

Demonstrating citizens' engagement

Everybody has to contribute to fighting climate change and promoting energy transition in proportion to their responsibilities. “Alone, I will achieve nothing! I agree to act, but only if others are involved too” is a common, and legitimate, reaction.

Many initiatives taking place throughout the territories are often ignored. They are led by citizens, households, entrepreneurs and administrations who do not know one another and whose efforts are not recognised. These “motivated” people are, however, showing the way towards a low energy city and a high quality of life for all.

They are open and generous. They, their actions and their results need to be given more visibility. Everybody should be proud of them and be invited to join the movement.

Pamplona is a good example of engaged and motivated citizens.

Pamplona: Display your engagement for fighting climate change!

The City Council of Pamplona encourages citizens to share their sustainable energy initiatives and to display them! [ENGAGE is a European participative campaign](#) through which citizens and local players commit to taking action in favour of the energy transition.

Pamplona is one of the twelve pioneering cities involved in the ENGAGE campaign. During public events, such as the famous festival of San Fermín, **visitors can go to a stand, have their picture taken and pledge a commitment to save energy.**

Thanks to an online tool, Pamplona can create personalised posters in just a few clicks. These posters are then displayed in the city's streets for everyone to see!

How to act?

Draw up a list, communicate on, and publicly acknowledge public, private and associative players who carry out retrofitting works in their buildings, change their mode of transport, buy local products, offer renewable energy or energy services, install solar units or invent new lifestyles. This initiative must come from the local authority, even though its implementation can be entrusted to an energy agency or an association. It is a perfect opportunity for stimulating creativity and engaging the population in an attractive and optimistic way!

Conditions for success

- Giving actions a human dimension and communicating using pictures showing people rather than objects.
- Supporting and advising committed players and encouraging events: field visits, festivals, shows, competitions, business clubs, etc.
- Using social networks and Internet mapping technologies to show that a mass effect is in progress and can encourage engagement.
- Making this process a collective ambition driver