one after the envelope insulation.</p> <p>The green area displays the targets required to reach an energy balance. Working with specific examples (windows, roofs and walls) the installation outlines the measures required to increase energy efficiency and their effects.</p> <p>The yellow area (communication) provides specific information regarding the methods and technologies to be used in order to achieve the targets set.</p> <p>Some technologies (photovoltaic tiles, envelope, and so on) tested within the project</p>
<b>1<sup>st</sup> Energy Day</b>	15 <sup>th</sup> June 2012	<p>Study visit to the <b>rural complex “Santa Giustina”</b> at Marignana, in the Municipality of Sesto al Reghena, Province of Pordenone.</p> <p>The complex is made of different buildings that are in part constrained by the Cultural Heritage Office and it was retrofitted with a recent energy efficiency criteria intervention.</p> <p>Workshop with examples of the preservation of the ancient buildings giving them a utilisation for residential building and so avoiding the use of soil for new</p>

		constructions.
<b>2<sup>nd</sup> Energy Day</b>	27 <sup>th</sup> and 28 <sup>th</sup> November 2012	<p>City centre of Gorizia</p> <p>Promotion and divulgation of the topics of Energy Efficiency in the buildings, the use of RES and the best practices and behaviours for energy saving.</p> <p>Campaign with the primary and secondary schools in Gorizia province for involving teachers and students in the participation in the event.</p> <p>CETA, for the lessons to the students but also for the other participants prepared a didactic path divided in 3 sections:</p> <ol style="list-style-type: none"> <li>1- <b>Multimedia section:</b> in this section different presentations in .ppt were showed to all participants with projections: the use of RES for heating and electricity, the Energy Efficiency interventions, the new technologies and the best practices were reported in the presentations. The GovernEE project, the activities and some results were also presented with the support of specific roll-up created for the event.</li> <li>2- <b>Visual:</b> with the support of 3 prepared rigid panels (blue, red and yellow) with key messages and materials stuck on them (see the pictures) and 3 posters realized specifically one on RES/plants, one with EE strategies and interventions, one with the description of GovernEE project and CETA activity, the topics described in the multimedia section were rendered in a more clear way.</li> <li>3- <b>Interactive:</b> two “tools” for interactive activity were realized. A model in scale of the “<b>sustainable building</b>” and a plastic model. The sustainable house clearly shows: the envelope interventions with insulating materials; the double glass for the windows (the windows are removable and the 2 glasses with the gas in the middle can be shown); the insulation of roof; the heat pumps that are shown with tubes that go down into the ground and the fluxes of warm or cold water or air are explained through the use of blue moving lights and red moving lights in a system that heat the house with the heaters under the floor; the photovoltaic panels on the roof that if illuminated with a lamp or sun allow to switch on the light in two rooms in the pendant lamps; the thermal solar panels</li> </ol>

		<p>that have the tank that can be filled with water and warming up the panel with the lamp or sun, the water flows into the tubes in a bath and it can be touched; in the garden there is a wind power generator, that if air blows and it starts to move, is connected to the kitchen and a light bulb in the oven is turned on. Thanks to this sustainable house the students and the visitors touched with their hands the effectiveness of RES and EE interventions.</p> <p>CETA realized also a <b>plastic model</b> where the concepts of smart grids, district heating from cogeneration, and the distribution of energy can be explained showing the generation of energy from industrial area and the distribution to the town, then from the town to other areas if there is surplus of heating or electricity that can be redistributed. Also this tool was very useful because the topics discussed were clearly understood.</p> <p>To all students and all visitors a folder containing the GovernEE brochure, the printed Evaluation documents of WP 3.1.1 EU and Local, the brochure of CETA, and other materials about RES and EE were delivered, together with the gadget: a torch supplied with photovoltaic and with batteries to use as key-ring.</p> <p>Many of them take pictures and videos, and the teachers of the classrooms and other citizen asked for future similar activities of dissemination and divulgation.</p>
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