



Europe for Citizens
Programme

Project from Italy in EU programme „Europe for Citizens”

Go Green Now

Applicant: Municipality of Collecchio (IT), lead partner

Partners:

ITALY: Municipality of Bertinoro

SWEDEN: Municipality of Motala and Municipality of Arvidsjaur

SPAIN: Municipality of Carino and Municipality of San Sadurnino

GERMANY: Municipality of Wiernsheim

FINLAND: City of Tampere

Action: Networks of twinned towns

Project realisation year: 2010

Grant awarded: 10.2873,08 euros

Contact information: laura.avanzi@sern.eu

Project web page: www.gogreen-now.eu

Description:

The objective of achieving a more efficient use of energy at local level is connected to effective awareness raising actions and to the analysis of the specific local realities (climate, infrastructures, legislation, knowledge level) targeting the citizens in terms of sustainable lifestyles and conscious consumptions. Another important aspect is tied to the involvement of local actors in the planning and adoption of innovative solutions in terms of policies and technologies and transport fostering and increasing the use of energy efficiency and renewable energy sources at local level in a long term perspective in order to go from awareness raising actions to concrete ones.

For these reasons the project is composed of a total of six events with four specific thematic seminars of four days each, one for each target group: (1) politicians and civil servants, (2) schools and education frameworks, (3) companies and entrepreneurship stakeholders and (4) citizens. The first meeting will be a kick off meeting among contact people of each participating organisation and the last one will be an evaluation/follow up meeting.

The specific objectives of the project are:

- To create awareness of energy related environmental issues and mobilise action among the event's target group.
- To understand local realities in different countries
- To increase knowledge of aims, tools and methods for involving local citizens in the planning process in order to go from simple raising awareness actions to concrete ones
- To promote networking among different actors (target groups) at local level and in the European partnership.

The four thematic meetings will have the same structure in order to be able to approach all the four targets with a similar methodology.

On the target groups level, by developing different activities, (such as study visits, seminars, workshops, media events, meetings), we expect to have this kind of impact:

- an empowerment of the interaction/ communication with citizens and improve skills on how to achieve sustainable energy consumption and lifestyles (mainly for politicians, municipal civil servants and education frameworks)
- an increased learning level from case studies (from good and bad examples)
- the opportunity to increase knowledge from each other experiences
- the increasing in the practice of the use of energy efficiency by adopting concrete actions in municipal structures, schools and companies
- the development of innovative local solution : the project is expected to provide active participants with the opportunity to collect information about new solution coming from other countries and to be applied in their local context.

More information on www.gogreen-now.eu