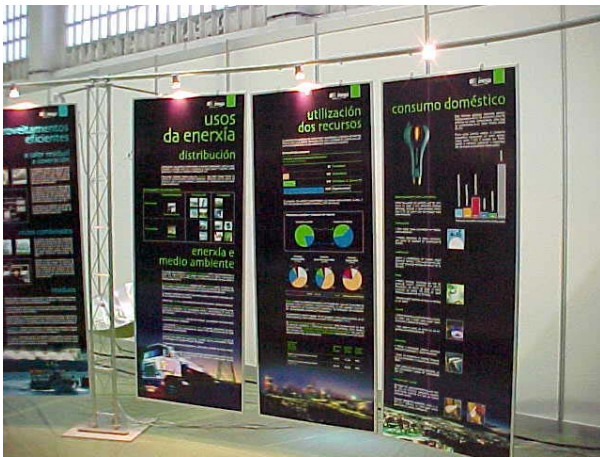




Itinerant Exhibition “Through Energy” Instituto Enerxético de Galicia, Spain

Summary

“Through Energy” is an itinerant exhibition promoted by the Instituto Enerxético de Galicia (Energy Institute of Galicia) that was opened the 23rd of March 2004 and concluded its first stage the 31st of January of 2005. This exhibition aims to disseminate to the general population (youth and adults) through didactic, audiovisual, technical and experimental materials, the role of the energy system in multiple areas, from the most simple, as



can be the lightning of a lamp, to the most technical issues as the concrete evolution of the several energy sources and their contribution to the economic and social Galician framework. The exhibition is divided in five modules: “The historic evolution and the basic energy concepts”, “Conventional energy sources”, “Renewal energy sources”, “The efficient exploitation of energy sources” and “The rational use of energy, environmental aspects, distribution and consumption” and stays between 6 and 15 days at cultural centres, city towns or other buildings owned by the municipalities.

Left: The exhibition “Through Energy” is designed to facilitate its mobility.

End-user area

- New buildings
- Refurbishment of buildings
- Transport and mobility
- Financial instruments
- Industry
- Legal initiatives (regulations, directives, etc)
- Planning issues
- Sustainable communities
- User behaviour
- Education
- Other

Target Audience

- Citizens
- Households
- Property owners
- Schools and universities
- Decision makers
- Local and regional authorities
- Transport companies
- Utilities
- ESCOs
- Architects and engineers
- Financial institutions
- Other

Technical

- Energy efficiency
- Heating
- Cooling
- Appliances
- Lighting
- CHP
- District Heating
- Solar energy
- Biomass
- Wind
- Geothermal
- Hydro power
- Other

Context

The Galician Region is located at the north west of Spain; Galicia imports 76% of the primary energy resources that consumes. The presence of oil (which represents 75% of total imports and 57% of total primary energy) stands out, mainly due to the practically exclusive application of this fuel to transport uses. Renewal energies have increase significantly during the last years, reaching nowadays the 12% of the primary energy produced in Galicia. Anyway significant increases are required to become renewable energy sources as the main core of



Galician's energy development, in order to diversify the sources of supply, provides the system with stability and adopt a certain strategy in reducing our energy bill and exterior dependence.

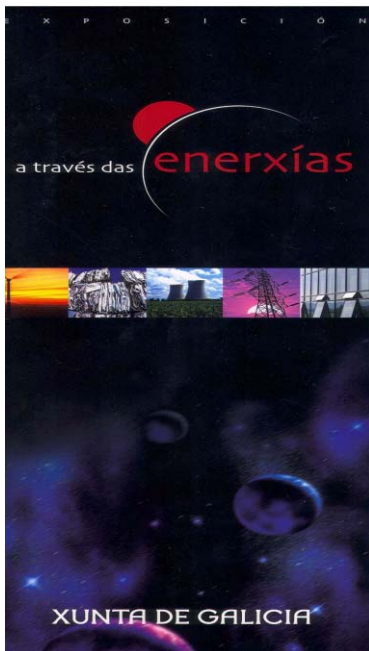
In order to achieve these objectives, and due to the few knowledge on renewal energies and energy issues that presents the Galician population, to increment the awareness on them within the citizenship have become one of the most important aims of the Instituto Enerxético de Galicia.

Objectives

The exhibition aims to avoid that energy information reach distorted to citizenship. Therefore, the exhibition was design taking simple contents trying to explain the energy process since its generation to its performance and distribution using demonstrative kits, didactic and tactile materials and audiovisual, computer, and technical elements. Using these materials the exhibition aims that the visitors (either primary and secondary schools or particulars) can understand the energy performance achieved from each source of energy and how to rationalise their consumption encouraging behaviours more respectful with the environment.

Process

The exhibition "Through Energy" was opened the 23rd March 2004, and its contents and the final format were design by the INEGA during the second semester of 2003 and the beginning of 2004. The exhibition content's were designed mostly for pupils, taking priority the concepts on environmental protection boosting renewal energies and saving and energy efficiency.



Once the contents were chosen, the following process was to select and purchase the different audiovisual and experimental materials that would make up the core of the exhibition: videos, demonstrative kits, exhibition panels and general guide and brochures.

Afterwards, the next step was to programme the calendar of visits and places in which the exhibition would stay. The exhibition usually stays at municipal buildings such as cultural centres, city councils or exhibition centres making possible and easy the access to the public. The selection of the places is done trying to cover the entire Galician territory, and distributing the exhibition at least the same period of time within each one of the four Galician provinces (A Coruña, Lugo, Ourense and Pontevedra).

The INEGA is in charge of the final management of the exhibition and the establishment of the contacts with the several municipalities that are interested in holding it and for the more technical tasks is assisted by enterprises specialised at exhibition developments.

Left: To accompany the visitors the INEGA printed a general guide that brings together the main contents that the exhibition shows.

Financial resources and partners

The exhibition "Trough Energy" is managed and financed by the INEGA. The INEGA was created in 1999 (Law 3/1999, March 11th; published in the Official Journal of Galicia, Nº 61, March 30th 1999) and was set up as the public body of the Galician Government depending from the Regional Ministry of Innovation, Industry and Commerce, to develop and pursue Galician energy policy.

The main part of his annual budget goes to finance several campaigns (including the exhibition) to increases energy awareness within the Galician citizenship.



Case Study 195: Instituto Enerxético de Galicia, Spain

The cost of the making off of the exhibition was around 40,000 € and the cost for one week staying is estimated in around 1,300 €; its expected that the exhibition may stay open between 30 and 45 weeks per year, that means in terms of costs between 39,000 and 58,500 € per year.

Although they are not financial partners, the role that the municipal authorities have develop for the promotion of the exhibition within their areas of influences, should be stood out giving rise to the high number of visitors that the exhibition has shown during these months.

Results

Although the exhibition just have run for 10 months we can assure that is being a great success thanks to the continuous requirements that the municipalities have realised for having the exhibition open at their territory. Galicia has 315 municipalities and during the first stage (March 2004 to January 2005) the exhibition stayed at 28 municipalities, expecting that at the second stage (March 2005 to January 2006) the exhibition will stay at 30 more. The final aim is that the exhibition will stay at least once at each Galician municipality.

During the first stage the exhibition had 23,574 visitors being the most part of them particulars (15,066) followed by pupils from primary and secondary schools (2,761) accompanied by their teachers (189) and finally 560 assistants to several congress (related to energy and/or environment) that had include in their programme one visit to the place where the exhibition stay.

The technicians in charge of the development of the exhibition have verified the strong interest that the exhibition have awakened within the visitors, specially within the children and the youth mostly due to the interactive and experimental contents.



Moreover, one survey has taken place to find out visitors' satisfaction after and during their visit to the exhibition. Most of the visitors polled valued very high the design of the exhibition and the 92% would recommend visiting it, 52% valued the exhibition as "good", 47% as "very good" and just a 1% value the exhibition as "average".

INEGA is very proud of the response that the exhibition is achieving within the Galician citizenship and will continue in its effort of promoting the rational use of energy and the increment of awareness and usage of renewal energies.

Left: "Through Energy" includes demonstrative kits to attract the interest of the visitors.

Lessons learned and repeatability

The running system of the exhibition based on simple and demonstrative issues adaptable to the necessities of each moment, can be easily exported to any place in Europe, having a bearing on that aspects that may be considered necessities depending on the level of energy knowledge of the community and the objectives to reach at each case.

What is important for the success of the exhibition is the collaboration of public institutions, as the municipalities and public energy bodies, involving also the mass media in this process, as the way to reach general population aiming to achieve the highest number of visitors at each place.

**Contact for more information:**

Organisation / Agency: Instituto Enerxético de Galicia

Main contact: Covadonga Rodríguez del Corral

Address: Rúa Ourense 6 – A Rosaleda; 15701 Santiago de Compostela; A Coruña; Spain

Tel: +34 981 54 15 37

Fax: +34 981 54 15 45

E-mail: calidade@inega.es

Web Site: www.inega.es

Printed reports or other literature available:

Title: "A través das Enerxías" (edited in Galician language) Cost: Free