

## PRESS RELEASE

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Climate Alliance

# The energy under our feet: Video makes geothermal energy accessible

Short film by EU-funded Greta project wins award for best communication of a complex topic

**Embargoed until 23 November 2017, 5PM**

**Munich/Frankfurt, 23 November 2017.** The European Association for Alpine Strategy has awarded its video competition prize to a short film promoting the use of near-surface geothermal energy in municipalities. "Near-surface geothermal energy is rarely integrated into municipal energy planning. This video and the Greta project aim to make this sustainable energy source more accessible," explains Andreas Kress, Greta project manager at the Climate Alliance city network. The project partners of the Greta initiative presented the film for the first time on 7 November at their mid-term conference in Salzburg. The EU's Interreg – Alpine Space funding programme organised the competition inviting a total of 33 initiatives in the Alpine region to submit videos. Three of these were recognised today at the annual Alpine Strategy Forum in Munich.

### Further Information

- [Video](#) (on YouTube)
- Information on Greta: [Website](#) | [Informational sheet](#) (pdf) | [Midterm conference](#)
- [EUSALP Forum](#)

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### THE GRETA PROJECT

The GRETA project (Near-surface Geothermal Resources in the Territory of the Alpine Space) promotes the sustainable use of near-surface geothermal energy in the Alpine region and thus contributes to a reduction in CO<sub>2</sub> emissions. GRETA provides concrete support for the exchange of knowledge on licensing and implementation practices between Alpine countries as well as the assessment of area-wide potentials. The project also provides technical information for planners and municipalities. A geothermal potential map provides a basis for decision making regarding the integration of geothermal plants into political planning instruments and guidelines developed within the project facilitate the harmonisation of implementation processes and approval procedures in the Alpine region. [www.alpine-space.eu/projects/greta](http://www.alpine-space.eu/projects/greta)

### THE CLIMATE ALLIANCE

For more than 25 years, Climate Alliance member municipalities have been acting in partnership with indigenous rainforest peoples for the benefit of the global climate. With some 1,700 members spread across 27 European countries, Climate Alliance is the world's largest city network dedicated to climate action and the only one to set tangible targets: each member city, town and district has committed itself to reducing greenhouse gas emissions by 10 percent every 5 years. Recognising the impact our lifestyles can have on the world's most vulnerable people and places, Climate Alliance pairs local action with global responsibility. [climatealliance.org](http://climatealliance.org)