

# WP 5 Online Campaigning

## Deliverable 5.4

### Best Practice Examples

**Identification and publishing of 10 best practice examples in every Country**

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co2online



Co-funded by the Intelligent Energy Europe  
Programme of the European Union

## **Best Practice Examples**

All partners identified best practice examples in their country/region. JMA and co2online have provided a template for best practice examples and how to edit and integrate them in the content concept of the website. The examples will be compiled by JMA and offered to partners to introduce international examples on their website. This will emphasize the European aspect of the campaign and, at the same time, will help to create the feeling of a social norm on a bigger/international level. From October to December 2015 all 10 best practice examples per country will be published on the national websites.

Below there are some best practice examples collected:

### **Tatjana**

**Age:** 25, **Profession:** Student, **Country:** Germany



#### **My ultimate Energy saving tip:**

„My must-have item in the kitchen is definitely the electric kettle. My room-mate and I always use it to heat up the water especially when making tea or coffee. It saves more energy than the old electric cooker and it takes less time to prepare my food. If I need to heat up more than 1,5 liters of water at once, I use a cooking pot and always make sure to use the proper lid and the proper hotplate.“

## **Anja und Steve**

**Age:** 19 and 20, **Profession:** Students, **Country:** Germany



### **Our ultimate Energy saving tip:**

„Reduce the room temperature: With every degree less we save money and energy for heating. Thanks to the SMERGYmeter we know that we can save approximately 583 kWh, 175 kg CO<sub>2</sub> and 47€. In that case we don't mind to cuddle into a nice warm sweater or under a warm blanket. We also make sure that every room has its optimal temperature and is properly ventilated.”

## Hanna

Age: 26, Profession: Student, Country: Germany



### **My ultimate Energy saving tip:**

„Since my last journey to Africa two years ago I try to reduce my water consumption even more, especially in the bathroom. Clean potable water should not be seen as a matter of course. That’s why I use a low-flow showerhead which offers me a satisfying shower while using a minimum amount of water. Thanks to this minor investment and according to the SMERGYmeter I can save about 71 €, 885 kWh and 265 kg of CO<sub>2</sub> every year.”

## Jens Michael

Age: 29, Country: Germany



**My ultimate Energy saving tip:** „Standby – goodbye. I always make sure that none of my electronic equipment is kept on standby. This might sound banal, but makes a noticeable difference on my energy bill and lessens my ecological footprint, big-time.”