



InformaEnergia *Agenzia Provinciale e Ambiente Trapani, Italy*

Summary

The Energy Agency of the Province of Trapani (APEA TP) was created in 2003 with a European Union contribution that in part will finance the Agency for the duration of three years, within the community program **SAVE II**.

The Energy Agency of Trapani (APEA) is located in Sicily, an island just south of mainland Italy in the Mediterranean Sea. The Province of Trapani has a population of about 400.000 and is one of the best locations in Italy for the use of renewable energy sources, like solar, biomass, wind and photovoltaic.

The Agency has as its goals the defining and taking concrete action, on a local level, on a series of aimed actions to improve the management of the demand of energy through energy efficiency; to favor a better use of the local resources and renewable energy and to improve environmental protection.

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

On May 11th 2005 the Agency inaugurated the energy info counter "InformaEnergia" with the specific goal to promote energy efficiency, the use of renewable energy sources, to provide and disseminate energy information. All of this directed to the general public, to utilities, public administrations, schools, local authorities, financial institutions, installers and professionals in the energy field.

Objectives

The Agenzia Provinciale Energia e Ambiente (APEA) launched publicly the energy counter "InformaEnergia" and its main goals are:

- The promotion of energy efficiency,
- The promotion of renewable energy,
- To provide and disseminate energy information,

All of this for all levels of public and private.



Process

Key activities for the project "InformaEnergia" included:

- Determining the goals and services to offer:

The first step in the creation of the energy counter "InformaEnergia" was to determine the goals. This was done after a study of other energy counters that already exist in other cities. Then there was a selection of services that would be offered, dividing them by the type of client that would need them (general public, local authorities, companies, etc.).

- Preparation of the informative material

Once the goals were determined, APEA prepared all the informative materials necessary (posters, pamphlets, work sheets, etc.) to offer to the public. Some of the material was offered by ENEA (national energy and environment agency) while the rest was prepared and printed by the APEA staff members.

- Research and collection of possible target audience

APEA started by researching all the possible names of those who worked in the energy field like installers, architects and engineers; then those who would be interested in our services for reducing their energy consumption like schools, public administrations, financial institutions, hospitals and even hotels. APEA then proceeded in forming a mailing list of all this names in the Province of Trapani.

- Letter of presentation

APEA's President then prepared a letter of presentation stating that APEA was to inaugurate an energy counter that would offer advice, counselling and informative material all free of charge, to all those interested.

APEA then designed and printed brochures that illustrated all our services and our location. APEA also designed and printed invitations for the inauguration of the energy counter "InformaEnergia".

- Mailing

APEA then prepared all the envelopes with the letter of presentation from the President, the brochure and the invitation and mailed them all according to the mailing list prepared in the first phase of the project.

- Inauguration

APEA then prepared all the material necessary for the newspapers and for the local TV that were covering the event.

On May 11th, 2005 at 15.30 the inauguration commenced with a brief speech by our President and the cutting of the ribbon by a well known political figure.



The cutting of the ribbon

Many professionals, local authorities including mayors, and energy associations participated with great interest in this new service offered to all of the Province of Trapani.



Attention focused on the power point presentation

Then APEA's director made a brief PowerPoint presentation illustrating and commenting on the services offered.

Financial resources and partners

The entire project of the energy counter, right from beginning, was conducted with the full support of the Province of Trapani.

- Logo and published brochures
 - Costs:
 - Logo and graphic design: € 1.344,00
 - Printing of 2800 brochures: € 900,00
 - Printing of 600 invitations: € 240,00
- Office-made leaflets
 - Costs:
 - Approximately: €50,00
- Displays for informative material
 - Costs:
 - N° 3 displays: € 210,00
- Inauguration
 - Cost of the reception: € 330,00
- Mass media coverage
 - Cost of the article in "Il Monitor": free of charge
 - Cost of the article in "Giornale di Sicilia": free of charge
 - Cost of TV coverage by "Telesud": free of charge



Entrance to the energy counter “INFORMAENERGIA”



Display for pamphlets and informative material

Results

All those who were contacted (general public, local authorities, professionals, etc.) have shown a great interest for the energy counter “InformaEnergia”, and the Agency foresees a gradual increase in visitors of the energy counter in the coming months. The energy counter, not only is a source of information for the consumer, it also gives the Agency a greater exposure in the territory of the Province, it is a place of encounter with the local authorities and businessmen and this allows the Agency to become more involved in their activities.



Lessons learned and repeatability

The energy counter “InformaEnergia” is a reference point, at a Provincial level, for all those who are interested in or involved in energy efficiency, renewable energy and funding for the realization of renewable energy plants.

The biggest problem is involving the public administrations and the businessmen in energy efficiency and renewable energy, for this reason APEA is preparing many other informative campaigns, which will be realized through meetings at the Agency’s operative office and the organization of conferences to promote the above mentioned fields.

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