



EUSALP ENERGY AWARD 2022

Communication toolkit





Disclaimer

This communication toolkit includes examples of newsletter texts, social media posts and informs about the logo and the visual identity of the EUSALP Energy Award 2022. The toolkit is meant to facilitate the individual promotion of the EUSALP Energy Award through various communication channels by a variety of actors. Users are welcome to adapt the contents of this material for their promotional purposes without the need for prior information to the EUSALP.



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1. Visual identity

The visual identity of the EUSALP Energy Award comprises the logo and a visual component. Please use them when communicating about the EUSALP Energy Award.

Logo



Visual Identity



Download [here](#) the logo and visual identity.



2. Newsletter text

You may use the following news template in your newsletter to support the promotion of the EUSALP Energy Award.

a. English

The EU Strategy for the Alpine Region (EUSALP) awards best practices that support the energy transition in the Alps

The EUSALP Energy Award recognizes best practices that contribute to the implementation of the energy transition in the Alpine area through the roll-out of renewable energy and energy efficiency measures.

In 2022, the award focuses on the topic of **activation and participation of citizens in the energy transition in the Alps**. The jury looks for best practices in the following fields of action:

1. Communication and awareness-raising towards citizens;
2. Participatory approaches to roll out energy efficiency and renewable energies on the local, regional, national and transnational level;
3. Innovative financing models to support the energy transition and citizens' involvement.

Candidates can apply until the 16th of September.

Further **information on the application procedure** and a **communication tool kit** to support the communication can be found on the [EUSALP website](#).

The EUSALP Energy Award is an initiative of the EUSALP Action Group 9, initiated under the umbrella of the Italian EUSALP Presidency 2022. The award is financially supported by the Technical Assistance Fund of the European Commission, DG Regio.



b. French

La Stratégie de l'UE pour la Région Alpine (SUERA) récompense les meilleures pratiques en faveur de la transition énergétique dans les Alpes

Le Prix de l'Énergie de la SUERA (EUSALP Energy Award) récompense les meilleures pratiques qui contribuent à la mise en œuvre de la transition énergétique dans l'espace alpin par le déploiement d'énergies renouvelables et de mesures visant à améliorer l'efficacité énergétique.

En 2022, le prix se concentre sur le thème de la **mobilisation et de la participation des citoyens à la transition énergétique dans les Alpes**. Le jury recherche les meilleures pratiques dans les domaines d'action suivants :

1. La communication et la sensibilisation auprès des citoyens ;
2. Les approches participatives pour déployer l'efficacité énergétique et les énergies renouvelables au niveau local, régional, national et transnational ;
3. Les modèles de financement innovants pour soutenir la transition énergétique et l'implication des citoyens.

Les candidats peuvent déposer leur candidature jusqu'au 16 septembre.

Des **informations supplémentaires sur la procédure de candidature** et un **kit d'outils de communication** pour soutenir la communication sont disponibles sur le [site de la SUERA](#).

Le Prix de l'Énergie de la SUERA est une initiative du groupe d'action 9 de la SUERA, lancée sous l'égide de la présidence italienne de la SUERA 2022. Le prix est soutenu financièrement par le Fonds d'assistance technique de la Commission européenne, DG Regio.



c. German

Die EU-Strategie für den Alpenraum (EUSALP) zeichnet Best Practices zur Unterstützung der Energiewende im Alpenraum aus

Mit dem EUSALP-Energiepreis werden Best Practices ausgezeichnet, die zur Umsetzung der Energiewende im Alpenraum durch die Einführung von erneuerbaren Energien und Energieeffizienzmaßnahmen beitragen.

Im Jahr 2022 konzentriert sich der Preis auf das Thema der **Aktivierung und Beteiligung der Bürgerinnen und Bürger an der Energiewende in den Alpen**. Die Jury sucht nach Best Practices in den folgenden Handlungsfeldern:

1. Kommunikation und Bewusstseinsbildung bei Bürgerinnen und Bürgern;
2. Partizipative Ansätze zur Einführung von Energieeffizienz und erneuerbaren Energien auf lokaler, regionaler, nationaler und transnationaler Ebene;
3. Innovative Finanzierungsmodelle zur Unterstützung der Energiewende und der Bürgerbeteiligung.

Kandidaturen können bis zum 16. September eingereicht werden.

Weitere Informationen zum Bewerbungsverfahren und ein **Kommunikations-Toolkit** zur Unterstützung der Kommunikation finden Sie auf der [EUSALP-Website](#).

Der EUSALP-Energiepreis ist eine Initiative der EUSALP-Aktionsgruppe 9, die unter der Schirmherrschaft der italienischen EUSALP-Präsidentschaft 2022 ins Leben gerufen wurde. Der Preis wird durch den Fonds für technische Hilfe der Europäischen Kommission, GD Regio, finanziell unterstützt.



d. Italian

La Strategia Europea per la Macro-Regione Alpina (EUSALP) premia le migliori pratiche a sostegno della transizione energetica nella Regione Alpina.

L'EUSALP Energy Award premia le buone pratiche che contribuiscono all'attuazione della transizione energetica nell'area alpina attraverso l'introduzione di misure di energia rinnovabile e di efficienza energetica.

Nel 2022 il premio si focalizza sul tema **dell'attivazione e della partecipazione dei cittadini alla transizione energetica nella Regione Alpina**. La giuria ricerca buone pratiche nei seguenti campi di azione:

1. Comunicazione e sensibilizzazione verso i cittadini;
2. Approcci partecipativi per implementare l'efficienza energetica e le energie rinnovabili a livello locale, regionale, nazionale e transnazionale;
3. Modelli di finanziamento innovativi per supportare la transizione energetica e il coinvolgimento dei cittadini.

I candidati possono inviare la domanda fino al 16 settembre 2022.

Ulteriori informazioni sulla procedura di candidatura e un kit contenente strumenti a supporto della comunicazione sono disponibili sul [sito web di EUSALP](#).

L'EUSALP Energy Award è un'iniziativa dell'Action Group 9 di EUSALP, avviata sotto l'egida della Presidenza italiana EUSALP 2022. Il premio è finanziato dal Fondo di Assistenza Tecnica della Commissione Europea, DG Regio.



e. Slovenian

Strategija EU za alpsko regijo (EUSALP) nagraduje najboljše prakse, ki podpirajo učinkovit energetski prehod v Alpah

Nagrada EUSALP Energy Award nagraduje najboljše prakse, ki prispevajo k energetskemu prehodu v alpskem prostoru z uvajanjem obnovljivih virov energije in ukrepov energetske učinkovitosti.

V letu 2022 se nagrada osredotoča na področje **aktiviranja in sodelovanja državljanov** pri učinkovitem energetskem prehodu v Alpah. Žirija išče najboljše prakse na naslednjih področjih delovanja:

1. Komuniciranje in ozaveščanje državljanov;
2. Participativni pristopi za uvedbo energetske učinkovitosti in obnovljivih virov energije na lokalni, regionalni, nacionalni in transnacionalni ravni;
3. Inovativni modeli financiranja za podporo energetskemu prehodu in vključevanju državljanov.

Kandidati se lahko prijavijo do 16. septembra.

Dodatne informacije o postopku prijave in komunikacijskih orodij za podporo komunikacije najdete [na spletni strani EUSALP](#).



Nagrada EUSALP Energy Award je pobuda EUSALP Action Group 9, ki je nastala pod okriljem italijanskega predsedstva EUSALP 2022. Nagrado finančno podpira Sklad za tehnično pomoč Evropske komisije, DG Regio.





3. Social media

Use the hashtag **#EUSALP_EA** to spread information about the EUSALP Energy Award on your social media channels.

Examples of posts:

	<p>The #EUSALP Energy Award is searching for best practices that support the energy transition in the Alps in the field of citizen activation and participation. Apply now to get the opportunity to promote your best practice on communication, roll-out of energy efficiency and renewables, or financing models and connect with an international network of stakeholders! https://www.alpine-region.eu/projects/eusalp-energy-award-2022</p> <p>#EUSALP_EA #Energy #energyaward #energycompetition #energytransition #renewableenergy #climateaction #sustainability #climatechange #solarenergy #cleanenergy #cop26 #renewables #climate #globalwarming #climateemergency #wind #iaea #belugasolar #iloverenewables #sustainable #greenenergy #solarpower #netzeroenergy #innovation #greendeal #citizenenergy #impactinvesting #energyefficiency #energycommunity</p>
	<p>The EUSALP Energy Award is searching for best practices that support the energy transition in the Alps in the field of citizen activation and participation. Apply now to get the opportunity to promote your best practice and connect with an international network of stakeholders! https://www.alpine-region.eu/projects/eusalp-energy-award-2022</p> <p>#EUSALP_EA</p>



	<p>Energy award You are an innovative example in the field of communication, deployment or financing to activate citizens for the energy transition? !</p> <p>Take part in the #EUSALP_EA until 16/09:</p> <p>https://bit.ly/3B21cMr</p>
	<p>♻️ Energy transition is necessary to fight climate change. The Alpine Region is particularly affected. But our Region is also at the heart of the climate transition and at the forefront of innovation.</p> <p>IT The Italian Presidency of @EUSALP has launched the Energy Award competition, to promote good practices and awareness raising about the importance of citizens in the energy transition.</p> <p>💡 Present your innovative solutions in the field of communication, deployment or financing on the theme of citizens in the energy transition!</p> <p>📅 Apply until 16 September to spread your initiative! For more information: https://swll.to/8OgIdYy</p>

You may use the following visual material for your social news feeds.



Download [here](#) the material for visuals on the social media.



For further information regarding the EUSALP Energy Award refer to:

2022@eusalp-presidency.it