


| ENERGO KID – energy efficiency education for children – Rijeka, Croatia | |
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| Keywords | Energy efficiency, public lightning, energy |
| Pictures |  <p>The left image is a logo for 'energo kid' featuring a cartoon character with a flame-like head, wearing a blue suit with an 'e' on the chest. Text includes 'energo kid', 'u akciji energetske efikasnosti', and 'energo živjeti bolje!'. The right image shows the mascot in a blue suit standing in a room, surrounded by a group of children sitting on the floor, engaged in an activity.</p> |
| Objectives | <p><i>Main objectives are:</i></p> <ul style="list-style-type: none"> - to raise up awareness among younger population on energy efficiency, - share useful tips how to save energy, and how to control its spending, - sustainable development, - to raise up awareness on energy consumption on environment - to lower emissions of CO₂ into atmosphere |
| Description | <p>The project «Energo Kid» started in January of 2007. The idea is to introduce the youngest population with something that surrounds them in everyday life. And that is gas and its utilization. Energo Kid is always present during educational broadcasts of Energo on local TV stations and local radio stations. The broadcasts are about energetic efficiency, ecology and energy saving. In making this project possible, it has been included several marketing agencies: «Studio oblik», «100% ideja», «Libra» and «Kreativni odjel» with technical support of TV station «Kanal Ri».</p> <p>The Energo Kid stickers, time-table, brochures, calendar, puppet play “Plinko”...</p> |
| Results / Achievements | Awareness raising on energy efficiency. |
| Friendly advice for replication | Effective way to introduce gas and all about heating to the youngest population. |
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