

**PRESS RELEASE**

**Besançon, the 21<sup>st</sup> September, 2011**

## **ENGAGE days: 12 European cities ready to celebrate! October and November 2011**

**ENGAGE is a pan-European communication initiative that aims to involve citizens and stakeholders in building a sustainable energy future at the local level.** Posters are the main communication channel used to raise awareness for the campaign and to locally share the Covenant of Mayors' goals and the European Union "3x20" objectives.

A core group of 12 Energy Cities members and signatories of the Covenant of Mayors from 12 different European countries are pioneering the ENGAGE campaign. To reach their energy and climate objectives, cities need to mobilise municipal departments and as many of their stakeholders and citizens as possible so that these objectives are jointly achieved via a bottom-up process. ENGAGE aims to develop and implement an efficient participative communications campaign, leading to tangible energy savings.

Since January 2011, **more than a thousand posters** have been produced by the 12 ENGAGED cities. They are all displayed on the European ENGAGE gallery at:  
[http://www.citiesengage.eu/european\\_gallery.php](http://www.citiesengage.eu/european_gallery.php).

**In October and November 2011, local ENGAGE days are being organised by these cities to thank participants and involve other citizens and stakeholders in the campaign.** Visitors will be invited to join the ENGAGE campaign at stands where a photographer will take a picture of them that will appear on a poster with their energy-related engagement.

The ENGAGE days will take place on the 1<sup>st</sup> of October in **Pamplona** (Spain), on the 10<sup>th</sup> in **Heerlen** (The Netherlands), on the 13<sup>th</sup> in **Helsinki** (Finland), on the 15<sup>th</sup> and 16<sup>th</sup> in **Rimini** (Italy), on the 16<sup>th</sup> in **Ivanic-Grad** (Croatia), on the 21<sup>st</sup> in **Leicester** (United Kingdom), on the 21<sup>st</sup> and 22<sup>nd</sup> in **Bielsko-Biala** (Poland), on the 23<sup>rd</sup> in **Oeiras** (Portugal), on the 29<sup>th</sup> in **Växjö** (Sweden), from the 30<sup>th</sup> of October to the 1<sup>st</sup> of November in **Heidelberg** (Germany), from the 8<sup>th</sup> to the 20<sup>th</sup> of November in **Rennes Métropole** (France) and on the 9<sup>th</sup> of November in **Liège** (Belgium).

The European ENGAGE campaign is coordinated by Energy Cities.  
More information on the ENGAGE campaign at [www.citiesengage.eu](http://www.citiesengage.eu)

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