



Source: <http://en.wikipedia.org/wiki/Caribbean>

Energy Week in the Caribbean

A Guide for Organizers

Status: October 2012





<p>An initiative of</p>	
 <p>Caribbean Renewable Energy Development Programme</p> <hr/>  <p>On behalf of:</p>  <p>Federal Ministry for Economic Cooperation and Development</p>	<p>CARIBBEAN RENEWABLE ENERGY DEVELOPMENT PROGRAMME (CREDP-GIZ) c/o Caribbean Environmental Health Institute (CEHI) The Morne, P.O. Box 1111 Castries, Saint Lucia, W.I. Phone +1 758 458 1425 (direct); +1 758 452 2501, E-mail info@credp-giz.org URL http://www.credp-giz.org</p>
<p>In co-operation with:</p>	
	<p>CARICOM SECRETARIAT, ENERGY PROGRAMME P.O. Box 10827 Turkeyen, Greater Georgetown Guyana Phone +1 592-222-0001...72, Extn. 2644 E-mail energy@caricom.org</p>

Table of Contents

1. WHAT IS ENERGY WEEK?	5
2. GENERAL REMARKS	5
3. TIMELINE	6
4. PARTIES INVOLVED	7
4.1 WHO IS CHAMPION FOR THE ENERGY WEEK?	7
4.2 WHO ARE THE PARTIES INVOLVED IN THE PREPARATION OF EW?	7
4.2.1 ORGANIZING AGENCY	7
4.2.2 MINISTRIES	8
4.2.3 NATIONAL ENERGY INSTITUTIONS	8
4.2.4 PUBLIC AUTHORITIES	8
4.2.5 NON-GOVERNMENT ORGANIZATIONS (NGOs)	8
4.2.6 REGIONAL ORGANISATIONS OF NATIONS	8
4.2.7 ASSOCIATIONS	9
4.2.8 INTERNATIONAL ORGANISATIONS AND THEIR CO-OPERATION PROJECTS	9
4.2.9 EDUCATIONAL INSTITUTIONS	9
4.2.10 PRIVATE SECTOR PARTICIPATION	9
4.3 HOW TO FIND THE RIGHT BALANCE OF PRIVATE PARTIES INVOLVED?	10
5. ORGANIZING COMMITTEE	10
5.1 THE ORGANIZING COMMITTEE CHAIR	10
5.2 FORMATION OF SUB-COMMITTEES	11
5.3 WHO NEEDS TO BE REPRESENTED IN THE COMMITTEES?	11
6. ABOUT LISTS AND SIMPLICITY OF LIFE	12
7. SPONSORSHIP	13
7.1 SOURCES FOR SPONSORSHIP	13
7.2 BUDGET ESTIMATES = LIST OF ITEMS TO BE SPONSORED	13
8. IDEAS AND EXAMPLES FOR ACTIVITIES	14
8.1 ACTIVITIES APPLICABLE FOR ALL COUNTRIES	14
8.1.1 EXHIBITION	14
8.1.2 ART COMPETITION	15
8.1.3 QUIZ AT THE RADIO	15
8.1.4 ESSAY COMPETITION	15
8.1.5 SYMPOSIUMS / PRESENTATIONS AT SCHOOLS	15
8.1.6 WORKSHOPS	16
8.1.7 PARTICIPATION IN RADIO AND TV TALK SHOWS	16
8.1.8 FIELD TRIPS FOR STUDENTS	16
8.1.9 INVOLVEMENT OF PILOT PROJECTS	17

8.1.10	SCIENCE FAIR ON EE AND RE – FOR STUDENTS AND THE GENERAL PUBLIC	17
8.1.11	CAREER DAY LECTURES	18
8.1.12	MUSIC CONCERTS	18
8.1.13	CABARET SHOWS AND THEATRE PIECES	18
8.1.14	ENERGY MASCOT	19
8.2	COUNTRY SPECIFIC ACTIVITIES	19
9.	<u>MEDIA COVERAGE</u>	<u>19</u>
9.1	TELEVISION	19
9.1.1	TV TALK SHOWS	19
9.1.2	DOCUMENTARIES	20
9.2	RADIO	20
9.2.1	RADIO TALK SHOWS	20
9.2.2	RADIO ANNOUNCEMENTS	20
9.2.3	JINGLE FOR THE RADIO	20
9.2.4	COVERAGE IN THE NEWS	20
9.3	PRINT MEDIA	20
9.3.1	ARTICLE SERIES	21
9.3.2	ADVERTISEMENTS	21
9.3.3	SUPPLEMENTS	21
9.4	INTERNET	22
9.4.1	DEDICATED WEBSITE	22
9.4.2	VIRAL MARKETING	22
9.4.3	SOCIAL MEDIA	23
9.5	MOBILE MARKETING	23
10.	<u>THEMES OF ENERGY WEEKS</u>	<u>23</u>
11.	<u>PR CAMPAIGN AND PR MATERIALS</u>	<u>23</u>
12.	<u>IMPACT MONITORING</u>	<u>25</u>
13.	<u>FINAL REMARKS</u>	<u>25</u>

Glossary

EW	Energy Week
CREDP	Caribbean Renewable Energy Development Programme
CDL	Career Day Lecture
GTZ	Gesellschaft für Technische Zusammenarbeit
GIZ	Gesellschaft für Internationale Zusammenarbeit
CSEP	Caribbean Sustainable Energy Project
OAS	Organisation of American States
OLADE	Organización Latinoamericana de Energía
ECLAC	Economic Commission for Latin America and the Caribbean
MoEdu	Ministry of Education
MoE	Ministry of Energy
RE	Renewable Energy
RET	Renewable Energy Technology
EE	Energy Efficiency
ECon	Energy Conservation

1. What is Energy Week?

Energy Week(EW) is a selected week in the year, recurring annually about the same time, in which various activities take place that target raising the awareness on the careful use of energy and the resources used for making energy available in people's everyday life. During EW people will be educated in various aspects of sustainable use of energy, the importance of energy in our modern lives, ways to avoid waste of energy, current forms and future options for the provision and use of energy in the country.

EW targets the broad public which includes everyone in the country. EW will raise the understanding that energy is a matter that touches all of us and will explain the correlation of energy, the economy and the environment. People tend to take energy for granted, and many are unaware of the opportunities they have to reduce energy use and the benefits that can arise from doing so. EW will make the links between energy and the financial health of people and country; energy and the environment; energy and climate change-- and will explain how waste of energy leads to unfavourable conditions in the economy, the environment and in climate change.

This Energy Week Guidebook aims at helping organizers to plan EW activities to enhance results, and supplies ideas and advice. In addition good practices and experiences of other Caribbean countries that have commemorated EW are shared. This guide is understood to be a first starting point for organizers not yet familiar with EW and it is intended that it will be periodically updated with new experiences and ideas in order to evolve as a comprehensive collection that serves as a good tool. Users are invited to submit comments, new ideas and own experience to the author(s) of this guidebook in order to allow the guide to further develop. You can contact us via e-mail at info@credp-giz.org.

2. General Remarks

In November 2011 a common Energy Week was implemented for the first time simultaneously in most of CARICOM's member countries. CREDP-GIZ has monitored the impact of selected activities in three countries (Jamaica, St. Vincent and the Grenadines, and Guyana) by means of pre- and post surveys of random people in the streets of the capitols and executed seminars on energy.

From the survey, three main conclusions were drawn which should guide the organization of each Energy Week:

- i) In order to create the maximum impact with energy awareness actions, each action must be tailored to the respective target group.
- ii) If the broad public is addressed with awareness programs, suitable media need to be selected and excessively used to transport the message.
- iii) Monitoring of each implemented activity helps to improve future impact of activities.

These conclusions are very important for the overall success of national Energy Week activities and thus were incorporated in this guide.

3. Timeline

A detailed schedule is necessary to keep the EW on track and well organized. If the organization of EW starts too late, some activities might not be realized due to time constraints and this could lead to unnecessary dissatisfaction and non-optimal results.

Please note that the dates given in the following list are of deadline character. Some preparatory and logistical activities such as quotations for conference room, adverts, banners and other materials and booking of air time, may require lead time. These activities need to start promptly to be completed in time. To help nudge planners to timely action, the schedule is colour-coded.

WHAT?	WHEN?	DETAILS	WHO?
1st contact with parties <input type="checkbox"/> COMPLETE	To be completed 6 months before start of EW	Contact potential partners and involved parties; send invitation for the first co-ordination meeting	Organizing agency
1st coordination meeting <input type="checkbox"/> COMPLETE	5 months before start of EW	First co-ordination meeting: Establish the main concept and form sub-committees	All parties interested in the EW
Sub-committees begin work <input type="checkbox"/> COMPLETE	During the period between 5 and 3 months before start of EW	Sub-committees formulate individual activities and events; meetings in the sub-committees as required	Sub-committee members
Identify Funding & Sponsors <input type="checkbox"/> COMPLETE	During the period between 5 and 3 months before start of EW	Source the main funding for EW and contact potential sponsors or donors if necessary	Organizing agency
Preliminary Schedule & Budget <input type="checkbox"/> COMPLETE	To be held 3 months before start of EW	Meeting of the organising committee to review budgeting, activities consolidation and venues: the sub-committees will present their preliminary results and prospective activities. Expected results: preliminary activities schedule and preliminary budget	Representatives of all sub-committees
Request Sponsorship & Prizes <input type="checkbox"/> COMPLETE	Start 3 months before start of EW	Submission and follow up of requests for all types of sponsorship, and prizes from the public and private sector	Sub-committee for sponsorship
Follow up Sponsorship & Prizes <input type="checkbox"/> COMPLETE	To be completed 2 months before start of EW	Follow up of requests for all types of sponsorship, and prizes from the public and private sector	Sub-committee for sponsorship
Finalize Venues <input type="checkbox"/> COMPLETE	To be completed 2 months before start of EW	Finalize venue arrangements so that venues can be included in posters, flyers, etc.	Sub-committee(s) for events
Start Media Campaign <input type="checkbox"/> COMPLETE	4 weeks before start of EW	Start of media campaign leading up to Energy Week: radio announcements, display of banners, commence article series in the newspapers, putting up posters with the agenda, etc.	Respective sub-committees
Arrange Logistics <input type="checkbox"/> COMPLETE	To be completed 4 weeks before start of EW	Arrange logistics for all events such as catering, rental of tents and media equipment, transportation, etc	Sub-committee(s) for events

WHAT?	WHEN?	DETAILS	WHO?
Invite Media Houses <input type="checkbox"/> COMPLETE	1 week before start of EW	Send invitations and activities schedule to all media houses.	Sub-committee for media and PR
Finalize Logistics <input type="checkbox"/> COMPLETE	To be completed 1 week before start of EW	Finalize logistics for the various events	Sub-committee(s) for events
Final Meeting <input type="checkbox"/> COMPLETE	1 week before start of EW	Final meeting of the organising committee: updates on activities from the various sub-committees; identification of critical activities, potential problems and solutions.	Representatives of all sub-committees
Trouble-shooting	During last week before start of the EW	Finalization of preparations; trouble shooting (you better don't expect that everything runs perfect...)	Respective sub-committees
Events and Post-event actions	Start of EW	Start of activities	All involved parties
	During EW	Execution of all planned activities	All involved parties
	Two weeks after finish of EW	Review of EW; collecting and documentation of lessons learned and ideas for the next EW	Representatives of all sub-committees
		Thank-you letters to sponsors	Chair of main EW committee

4. Parties Involved

4.1 Who is Champion for the Energy Week?

The organisation of an EW works best if there is a Champion for the event, an individual that energizes EW. The champion has the functions to:

- Be notable to the public and associated with EW
- Be present in the media and available for interviews
- May be chair of the main organizing committee and thus be the continuous contact for matters related to EW

The role of the champion is basically to raise the national importance and public recognition of the EW by lending it the champion's voice. A suitable champion could be a highly respected and publicly recognised person like politicians, personalities of the society, key players of industry and commerce, tourism sector, educational sector etc. The Champion should be willing and available to influence the character of the EW.

4.2 Who are the Parties involved in the preparation of EW?

4.2.1 Organizing Agency

The Organizing Agency is the agency that takes on leadership for the EW and that generally co-ordinates EW. This agency is usually an agency with the mandate for energy related issues and public awareness. Examples are

- Energy Agencies;
- Energy Desk; or

- Unit of Ministries of Energy and Electric Utilities

Ideally, these agencies have their own budget for the execution of EW.

4.2.2 Ministries

All of the ministries related to energy awareness should be involved in the execution of the Energy Week and, if possible, in the preparation thereof. The ministries respectively sectors directly related to energy are:

- Ministry of Energy
- Ministry of Transportation
- Ministry of Education

Ministries and sectors indirectly related to energy are, for example:

- Ministry of Tourism
- Ministry of Planning and Development
- Ministry of Industry
- Ministry of the Environment
- Ministry of Natural Resources
- Etc

Names of the individual ministries may differ from country to country.

4.2.3 National Energy Institutions

Where National Energy Agencies exist they should be the leaders of EW. These agencies usually have a public awareness and education component in their mandate and thus their involvement is logical.

In the framework of institutionalising energy related issues on national level it is recommended that a national energy institution is formed in each country. In some occasions these agencies have names such as “Energy Desk”, “Energy Unit” or “Energy Agency” but are principally all suitable to be organisers of EW.

4.2.4 Public authorities

Such as

- The electric utilities
- The water utility
- City councils, community councils
- Etc

4.2.5 Non-Government Organizations (NGOs)

- World Wildlife Fund WWF
- The Nature Conservancy
- Local NGOs
- Etc

4.2.6 Regional Organisations of Nations

- CARICOM Secretariat, Energy Unit
- OECS, Environment and Sustainable Development Unit
- OLADE

- ECLAC
- Etc

4.2.7 Associations

- CARILEC
- Hotel and Tourism Associations
- Association of Electricians
- Engineers Association
- Architects Association
- Rotary, Kiwanis & Co.
- Carnival Associations
- Etc

4.2.8 International Organisations and their Co-operation Projects

- International Aid Organisations like GEF, UNDP, EU, IDB, WB, USAID, UKAID
- Governments of donor countries
- CREDP, GIZ
- OAS
- Etc.

Please note that usually aid organisations have projects and programmes such as CREDP by GIZ, CSEP/OAS/EU etc. These projects and programmes are temporary, limited to a few years and usually disappear after their project mandate time. Therefore these projects can be included in the overall activities and may be able to contribute significantly to the success of the EW, but they should not be placed in roles that make them a key for the success of the event. These projects and programs can immensely help to start the EW tradition but are not a sustainable source for sponsorship or other support. This should always be taken into consideration.

4.2.9 Educational Institutions

- Schools
- Colleges
- Universities
- Post graduate schools
- Institutions of continued education
- Etc

Usually the Ministry of Education (MoEdu) is very helpful in identifying the main players in the education sector. However, it should be ensured that no institution is forgotten that does not fall under the influence of the MoEdu.

4.2.10 Private Sector Participation

The private sector provides several niches that are potential stakeholders for energy issues. These can be, for example:

- Retailers and wholesalers of renewable energy and energy efficiency related equipment, such as retailers of solar water heaters, photovoltaic equipment, lighting, etc
- Engineering companies related to energy
- Car companies selling energy efficient cars
- Retailers of energy efficient electrical appliances / electrical appliances in general

- Energy Service Companies (ESCOs)
- Banks and other financial institutions (e.g. insurance companies)
- Major companies that may be sponsors, such as telephone companies, manufacturers, distributors, airlines, insurance companies, etc.

4.3 How to find the right balance of private parties involved?

It is imperative that all private parties get the same chance to participate in the activities of the EW and no party gets preferential treatment. It must be ensured that no preference is given to individual companies. This can be ensured through a simultaneous invitation to all potential parties, as shown in the time table in the respective chapter above.

The invitation to potential partners can either be extended via letters sent to the companies and institutions. This may be applicable to countries up to a certain size where it is easy to identify and approach every potential party by post or e-mail. In larger countries it is advisable to make these public announcements in newspaper advertisements or publications in a well established information channel .

Thereby every potential party will get the same chance to express their interest in participation of the activities of the EW. If the response to the requests for the expression of interest in the activities of the EW is expected to be larger than can be hosted in the planned event, appropriate selection criteria need to be established for potential parties to qualify for participation. These criteria should be published together with the public announcements or letters sent to the parties.

It is very important that no single private company will be preferred over another. Every entity should get equal chances to sponsor or participate. The selection process for participating companies should be as transparent as possible to avoid legal conflicts between organizer and disappointed companies. These conflicts are very counter productive and would give the event a negative image. However, it must be understood that sponsors will be treated according to their pledges. Main sponsors will naturally get preferential treatment, but everyone should get the same chance to become a main sponsor.

5. Organizing Committee

5.1 The Organizing Committee Chair

The (Main) Organizing Committee consists of one Chair Person and several Delegates. The Chair Person should be clearly identified since that person serves as the contact point for all actions. It is not recommended to distribute the role of a Chair to different persons since this will inevitably blur responsibilities and may cause complications in information flow and confusion for all delegates who will wonder as to whom they address their issues. The Chair Person could be, but does not necessarily have to be, the Champion of the EW.

The role of the Chair is

- to lead general meetings of the organizers
- to serve as a hub for information
- to serve as central contact person for all organizers, participants, exhibitors, the media and all other involved parties
- to delegate and organize tasks

It is a wrong conception that the Chair should organize all activities alone. Therefore it is important that the Chair delegates certain activities to sub-committees and individuals as required. However, the Chair must be informed about all major activities in the sub-committees since it is the hub for information in between individual sub-committees. As such, the Chair will receive minutes of the meetings of the sub-committees.

5.2 Formation of Sub-Committees

The formation of sub-committees is advisable for the following reasons:

- One person cannot organize all activities alone;
- Not all people involved in the general organization of the EW need to be equally informed and involved in all activities. For example, the persons exclusively involved in a symposium will not need to participate in the sometimes lengthy discussion about an exhibition. For them it may be sufficient to read the minutes of meeting to be generally informed.
- Participants in the Organizing Committee meetings will include the EW Chair Person and the Chairs of the Sub-Committees to keep the group small.

If space and location for meeting facilities allow, some sub-committees can meet at the same time. This allows several actions to take place at the same time and venue which enhances the overall efficiency. It allows that after the meetings all participants, or at least the Chairs, of the sub-committees can assemble and exchange the outputs of the meetings immediately.

Sub-committees can be formed with the following responsibilities, or a combination of these:

- Overall logistics and activities schedule
- Budget and finance management
- Sponsorship
- Exhibition(s)
- Media coverage and public relations
- School involvement
- Symposiums
- Competitions
- Others as deemed necessary

5.3 Who needs to be represented in the Committees?

Who needs to be represented in the committee, who should be at meetings sporadically, who should just be kept informed?

It should be noted that too many meetings with too many participants and too little output will inevitably lead to loss of participants of the meetings. Therefore, it should be considered carefully who really must be included into the meetings.

One major advantage of sub-committees is that not everyone needs to be present at all meetings. There will be different types of meetings that will require the participation of different groups:

- **General Organization Meetings** will require the attendance of the EW Chair Person and the Chairs of the Sub-Committees. In these meetings the progress of the sub-committees will be presented and information exchanged about the overall progress.

- **Sub-Committee Meetings** will require the attendance of the respective members of the Sub-Committee. In addition it is sometimes advisable to invite guests that may add additional ideas or information to the Sub-Committee.
- **Bi-lateral Meetings** such as meetings with sponsors tend to be more efficient when small groups or individuals meet as opposed to the whole sub-committee.

Some actors may not need to attend either of the above mentioned meetings but just need to be kept informed by means of detailed minutes of meetings or summaries of meetings informing about the results. Such “Observers” can be, for example, sponsors without active role in the organization of concrete events.

In general, it should be always balanced who needs to attend meetings and who does not. However, it is most important that parties who are not invited to individual meetings are kept informed about the overall progress, even though they will not attend. There are few things worse for a member of a team than learning about a meeting after it took place. All members of, for example, sub-committees should be informed about meetings and respective agenda. They may then decide themselves to attend for their own interest, and will be able to ask for the outcomes of the meeting.

6. About Lists and Simplicity of Life

Lists are always helpful tools. A list has the ability to structure information in a quick and easy-to-understand way without the need of too many words. They compile information in a handy way and serve as a quick resource of information.

Lists should be used wherever possible. It is important that a good list not be kept a secret, but made available to the respective persons. That also includes updates that will automatically be necessary as the organization progresses. In order to avoid confusion, lists should be named clearly with the respective version. Amended or updated lists should have the same file or list names appended by an index of the date of release. The following filing system was identified to be very useful:

List_of_Participants_20100922.xls
List_of_Participants_20101006.xls
And so forth.

The cipher at the end indicates the date of release in reversed order (year, month, day). This ensures that the current version can be found, if sorted chronologically, at the end of the file name list.

Amongst others, lists are useful for the following, as example:

- List of sponsors
- List of committee and sub-committee members
- List of responsibilities assigned to persons
- List of activities
- Checklists
- To-do Lists with responsible parties
- List of prizes foreseen as awards for all planned competitions
- Telephone number lists
- Etc

7. Sponsorship

Sponsorship is always a main issue for EWs. Money is required for any kind of activity, starting from printing of lists, rental fees for equipment, air time on radio and TV stations to broadcasting of information. Also sponsorship offers good opportunities for companies to represent themselves and to get exposure. It goes without saying that main sponsors can expect to get better treatment than minor donors.

7.1 Sources for Sponsorship

The sources of funding can be manifold, and usually several sources simultaneously are needed to fund the event. Potential sources of funding can be split in two groups: The first group are public funds:

- Ministries and government agencies; given that their budgets are usually limited, it is recommended to allocate some funding for the EW at the beginning of the fiscal period when the budget is being drafted.
- NGO's and donor projects; donors, such as GIZ, OAS, ECLAC etc, may have budgets for special events. It is always worth the effort to ask these institutions. However, it must be noted that these sources may disappear from one year to the next. To enable sustainable funding of EW in subsequent years these funding sources should not be considered as fixed components of the budget but rather as supplements.

The second group are private companies and individual sponsors:

- Sponsors such as companies related to renewable energy and energy efficiency; these companies usually are grateful to be included in the activities and often are willing to provide sponsorship in the form of contributions to activities, prizes for awards and funding for the planning process.
- Appliance and household goods retailers are likely to be very interested in sponsorship opportunities in an Energy Week, as they sell goods that are directly responsible for energy use (fridges, stoves, electronics, etc.) and they will see the marketing opportunities available.
- Sponsors of third party companies; these sponsors are likely to be from the private sector such as bottling companies, breweries, telephone companies etc. These companies are not directly related to energy but can be attracted by giving them the opportunity to expose themselves by means of posters, banners, ads, labels on T-shirts and other means.

7.2 Budget Estimates = List of Items to be sponsored

To make it easy for potential sponsors to decide if they are willing to sponsor they need a budget stating WHAT they would sponsor and HOW MUCH they can contribute. A rough cost estimate for events is required as early as possible and should provide sufficient buffer to prevent cost overrun. It is easier to amend a budget to the lower end than to the upper.

With the detailed budget in which individual cost positions are listed the sponsors can easily pick the positions they would like to fund. Here, once more, a list is a helpful tool. The budget list can contain cost figures or, in case of prizes for competitions, indications for goods such as books, stationery, gift certificates etc. The indications give sponsors an idea about the value and kind of prizes, but they should be free to donate whatever suits them.

Basically all positions of the budget need to be covered by sponsors. Several positions can be covered by the Ministries in the form of in-kind contributions. Others will need intensive funding, such as payment for air time at radio and TV stations.

Usually discounts can be obtained for EW, sometimes by promising the company's name as sponsor.

The budget should be as detailed as possible and not only one figure. It would also be helpful to simply identify in the budget the positions of prizes for awards, for example 1st, 2nd and 3rd prize of the RE and EE Quiz. It might be that a company will then put its name behind the position without detailing the financial amount. Thereby the list will allow keeping an overview of the confirmed sponsors and open positions. Eventually prizes for awards can be re-arranged according to their value to obtain a ranking (ideally the first place is not a book while the second is a car).

8. Ideas and Examples for Activities

Activities are the core of every EW. The selection of activities will determine the impact of EW. The activities can be split in two groups: activities that can be done in every country and activities that are applicable to individual countries. The following lists are by no means complete and serve as ideas to be extended or reduced based on local conditions.

8.1 Activities applicable for all countries

The activities that are applicable to all countries are of general nature. In individual cases materials could even be shared between different islands, such as DVD materials, PowerPoint presentations or even event equipment and exhibition materials. Suggestions for activities are listed below:

8.1.1 Exhibition

Exhibitions can be made under several headings. Exhibitions of local companies that present their renewable energy technologies and that demonstrate energy efficient behaviour have proven to be most effective and easy to organize. These events need a good location and a proper infrastructure such as power supply, tents and/or enclosed locations as protection from the weather. (Don't forget to organize washrooms for exhibitors and visitors!)



Picture 1: Students at an RE exhibition

Other types of exhibitions can also work, such as art exhibitions, craft exhibitions etc. that attract lots of people. It is important to make the link to the EW. Equally important is the need for sufficient media coverage of the exhibition. Even more important is the announcement of the exhibition broadly in advance in order to attract a larger audience. The more the merrier.

Another type of exhibition can be specific to a community – for example, in countries where there may be specific energy-related features such as hot springs, old windmills, etc, a community exhibition or event can be built around the feature to expand on the issue of geothermal energy, wind energy, etc.

Since we have no influence on the weather, precautions should be made for bad weather. Sometimes it is advisable to use a hall or enclosed venue instead of an open place for the exhibition to be independent from the weather. In addition to public notices, letters about the exhibition and EW activities should also be sent to a large number of interested groups.

8.1.2 Art competition

An art competition can be the forerunner event to an art exhibition. Artists would be invited to produce art pieces to a selected motto. The results would be presented at the art exhibition. A jury would select the best pieces and the winners would be awarded sponsored prizes.

8.1.3 Quiz at the Radio

In several countries quizzes were successfully made in the radio. During one week several, energy related questions would be asked in a selected radio show. The participants can call in live into the show and suggest their answers for the questions. For each set of right answers prizes are awarded, ideally energy related prizes. It is important that the quiz be held at a time during the day when a large percentage of the populace would have an opportunity to tune in to their radios.

At the end of the week all questions and answers would be repeated in a special edition of the show.

8.1.4 Essay competition

A target group such as students or the public would be invited to submit their essays about a given, energy related topic. The authors will have to research the topic and craft the essays that they would submit to a jury who would select the best pieces. The winners would be awarded prizes and the winning essay, or abstracts of it, would be read on the radio in a special edition of a radio show.

8.1.5 Symposiums / Presentations at schools

Symposiums are events around a selected topic. Participants of the symposiums can be selected to be either students, experts in the field of renewable energy and energy efficiency or a combination of both. The symposium would help to compile information, views, suggestions and ideas about one or more selected topics.

For example; a symposium can be structured as a presentation or series of short presentations at schools. A special area of the school can be set up as an energy corner (but please choose a better name for it than that) with an installation of energy-related materials and the presentations can be used to expand on the related themes.

The audience of a symposium needs to be selected according to the topic and expected impact on the audience. Each symposium needs to be tailor-made with regards to matching the topic and audience. It should also be borne in mind that there must be tangible benefits for the participants of a symposium in order to encourage high participation. A clear statement what the participants will learn during the symposium certainly helps to convince undecided potential participants to attend.

Symposiums offer the possibility for media coverage, mainly during the opening of the symposium to which high ranking politicians should be invited to deliver remarks.

It should be clearly noted that a symposium is not a medium to disseminate information to the broad public. Since only delegates of certain groups such as students or interested members of the public will participate, other means must be

used to transport the symposium's message from the board room to the broad public. This medium could be a short documentary filmed during the event that describes the subject of the symposium, the methodology how the results were obtained and a summary of the findings, excerpts from speakers and the opinion of participants about the success of the symposium. The documentary could then be broadcasted in the local TV or, if appropriate, radio stations.

To make a sustainable impact, the delegates of the symposium should be encouraged to transfer knowledge gained at the symposium to their schools, work colleagues and whichever groups they come from. The documentary and the materials of the presentation can be very helpful for this dissemination work.

Finally it should be noted that a successful symposium needs a good preparation and a clear structure. If information dissemination activities as outcome of the symposium are planned this should be arranged with the key stakeholders (Ministry of Education, schools etc.) in advance.

8.1.6 Workshops

Workshops can be distinguished from symposia by their methodological approach which is to train participants through active participation of the same. Generally, the same rules for a symposium apply.

While the participants of symposia are usually delegates that represent a larger group, workshops often involve the target group as a whole. Examples of target groups could be architects, facility managers of hotels, electricians, etc. The participants are usually professionals with a certain background on which the workshop seeks to build on.

One example of a workshop is training for architects and professionals involved in the construction sector in the design and construction of energy efficient buildings. The target group are professionals that will be informed about latest technological developments and international good practice.

If no sponsor can be found, the workshop cost such as fees for presenters, venue, materials etc can be recovered by small attendance fees. At the end of the workshop certificates can be given to the participants proving their augmented knowledge.

8.1.7 Participation in Radio and TV Talk Shows

Selected members of the organizing committee and experts involved in renewable energy and energy efficiency would be invited as guests on radio or TV talk shows to speak about selected topics around renewable energy and energy efficiency. It should be mentioned throughout the show that the current discussion is in relation to the EW.

For more details see the section about media coverage.

8.1.8 Field trips for Students

Students, in particular young students, learn best through experience. As such, field trips can be effective teaching tools. During EW school classes would be transported to sites related to renewable energy or energy efficiency. The Organizing Committee should encourage schools to arrange field trips during EW to certain identified or suggested sites. In this way the schools and teachers will be responsible for organising events and transportation and it would create greater ownership for EW by a wider cross section of persons.

Examples for field trip destinations can be photovoltaic demonstration systems, wind speed measuring sites, old sugar estates with hydro wheels, existing hydropower plants, geothermal sites such as active volcano sources and so forth. A highlight would be a site visit to the local energy generation plant.



Picture 2: Field trip of a school class to a PV exhibition

Teachers would chaperone the students to one or more sites where professionals would explain the meaning of the technology and installation. Where applicable the kids themselves could do some practical exercises such as build a small dam at a river and simulate a hydropower plant, or build their own little windmill from plastic bottles and see how the wind turns the wheel. Kids are very receptive for practical experience.

A clear disadvantage of field trips is their cost. Transportation has to be provided and the field trip has to be organized. In addition, the school must find the time to schedule-in the field trip, which may be a major challenge in today's curricula. One way to reduce cost but still make an impact is to send a smaller group of older students to the field trip and produce a video of what they visit and learn. After some editing the video can then be used as teaching material to transfer the information to other students that were not on the field trip. Also, the video can be used as material during lessons independent from EW.

8.1.9 Involvement of Pilot Projects



Picture 3: PV Pilot Project in St. Lucia

If pilot projects were procured, EW offers the ideal setting for an inauguration ceremony for these projects. In St. Lucia, for example, three photovoltaic demonstration projects were procured with donor funds. During EW these pilot projects would be used to demonstrate the practical application of RET. The inauguration of pilot projects can be done with a ribbon cutting ceremony by the respective minister and with high media coverage.

Also, a short documentary could be produced that describes the project and its purpose. This clip would be broadcasted in the local media and can be utilised as teaching material.

8.1.10 Science Fair on EE and RE – for Students and the General Public

A science fair can be organized by or in co-operation with the Ministry of Education. A science fair is useful to raise the interest of students in science and to get the youth involved in particular scientific subjects.

A possible setting could be that in the forerun to the EW, about half a year in advance, a competition would be started among students, student groups or schools to develop ideas related to RE and EE. The organizers would set out a distinct theme for the competition and would give rules and guidelines for the competition. Outcomes of the competition could be concept papers, movies, computer programs or physical models showing the principle idea.

The best projects would be awarded prizes sponsored by partners as described in the section about sponsorship above.

At the Science Fair the concepts, models and whatever other material is required to present the outcome of the Science Competition will be exhibited and explained to the interested public. This exhibition would be accompanied with media coverage and at the end of the exhibition the prize giving would take place in a ceremony in which typically the organizers, sponsors, winners, politicians and the media would attend.

Science Fairs have been done in St. Lucia and other countries and were a great success in terms of both participation and outcomes.

8.1.11 Career Day Lectures

Career Day Lectures (CDL) would be held at secondary schools, colleges and universities by professionals from the field of renewable energy and energy efficiency in order to present their profession and get students interested in the subject or individual professions. These CDL can be organized by the Ministry of Education in co-operation with the schools and interested professionals.

Also, a whole Career Day event can be organized at which side events will take place to the lectures. Such side events can be exhibitions or demonstrations of assembly processes for equipment.

8.1.12 Music Concerts

Music events do not necessarily relate directly to energy, for example by the selection of the type of music. However, at the event venue itself advertising material such as banners, posters and flags should make the visitors aware that the concert is in connection with EW.

The concert can either be sponsored by the main sponsors such as the public electric utility and the local brewery or be (co-) financed by entry admission fees. In any case it is advisable to have an experienced team organizing the concert.

8.1.13 Cabaret Shows and Theatre Pieces

Theatres and cabaret shows usually attract a certain clientele that may not be addressed fully by other actions. A local theatre group would study a piece on EE and RE that would be presented at the show. A short piece could be studied related to EE and RE and presented as a pre-show to the main piece.

Don't forget to hang banners, posters and flags that relate the theatre and/or cabaret piece to EW. Usually a combination of private sector sponsorship and admission fees can cover the cost. The efforts for the organization of a theatre or cabaret piece are much simpler than those for a music concert because of lower technical requirements.

8.1.14 Energy Mascot

An energy mascot can be used to hand out printed brochures, tips and other materials in schools and to the general public

8.2 Country specific activities

Apart from activities that are common to all countries as described above, some countries may have unique opportunities for activities. It is recommended that the organizing committee for EW reflects on the country's possibilities that can be included in EW. Such opportunities can be, amongst others:

- Wells for geothermal exploration, as can be found in Nevis and Dominica;
- Active volcanoes and hot springs;
- Existing renewable energy generation facilities such as the wind parks in Jamaica and Nevis or mini hydro electric generation like Latille Falls Garden in St. Lucia;
- Old sites for renewable energy use such as old hydro wheels at sugar cane estates which can be found all over the Caribbean;
- Pilot projects in renewable energy technology such as photovoltaic systems (St. Lucia, St. Vincent, Barbados, Grenada and others) or small scale wind systems (Nevis, Granada, Dominica and others); it should be remembered that demonstration systems were installed to demonstrate the respective technologies and should be used for public relations activities whenever possible.
- Local manufacturers of RET or local representatives;
- Local projects about RE, EE and RET;
- Other plants, companies, groups or institutions that are related to RE and EE.

9. Media Coverage

9.1 Television

Television is the prime medium for dissemination of information in many Caribbean countries. The television can be used for broadcasting advertisements, infomercials, documentaries or news clips. Depending on the type of broadcast the TV stations would request payment of the air time. It is always worthwhile to negotiate with the local TV stations for reduced rates for air time. Some broadcasts like the local news reporting about events with high ranking politicians usually are for free.

It is usually wise to find out from the media houses which type of publishing is free of charge and which ones cost money. Sometimes contributions can be re-formed to fit in a free-of-charge format instead of a payable format. Generally, it is advisable to have as many slots in the news as possible since they are for free and people watch the news on a regular basis.

9.1.1 TV Talk Shows

Also talk shows are a good medium for the dissemination of information. Often talk masters are seeking for new topics to present and are grateful for the input about RE or EE topics if they are wrapped in an interesting motto. The contributions to a talk show are usually free of cost. It is, however, very advisable to go through the

questions with the talk master beforehand since they usually are not very familiar with the matter.

9.1.2 Documentaries

The more costly but at the same time more efficient documentaries can be broadcasted by local TV stations. Since the production of the clips is costly, it is suggested to share the clips among countries in the region. The topics presented in the clips, in particular when it comes to energy efficiency, are applicable to all Caribbean countries, which makes sharing very sensible. Some institutions like GTZ, DENA, ECLAC, NREL and others have professional clips on certain renewable energy technologies that just need to be broadcasted. Attention: copy rights must be respected here. Otherwise there is the high risk that penalties and liabilities will be significantly greater than the original budget for EW. On the other hand, films that are already posted on social media sites can typically be shared on the same site, without copyright issues.

9.2 Radio

9.2.1 Radio Talk Shows

Some radio stations have talk shows and, like TV stations, seek interesting topics to be included in the program. These contributions are usually for free and just need to be arranged. Also here it is advisable to go through the questions with the moderator beforehand in order to direct the conversation on the right track.

9.2.2 Radio Announcements

All events related to EW and the existence of EW itself should be announced frequently on the radio, starting at least one week before start of EW. This will make people sensitive to the particular event and will facilitate what people associate energy related events with during the week. It is important to give EW a certain status which will then lead people to talk about EW on the streets.

The radio announcements themselves can contain various energy efficiency tips; suggestions for using solar water heating instead of electric, etc.

9.2.3 Jingle for the Radio

It is suggested to design small jingles for the EW which would be played on the radio before and after each announcement, report or advertisement related to EW. This creates a recognition effect which helps to raise the attention for the EW. The more rhythmic the jingle is, the more catching and memorable it will become.

9.2.4 Coverage in the News

Events in relation to EW should also be covered in the radio news. It is easier to direct the editor's attention to an event if many high ranking politicians are involved. Usually not more than a short notice to the media houses is required to announce the venue, time and short description of the activity and the names of the politicians that will be present.

9.3 Print Media

Nowadays print media includes not only the media printed on paper but also the media published on the internet. Many newspapers nowadays have also an online edition of their paper. Both still have their place in modern society, whereas the

internet version offers more options due to the possibility of cross-linking and implementation of short video applications.

Youth-oriented print media should be specially targeted for the purpose of delivering the Energy Week message.

If your focal point already publishes a newsletter, this can be used as a vehicle for spreading the message: a special Energy Week edition of the newsletter should be published.

9.3.1 Article series

A way of publishing information related to EW, usually free of charge, is a series of 3 to 4 articles related to RE and EE written in an entertaining and at the same time educating manner. Sometimes, the only hint that the article might be in relation to EW is a short paraphrase that can be worded as follows:

“This article, by [Author] of [Organization], is part of a series leading up to the 5th Energy Week, which take place 21 – 25 June 2010. For more information visit: [link to website]“

The series of articles can be published in the paper and/or internet version of the respective newspaper. Sometimes, ministries have fixed columns in newspapers which could be used to publish the articles.

Possible topics for a series of articles could be

- Solar Energy Application in the Caribbean
- Energy Efficient Building Design
- Hydropower Application in the Caribbean
- Wind Power Developments in the Caribbean – Differences between Continental and Caribbean Projects
- Energy Efficient Vehicle Driving on the Road
- Energy from the Sea – The Future of Energy Supply in the Caribbean
- Latest Technology in Energy Efficient Air Conditioning Systems
- Latest Technology in Energy Efficient Lighting Systems
- Wind Power and Hurricanes – Can a Hurricane be harvested?
- Pros and cons of policy instruments to increase the deployment of renewable energy and enhance energy efficiency
- Fiscal and financial incentives to Renewable Energy Technologies (RET)
- Energy consumption? It’s about behaviour!

9.3.2 Advertisements

Advertisements, or better announcements, can be placed in the print media for individual events such as exhibitions, music concerts or so on, that are in relation to the EW. It shall, however, be noticed that these advertisements usually come at a fee.

In exceptional cases governments have regular columns in the newspapers that can be used for this kind of announcement free of (additional) charge. If this is not the case and the advertisement has to be paid, sponsors can be sought that get a small corner in the ad and pay for it.

9.3.3 Supplements

Newspaper supplements can be either a pure set of information about RE, EE, ECon and RET or a mix thereof with advertisements of local companies distributing RE and

EE equipment. The supplement can be either one or more double pages in the centre of the newspaper or a separate paper put in the newspaper as an inlay.

Generally, a supplement should be clearly structured and easy to read and understand. It is advisable to have a large heading showing the theme of the EW so that the supplement can be associated immediately with EW.

Content for the supplement can come either from local authors or can be borrowed from other authors and other, similar supplements or be “copied” from articles, including internet articles. Please note that copy rights and intellectual property must be respected, which means that the source must be acknowledged.

Typical content of a supplement are:

- Energy conservation tips
- Description of renewable energy technologies applicable to the country
- Description of successfully realized projects
- The program of the Energy Week
- Remarks of the Minister for Energy or other important personalities
- Other contents as deemed suitable

Much of the information in supplements may be general, not country specific, and thus may be exchanged between countries.

9.4 Internet

9.4.1 Dedicated Website

It is advisable to establish a dedicated website for EW. The domain can be secured for a reasonable fee and could be such as www.energyweek-antiguabarbuda.org or similar.

The website would serve as a central source of information. In particular if it is planned to have EWs each year it is worth the effort and money to establish an easy to update, easy to modify website which can be used every year with slight modifications.

The central part of a website could be the theme of the current year and a schedule of events. More sophisticated versions could also provide tools for download and links to interesting and relevant information.

9.4.2 Viral Marketing

Latest trend in advertising, and free of charge in terms of dissemination of information, is “Viral Marketing”. This term describes an internet based method to spread messages (mostly in short video format) by making users view and share them on their social networks. The basic information is that a short video-clip is posted on the internet, for example at YouTube or on the dedicated website of EW, and the link is sent to a group of recipients via e-mail with the instruction to watch it and send on the link to friends. The recipient will watch the clip and, if he likes it, will forward it to friends thus creating a chainlink effect.

This form of marketing costs no distribution charges because the users go online to get the clip. The only cost incurred is that one for production of the video clip. The dissemination of information works the funnier the video.

9.4.3 Social Media

The popularity and increased use of social networking sites such as Facebook, YouTube, etc., requires that these media be used to target persons, especially among the youth demographic group. This can be achieved by creating a dedicated page / account for EW that users may access to receive updates on activities during the planning stage and provide feedback and share experiences on the various activities during EW. Polls or questionnaires to solicit users' expectation of EW activities and feedback may also be included. This method of advertising has little or minimal associated cost. However, someone within the EW establishment has to be responsible for regular updating of the media content in order to maintain interest.

Tie-ins and activities with energy-specific social media apps such as "Welectricity" can be explored to further link awareness to actual energy conservation results. (Eg: a small Welectricity pilot project was recently run at a high school in St. Vincent that encouraged students to increase their awareness of energy use at home and help them save on their household bills).

9.5 Mobile Marketing

Widespread mobile phone penetration and the rising use of smartphones, tablets and mobile apps in the region is changing the way people interact with and access information and services. The EW message can be facilitated (with the sponsorship of the mobile service providers) by developing text-message-based marketing, games, quizzes with prizes and the like.

10. Themes of Energy Weeks

EW is even more fun if it has a good slogan, with a catchy theme. The theme would be repeated on every printed and otherwise published material. The theme will improve the recognition and association of the respective materials with the EW, and if selected smartly, educate by itself.

The slogan selected for Saint Lucia's EW 2010 is

"Energy Efficiency for Economic Empowerment: Save Energy, save money, save the Environment".

Other themes of the past years were:

"Combating Climate Change through Renewable Energy and Energy Efficiency"

"A vision for Saint Lucia's Energy Future"

"Sustainable Energy: Global Challenges, National Opportunities"

"Energy Management for Sustainable Development"

"Incorporating Renewables into Saint Lucia's Energy Mix"

"Creating Opportunities to Meet our Energy Needs Now and Tomorrow"

11. PR Campaign and PR Materials

An EW is worth nothing if it is kept a secret. The better the EW is promoted the more successful it will be. Since the EW is supposed to raise awareness of the broader public about energy related topics, the EW's success can be measured by the amount of people that have heard about it and participated in any of its activities or listened to any of the broadcasts as well as the number of media coverage of the

events. A well prepared marketing campaign with good PR materials is essential to its success.

The PR campaign should be based on the theme for EW as outlined above. Steady repetition of the theme in all PR articles helps the association with EW.

Similarly a jingle should be used. Ideally, the jingle is composed of two parts: a general part which is general enough to be used every year, and a part that contains the current theme of the year.

Of significant importance is the creation of a corporate identity for the PR campaign. This can include colour unity and same text types for printed material and the creation of a logo and/or a mascot to be used for EW. All these measures improve the recognition effect and help people to remember the message.

An EW Champion should be selected, which is a media person, politician or technocrat that people relate with the subject of energy. The association of the personality with EW can be developed by repeated presentation of this person in public and in the media. The EW Champion may be a kind of spokesperson and representative for the organizing committee and, to create continuity, it could be the one who preferably appears in the news and talk shows rather than other random members of the committee. Alternatively, a small group of people exposing themselves in the media for EW may also work.

The involvement of high ranking politicians in the rank of the Minister for Energy or the Prime Minister, and to the extent relevant the Governor General and/or President, in the campaign is crucial to demonstrate the importance of the subject.

Some suggested methods for distribution of the PR message are:

- Banners over streets, at bridges or at public places
- Brochures and flyers to be handed out at events and busy downtown areas
- Pens with the motto printed on it or, if available, the EW's web address
- Advertisements on local buses
- Adverts in toilets and above urinals (where else do you have so much otherwise useless time?)
- Stickers and buttons with the theme
- T-shirts with theme and sponsor logos
- Refrigerators magnets or coffee mugs with the logo or slogan printed on it
- and so forth.

The whole repertoire of the PR machinery should be considered available to advertise the EW.



Picture 4: Example of an EW banner

12. Impact Monitoring

It is very important to check if your activities have the desired effect on the target group. If not, you will need to modify the concept of your activities and rethink your approach.

Useful tools for impact monitoring are brief questionnaires with questions about energy related topics to be asked to the target group. Here, in particular pre- and post event interviews are useful, which means that you interview a group before the intervention and ideally the same group afterwards to measure the difference in knowledge.

Be careful to interview your target group and not a group that was not exposed to your measure, such as a seminar. The number of persons asked should be sufficient to represent the whole target group, and the questions should not be too difficult to understand.

Monitoring activities can be done wonderfully with the target group directly

- at seminars, workshops and symposiums;
- at exhibitions;
- at school activities;

To measure the impact of radio, TV or other media interventions, more statistical surveys must be used which are not so simple if you want to get statistically relevant results. However, even a simple survey of people on the street gives you a good impression about the effectiveness of your Energy Week and can serve the purpose very well.

13. Final Remarks

This EW Guidebook is supposed to be a guideline for a scheme to organize the events around EW. The book shall further serve as a treasure chest of ideas for activities and methods to promote energy as a subject.

The lists and collections of ideas are by no means concluding and can be – and in fact should be – extended by own ideas of the readers of the EW Guidebook.

Also, this EW Guidebook is intended to be a living document, updated regularly to include new ideas and change of circumstances. The authors welcome any supplementary information, suggestions, corrections and ideas to improve and advance this Guidebook. Please address your feed-back to CREDP (info@credp-giz.org) or the CARICOM Energy Program (energy@caricom.org).

Impressum

This guidebook is an initiative of the Caribbean Renewable Energy Development Programme (CREDP-GIZ). For more information please visit our web-page: <http://www.credp-giz.org>

Main Author

Sven Homscheid
CREDP Technical Advisor

c/o Caribbean Environmental Health Institute
P.O.Box 1111
The Morne
Castries, St. Lucia
Tel: +1 758 458 1425
Fax: +1 758 453 2721
E-mail: sven.homscheid@credp-giz.org

CREDP Principal Advisor:

Thomas M. Scheutzlich

c/o Caribbean Environmental Health Institute
P.O.Box 1111
The Morne
Castries, St. Lucia
Tel: +1 758 458 1425
Fax: +1 758 453 2721
E-mail: thomas.scheutzlich@projekt-consult.de