



## In Leicester, sustainable energy is a matter for all

Leicester is one of the 12 pioneer cities of the European ENGAGE campaign, 12 cities that chose to involve their citizens in reaching the EU 3x20 objectives using a participatory approach. Indeed, thanks to a user-friendly online tool, local authorities can create participant posters with concrete energy and climate engagements. Tailor-made posters foster emulation, encouraging ENGAGE participants to make real energy savings and to monitor their energy consumption!

Since the beginning of the campaign, 48 other European cities have joined ENGAGE, including the city of York. 432 posters have been created by Leicester so far, displaying as many citizens taking a pledge in favour of sustainable energy. The city's participation in ENGAGE also contributes to reach its own ambitious energy and climate objectives set within their programme of action "Greener Leicester - a low carbon city". ENGAGE has indeed proved to lead to concrete positive results as regards citizens' eco-friendly behaviours: by the end of 2012, participants in the 12 ENGAGE pioneer cities monitored were able to avoid 40,000 tonnes of CO<sub>2</sub> emissions. On average, citizens taking part in the campaign have reduced their individual annual CO<sub>2</sub> emissions by 12%!

The ENGAGE campaign is led by Energy Cities, the European association of local authorities inventing their energy future. With over 20 years of experience, Energy Cities has grown into a network of over 1,000 members with a unique expertise in the field of sustainable energy policies. Today, the network is a credible and trusted advocate of local authorities in the fields of energy efficiency, renewables, climate mitigation, regional policies and financing.

Energy Cities is notably the coordinator of the Covenant of Mayors Office ([www.eumayors.eu](http://www.eumayors.eu)) and one of the official Supporters of the Covenant of Mayors. Since 2009, over 4,800 Signatories have joined this unprecedented European movement involving local and regional authorities. The United-Kingdom counts 37 Signatories, including the capital cities of London, Cardiff and Edinburgh. By committing to go beyond the EU's 3x20 targets by 2020, they seize the opportunity to bring new jobs, well-being and inward investments to their cities and become crucial partners of the European institutions.

That is what Milton Keynes Council is actively doing. A Covenant Signatory and a member of Energy Cities, Milton Keynes is highly involved in sustainable energy matters. The city is one of the ten partners of Energy Cities' project "IMAGINE...low energy cities", co-financed by the INTERREG IVC programme of the European Regional Development Fund. Together with seven other European cities, HafenCity University Hamburg and Energy Cities, they use multi-level cooperation and experience-sharing as the basis for building their local energy roadmaps 2050.

**For more information about Energy Cities, visit [www.energy-cities.eu](http://www.energy-cities.eu)**

