

An abstract geometric design in the top right corner of the slide. It consists of several thin, dark lines that intersect at various points. Some of these intersection points are marked with solid black dots. The lines and dots create a sense of depth and structure, resembling a network or a stylized architectural element.

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Reporting that seeks to empower

Marilyn Smith, COST Event, 22 Oct 2018, Paris

A small, solid black dot located in the bottom left corner of the slide.

Three white dots arranged in a small triangle in the top left corner.

Reporting that seeks to **empower...**

Two white lines intersecting in the bottom right, and three white dots along the lower line.

This means finding ways to **engage,**
inform and **explain.**

Everything everyone does – every day and everywhere – requires energy.

EnAct believes its time for everyone to ‘get’ energy.

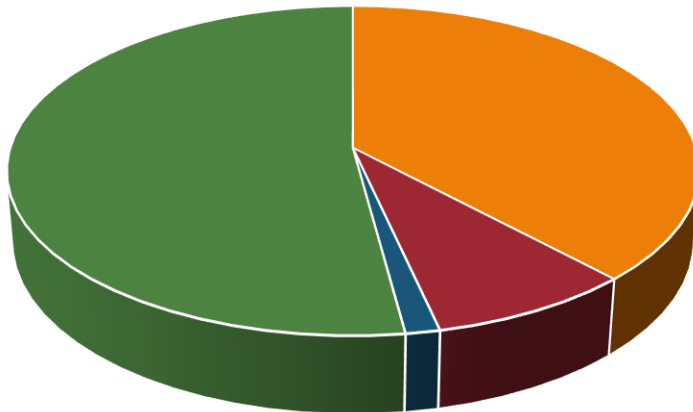


Two social challenges of energy

High energy poverty (global)

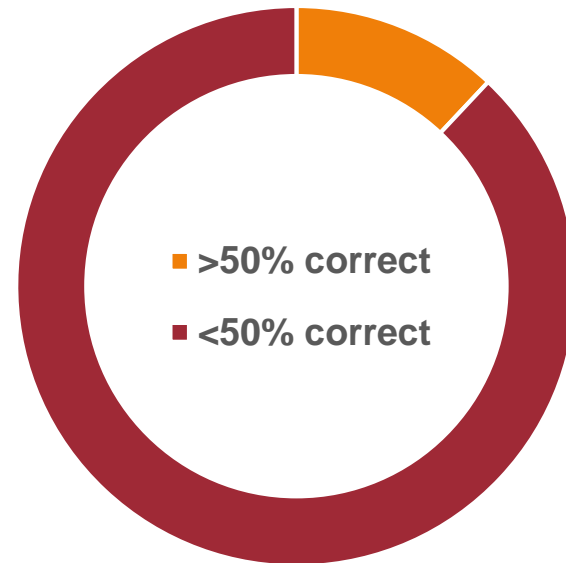
Energy access

- Inadequate
- Unreliable
- Unaffordable
- Energy rich



Low energy literacy

Basic energy test (US)



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COLD@HOME

www.coldathome.today

ENGAGE

Documentary films & photo

- Make the story of energy poverty personal
- Show & tell the impacts



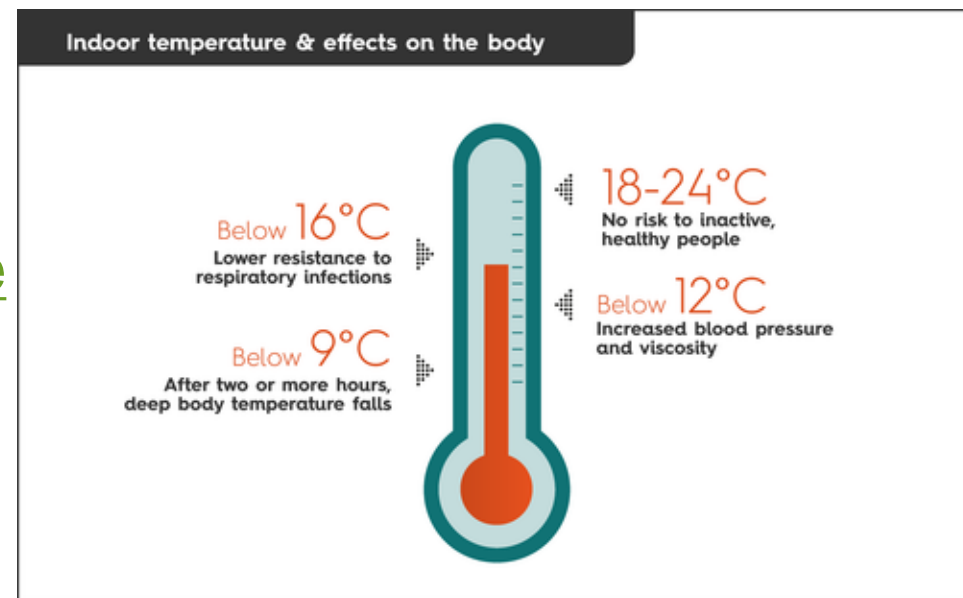
Full photo essay: www.coldathome.today/exposed

INFORM & EXPLAIN

Features, blogs, interactive elements

Explain the background

- Why did prices go up 280% in Ukraine? [Feature article](#).
- What happens to people who are chronically cold? [Blog series](#).



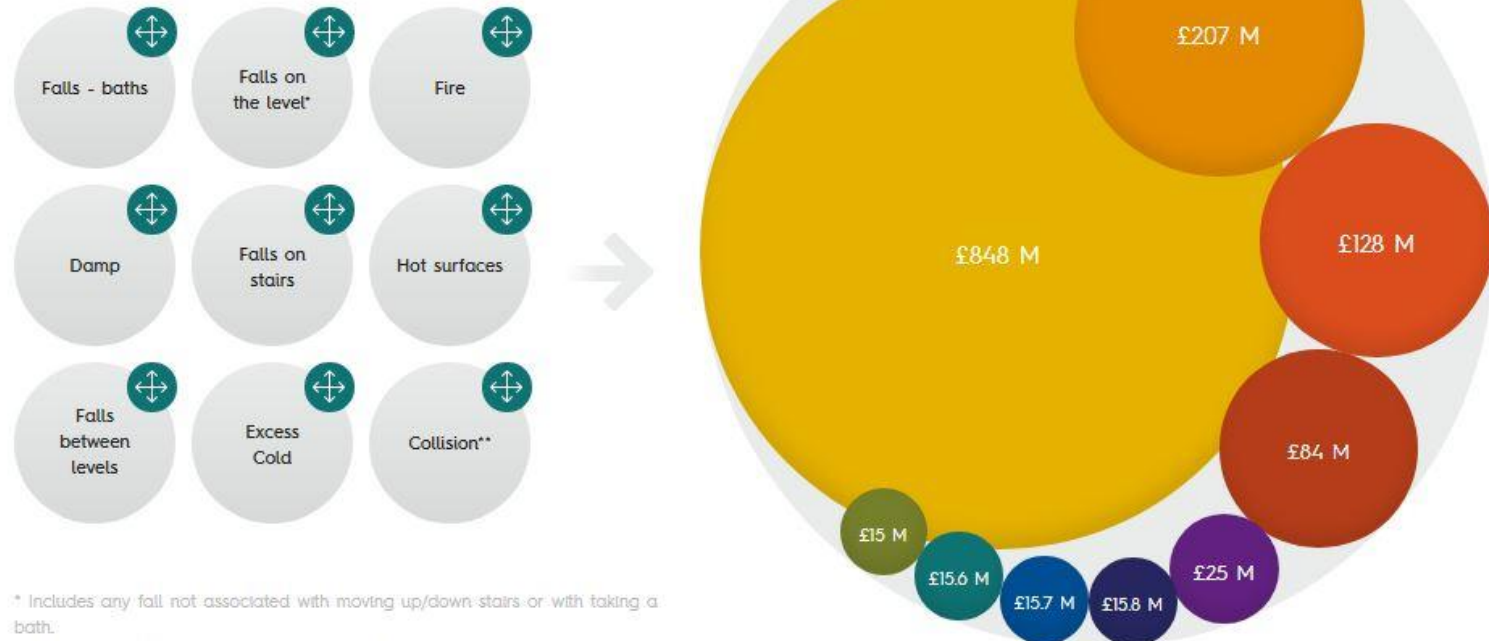
FROM PERSONAL TO POLITICAL

What do cold homes cost a country?

Interactive version

Can you match each of the Top 9 Hazards to the bubble that represents its annual cost?

Note, the size of the bubble reflects the portion of overall costs shown by the outer circle.



* Includes any fall not associated with moving up/down stairs or with taking a bath.

** This relates to injury from body parts getting trapped in doors and

WHO IS DOING WHAT?

Solutions reporting to empower

- **Highlight technology, policy and social solutions** that are having positive impacts and could be taken up by others.
- Feature articles
- News briefs / fact sheets
- Editorials
- Infographics / interactive elements

SOLUTIONS REPORTING TO EMPOWER

Who is doing what?

Researchers

Podcast: [Brenda Boardman](#)



Policy makers

Government of Ireland:
[Warmth & Wellbeing Scheme](#)

- **2016:** Reported launch / aims
- **2018/19:** Reporting on outcome through co-production

SOLUTIONS REPORTING TO EMPOWER

Who is doing what?

Advocacy groups



International action



SOLUTIONS REPORTING TO EMPOWER

Who is doing what?

Social innovators



EMPOWER: WHAT CAN YOU DO?

Social media to raise awareness daily

- **Provide energy-saving tips** / explain why they work
- **Facilitate access to services** / give info & links
- **Build up networks of energy activists** to help those in need
- **Encourage the 'energy rich' to be more conscientious consumers**

Twitter: @EnActNow Instagram: @everyday_energy

Energy saving tips / Samples



Heating & cooling

▶ **Create a personal air conditioner by placing a bowl of ice and water in front of a fan.**

The fan will disperse cool, moist air coming off the ice, and have you feeling more comfortable in minutes.

More tips @ www.coldathome.today/act-now



Appliances

▶ **Don't just stand there with the fridge door open! Know what you want and go for it.**

The average family opens the fridge 40-60 times/day; 'just looking' eats up about \$20/yr of electricity.

More tips @ www.coldathome.today/act-now

Translated to Portuguese; French & Russian in the works.

Social Media

Facebook (9,000 followers)

- Energy news, energy savings tips, EnFacts
- www.facebook.com/theenergyactionproject

Twitter (2,100) / @EnActNow

- News stories from around the world /

Instagram (800) / @everyday_energy

- What does energy poverty look like?
- How do we use energy every day?

LinkedIn (2,100)

- Reaching out to experts

Successes and challenges

Successes

- EnAct invited to join EPOV, R2E & SEF/Ashoka
- Documentary film / 1st prize Danish Press Agency
- Broad recognition of a unique communications tool
- Attracting diverse audiences – public and actors
- Regular offers to contribute

Challenges

- Raising our profile, building audience size
- Attracting media attention to get public audience
- Securing long-term, stable funding

Wrap-up discussion

- **Elevator pitches from others (2 minutes!)**
- **Feedback / exchange on opportunities to partner, advance, enhance or otherwise engage**
- **Any failures / pitfalls you can help others avoid?**
- **What challenges do you still face – i.e. where is innovation still needed?**



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Websites: www.en-act.org / www.coldathome.today

Contact: Marilyn.smith@en-act.org / +33 6 1601 8932