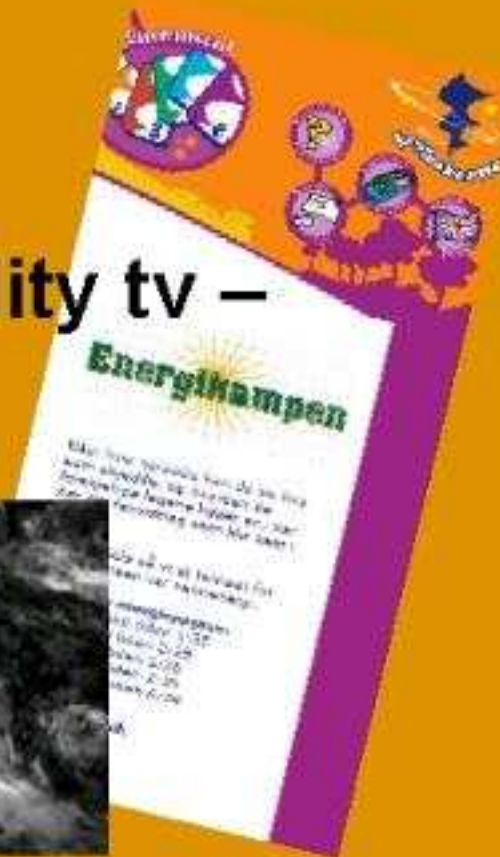
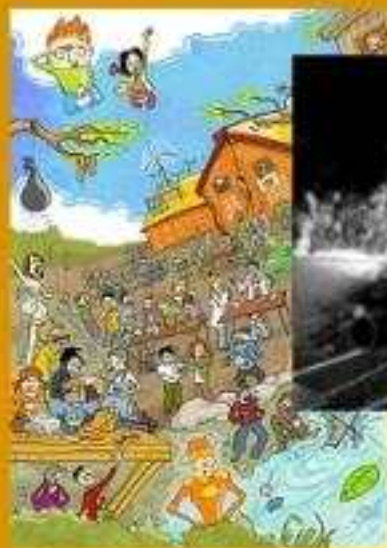


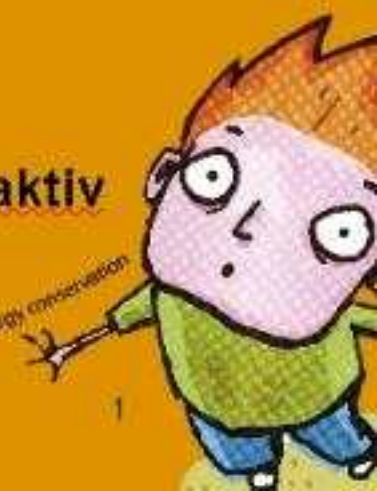


## Interaction between reality tv – education and web



Children represent the future and children can and will make their mark. Regnmakerne is a three-year national project sponsored by Enova – to run from 2004 to 2006. Regnmakerne will arouse children's interest and get them involved in energy conservation

**Turid Helle, Enova SF**  
**Arild Halvorsen, Fabelaktiv**





# Driving force for energy solutions in the future

Enova SF is a public enterprise owned by the Norwegian Ministry of Petroleum and Energy. Operational from 2002.

Main purpose:

- how can we exploit the energy we have in the best possible way
- how can we produce green energy
- how green energy sources can replace less green sources

**Developing markets for more energy-efficient generation and solutions**



# How to put energy issues into teaching methods and tools

- New national education strategies
  - Education for Sustainable Development
  - A Joint Promotion of Mathematics, Science and Technology
  - The Knowledge Promotion (the latest reform in the 10-year compulsory school)

**The challenge is to make energy visible as an important and engaging subject according to the existing and recommended teaching methods and tools**

- **in a way that ensure the goals for pupils knowledge**



# The national strategy for the Rainmakers

- Make children interested in energy- and environmental issues
  - by building a brand, the Rainmakers



**Knowledge is the key issue of this brand**

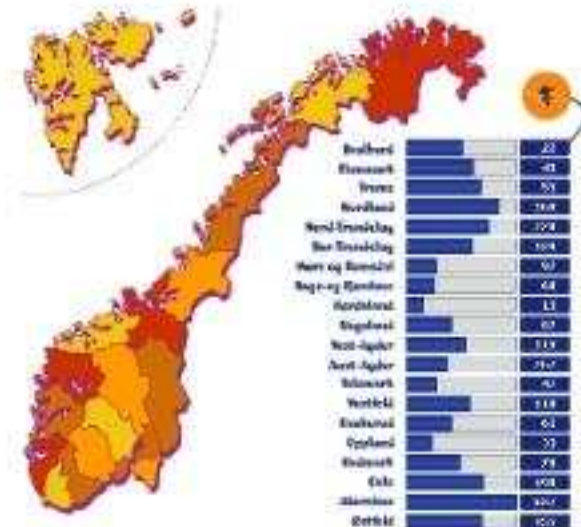
**Involvement**  
**Humour**  
**Interactivity**



# To be a Rainmaker – you have to:

- care about the condition of the earth
- know what to do in order to reduce energy consumption and to save the environment
- have some knowledge about renewable energy

**There are 14000 members of the Rainmaker club**





# To be a Rainmaker school – you have to:

- use the Rainmaker story, the song and the dance
- do hands-on experiments
- monitor the energy consumption of their school
- arrange the Energy Challenge Activity Day in the schoolyard
- map the energy supply in the municipality

**Every qualified school  
receive a Rainmaker  
diploma**





# Commitment, enthusiasm, activity





# Television – a powerful tool

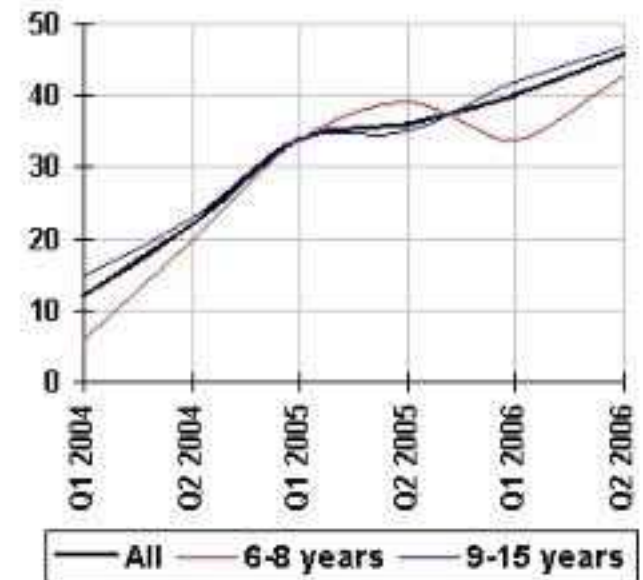
- Children's TV every Saturday
  - Reports and feature stories
  - Energy competitions
- TV coverage from the Friend Energy Day, an annual energy day in the main cities
- The international Energy Challenge, an annual reality TV show





# The Rainmakers have improved attitudes, knowledge and behavior

- children who are familiar with the Rainmakers are more knowledgeable in environmental issues and renewable energy than others - they are also more aware of the use of energy
- 46 % of all 6-15 year olds knows the Rainmakers, and a whole 59 % of all 9-12 year olds
- TV and school are their main sources of information



Source: TNS Gallup Norway