



Media Information Pack

Energy Conservation Campaign Autumn 2005

Part of the
The Green Olympics
Oldham Borough's Environmental Challenge
2005-07

"The aim of the Green Olympics is to focus on the simple actions we can all take individually, or at community level, to help protect and enhance both the local and global environment.

In the Green Olympics we all win."

Bill Edwards, Chair, Oldham Environment Partnership

SAVE ENERGY
SAVE MONEY
SAVE CLIMATE
WE ALL WIN

Overview of the Green Olympics

Oldham Borough's Environmental Challenge 2005-07



Summary

Between October 2005 and March 2007, the Green Olympics will feature 6 themed campaigns. Each will target a hot environmental topic such as energy efficiency, recycling, walking & cycling and local litter and wildlife.

Each 4-8 week themed campaign will feature:

- Launch event with photo-call opportunity
- Free or subsidised items to encourage individual action (compost bins, water butts, low-energy light bulbs etc.)
- A Community Challenge to encourage people to come together to tackle an issue together
- Media and promotional activity featuring competitions, events, activities, human-interest stories and articles from the environmental professionals. Media information packs will be produced for each themed campaign.
- Measured awareness of the campaign and branding and quantified impact of action on the ground.

Partners:

- Oldham Environment Partnership
Includes over 30 organisations from the public, private and voluntary sectors (Oldham Council, Groundwork Oldham and Rochdale, United Utilities, The Environment Agency, North Manchester Energy Efficiency Advice Centre, Friends of the Earth etc.)
- Oldham Evening Chronicle
- Oldham Advertiser

Funding

- Funding has been secured from the Government's Neighbourhood Renewal Fund for the Green Olympics 2005-2007.

Contacts:

- For full media support contact: Chris Andrews at Oldham MBC's Marketing and Communication Section Tel: 0161 911 4708 Email: chris.andrews@oldham.gov.uk
- For further development of Green Olympics campaign ideas contact:
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Logos

- Logo's for the Green Olympics are available in JEG and EPS formats from Oldham Council's Marketing and Communication Team.

The Green Olympics

Energy Conservation Campaign

Autumn 2005

Oldham Environment Partnership has commissioned the North Manchester Energy Efficiency Advice Centre (NM EEAC) to co-ordinate this element of the Green Olympics.

The EEAC is using the '**Save Your 20%**' theme for the Green Olympics Campaign because it ties into two other campaigns that are running simultaneously at a local level.

- The Energy Saving Trust (EST) Campaign '**Save your 20%**' runs from the end of October until end of December. Co-ordinating the campaigns will allow the EEAC to utilise themed promotional material from EST.
- Manchester is my Planet Campaign - first phase is currently running until the end of October. This campaign requires people to make a pledge to **reduce green house gas emissions by 20%** by 2010. To sign up to make a pledge you can send a postcard, visit the website www.manchesterismyplanet.com or text pledge to 80010. Each person is then sent a pledge pack.

Summary of Confirmed Activities

Please note that press releases with further details will also be produced for each activity.

Activity	Date(s)	Media Angle
Green Olympics (+ Energy Campaign) Official Launch Details to be confirmed	18 th Oct am	Photocall/ recording/ filming opportunity
Oldham Borough Energy Calendar Free calendar designed to promote Saving Energy in the Home together with information about grants and schemes. Save Your 20% is the main theme under The Green Olympics campaign. This will be distributed free to over 80,000 households.	Through October 2005	Promoting the featured climate change pledge challenge
Paid for advertising The EEAC will advertise the Green Olympics Campaign through Streetbroadcast media. Advertising will appear for 4 weeks through the campaign at 8 sites in Oldham Town Centre and main arterial routes. Paid for adverts will also be taken out in the Oldham Chronicle to encourage people to attend the campaign events.	Through campaign	n/a

<p>Open Day Events During Energy Efficiency Week the EEAC will promote Save your 20% through open events which will allow Oldhamers the opportunity to stop by and pick up a 'Save Energy' starters pack which will include: CFL's, beanie hat, pens, information leaflets, pledge postcard and a kettle or Hot Water Thermal Jacket if the person qualifies.</p>	14 th , 25 th , 26 th Oct	Pre-event publicity + Photocall/ recording/ filming opportunity
<p>Oldham Hospital Event Energy Efficiency promotion event with giveaways to hospital visitors</p>	4 th Nov	Pre-event publicity
<p>Affordable Warmth for All @ Oldham Gallery Green Olympics Stand. General promotion of Energy Efficiency. Green Olympic Competition. In2Act theatre group will perform for 15 minutes at intervals throughout the day on saving energy.</p>	11 th Nov	Pre-event publicity + Photocall/ recording/ filming opportunity
<p>Green Olympic Event @ Oldham Civic Centre It will be an all day energy promotion for the general public, including energy efficiency and renewable energy. Event will be promoted on the day by Snug Bug and Lenny the Lightbulb who will hand out fliers to people.</p> <p>In2Act will also perform their energy saving play throughout the day. All attendees will be entered into a prize-draw to win £200 voucher for a new A-rated appliance.</p> <p>Tea/Coffee will be provided.</p>	7 th Dec	Pre-event publicity + Photocall/ recording/ filming opportunity

Summary of additional articles

Human-interest stories + copy from environmental professionals

Articles	Approx date
Climate Change	18 th Oct
Renewable Energy	End Oct
Save your 20%	End Oct
Environment Theme press release	Nov
Climate Change	Dec
Energy Theme press release	Jan

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Energy Conservation Campaign

Energy Facts

- Every household in the UK creates around 6 tonnes of Carbon Dioxide every year-enough to fill 6 hot air balloons.
- More than 40% of all the heat lost in a home is through the loft and walls.
- The older your boiler is, the more inefficient it becomes and the higher the gas bills you will receive.
- We use £800 million worth of electricity, by using washing machines, tumble dryers and dishwashers. This produces 5 million tonnes of carbon dioxide each year.
- UK households use £1.2 billion worth of electricity every year on cooling and freezing food and drinks using up as much electricity as all offices.
- Every year in the UK VCRs use £113million, and TVs £50 million, worth of electricity by being left on stand-by. In fact 85% of electricity used by your VCR is consumed while it is not actually on.
- If everyone boiled only the water they needed you make a cup of tea instead of “filling” the kettle every time, we could save enough electricity in a year to run more than three quarters of the street lighting in the country.
- In most homes, lighting accounts for 10-15% of the electricity bill.

If every household in Oldham:

- upgraded their boiler to a condensing boiler this would save 333 million kW hours per year of energy and 60,000 tonnes of carbon dioxide and save 32% on each household heating bill, that's 32p on every pound spent.
- installed cavity wall insulation it would save 142 million kW hours of energy and save 30,000 tonnes of carbon dioxide and also save 25% on each households heating bill.
- installed Loft insulation this would make a saving of 79 million kW hours of energy and 20,000 tonnes of carbon dioxide and save 25% on heating bills.

Web Links for further info

www.saveenergy.co.uk

www.manchesterismyplanet.com

www.saveyour20percent.co.uk