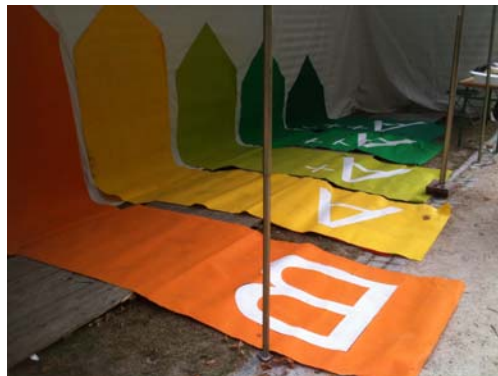

DISSEMINATION ACTIVITY – ABEA (BELGIUM)

On the 5th of June, at the Environmental Day organised by the Brussels Environment Institute, the ABEA was playing an active play in the dissemination of information on energy consumption and the new labelling of appliances.

Our stand had a double standard size: on one part we provided information on typical energy efficiency and renewable energy topics ; on the other side, we had special Come On Labels activities.

In order to attract people to our stand, we “recycled” the carpet labels arrows used during the fifth edition of the EU Sustainable Energy Week that took place in Brussels from 11th to 15th of April 2011.

See <http://ec.europa.eu/avservices/video/videoplayer.cfm?ref=76878&sitelang=en>



Picture 1 - Preparation of our stand

The attendees of this popular fair were mostly families, so the information given out was more consumer- oriented rather than targeted to the professionals. Nevertheless, our specific Come On Labels leaflets and oral information were received with great interest.



Picture 2 - The tag

To be able to really catch the parent's attention, we offered an activity to the children which enabled us to explain fully the whole new energy label, as well as practical tips to use less energy. The children had to “build” a big paper flower, in the colours of the energy label, add our logo, and then write their name on a tag on which was the new energy label.



Picture 3 - The paper flower with the colours of the energy label



Picture 4 - A family who received information while the daughter made a flower



They could also answer a quiz on energy. There were 3 levels (easy, medium and hard). The 2nd and 3rd levels were generally answered by the whole family. Prizes could be won depending on the number of right answers. All the wrong answers were explained, and we made sure they understood all the answers, even the right ones they gave.



Picture 5 - Flower making and quiz answering were the activities for the children

We estimate to 400 minimum the number of visitors at our stand.



Figure 2 - Our Visitors

We had 2 Come on Labels leaflets to give out : one on the fridge and one on the maintenance of the laundry (which had been more successful).

- 1 - The leaflet on the fridge contained : (the full version is in attachment)
 - the new label (and the old one in smaller size),

- practical tips to lower the energy consumption of fridges,
- grants given to buy energy efficient appliances.

2 - The leaflet on the maintenance of the laundry contained useful information as well as for the washing machine as for the tumble dryer (the full version is in attachment) :

Regarding the washing machine, the leaflet indicates:

- the new label (and the old one in smaller size)
- practical tips on how to use the washing machine in the best optimal way

Regarding the tumble dryer, there was:

- the old label (since there isn't a new one planned)
- practical tips on the choice of a tumble dryer and how to use it the best way

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