



How municipalities successfully engage citizens

European municipalities face unprecedented pressure to deliver measurable energy savings while maintaining citizen trust and engagement. The SaveEnergyTogether partners tested large-scale campaigns across five countries—reaching over 6.6 million households—and proven that simple, low-cost behavioral interventions can generate 100 GWh/year in primary energy savings. This workshop is about sharing and improving citizen engagement campaigns for municipalities to use in their own context. Whether you're a municipal officer implementing energy efficiency climate actions or adaptation climate actions, an energy agency coordinating regional campaigns, or an NGO, working with citizen groups, you'll leave with concrete tools, tested activities, and peer insights ready for immediate uptake. The workshop is designed as a peer-learning workshop with short inputs, showcases, and Collegial Counselling as a structured breakout discussion.

1. FROM COMMUNICATION IDEA TO MUNICIPAL CAMPAIGNS: TURNING SIMPLE ENERGY SAVING ACTIONS INTO LOCAL IM- PACT

Altan Sahin, Austrian Energy Agency

2. FIVE STORIES OF CITIZEN ENGAGEMENT FOR ENERGY SAVING

The storytellers: ADENE - the Portuguese Energy Agency, Energy Agency Tyrol, eza! – Regional Energy Agency Allgäu, Lithuanian Consumers Alliance, Slovenian Consumers' Association

Five campaign stories in Pecha Kucha style will showcase the most interesting parts of the campaigns: 1) How it started; 2) What worked (and what didn't); 3) What other municipalities can learn and transfer.



**Citizen Engagement as a Driver of
Energy Efficiency in Municipalities**
SaveEnergyTogether Final Event

29-30 September 2026
Les Ateliers des Tanneurs, Brussels (BE)





Bring your case!

Do you have plans to engage citizens in climate actions? Bring your case to this session and our group tries to solve the challenge by assuming that it can be redeveloped.

To present your case, consider information on:

- What is at the heart of your challenge?
- Which part of it is transferable?
- What local conditions are essential?

3. BREAKOUT GROUPS: SOLVE REAL CAMPAIGN CHALLENGES TOGETHER

A structured peer-learning session where small groups tackle real campaign challenges. Participants will have the chance to benefit of the cases for their own ideas for citizen engagement activities. In small groups, participants can tackle real-life challenges and interact with the five storytellers for tailored advice as well.

Each group captures answers on:

The measure (transferable idea, target group, communication channels)

The challenge (barriers: resource needs, governance, target group needs)

The solution (recommendations for replication in other settings).

4. PLENARY SYNTHESIS: TRANSFERABLE IDEAS & BARRIERS

5. CLOSING: NEXT STEPS, MATERIALS



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