



РЕПУБЛИКА СРБИЈА
АГЕНЦИЈА ЗА
ЕНЕРГЕТСКУ ЕФИКАСНОСТ
REPUBLIC OF SERBIA
ENERGY EFFICIENCY
AGENCY



fm mreža ritam vašeg grada

CAMPAIGN «I DO RATIONALLY USE ENERGY» RAISED AWARENESS!

THE EUROPEAN ENERGY SAVING DAY CELEBRATED IN SERBIA

on the 13th Day of February 2009.

According to the turnout of radio listeners and other media, and their activation in this campaign, we could say that our appeal had reached its goal: there had been intensive talks about the need for rational consumption of energy through many electronic media, institutions, as well as municipalities (among them to be mentioned: municipality of the town of Vrsac, Stara Pazova, Knjazevac, Alibunar, Kragujevac); on February 13th street-light had been turned off for a short period (up to 30 minutes) or there had been organized meetings and lectures on energy efficiency in the towns of Knjazevac and Sombor, for example.

The Radio Belgrade 202's campaign "I DO RATIONALLY USE ENERGY" was institutionally and professionally supported by the Serbian Energy Efficiency Agency.

The campaign, lasted approx. two weeks, it was free of charge; that means that all involved in its realization volunteered.

RTS programmes, both Radio and TV, broadcast about 10 hours of programme devoted to energy. More than 30 collocutors – guests, participants, assistants, and listeners participated. More than 20 radio stations all over Serbia, but also from Croatia, Romania and Hungary broadcast our information. More than 10 TV stations did the same.

FACEBOOK web site gathered more than 90 "friends", to mention famous people with their fans, too.

More than 700 local sites announced the invitation for joining the campaign. About 13.000 results could be found only ten days after the beginning of the campaign on Google, under the title "I do use energy rationally".

Well, apart from RTS (**Radio Belgrade- Programme 202, Radio Belgrade 1, Radio Belgrade 2 and TV Belgrade- Magazine "OKO", News 2, Belgrade programme Beogradska Hronika, Morning Programme**), according to the collected information, the following media also broadcast our invitation: Radio Sava, Radio Vrsac, Radio Stara Pazova (in Serbian and the Slovak language), Radio Patak, Radio Maks, Radio Voktorija (in Romanian), radio FAB-Alibunar, Radio Bumbar-Plandiste, Radio Borovo from Croatia broadcast the jingle of Radio Belgrade and supported the event, as well as the Serbian redaction of Radio Hungary (public service) from the regional centre



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in Pécs. To be mentioned also the following TV stations: Avala, Studio B, Kopernikus, IN TV - Vršac, TV Banat-Vršac, TV Panovizija - Vršac, TV Lav-Vršac, the local TV station from the town of Knjazevac TV VG-4, as well as local TV stations from Stara Pazova. The invitation also had its electronic publication in Energy Press of PR Agency McCann Eriscon, as well as in the electronic bulletin "Stakleno zvono" from the town of Kragujevac. To be also mentioned web sites of Ministry of Science of the Republic of Serbia, the National broadcasting company RTS, B-92 and many others.

The following companies, institutions, educational centres, famous people, also participated in the campaign:

- The University of Belgrade
- Students' Union of the Faculty of Philosophy
- Rambo Amadeus, musician
- Prljavi inspektor Blaza, musician with his 3000 fans
- "Hemofarm" (company), Vrsac
- "Vrsacki vinogradi" (company)
- "Svisslion" (company), Takovo
- "Blagojevic Company", Novi Sad, awarded our listeners with saving light bulbs
- The National Theatre "Sterija", Vrsac (for 5 minutes before the performance all the electrical devices were switched off, as well as the stage lighting)
- The City Library "Karlo Bjelicki" from Sombor (the employees announced our invitation on their Facebook profile, gathering about 100 supporters. This chain of supporter includes 14 libraries from the district of Western Banat.)
- The literal community of the town of Vrsac
- The Cultural Centre of Vršac
- The Civil Association "CEFIX" - Vršac
- Tourist Union
- The House of Youth of Zajecar, Smederevo, Vršac
- The Serbian Spiritual and Biological Rehabilitation Society "Istocnik" gave lecture on energy saving, energetic efficiency and renewable energy sources on the premises of Philological High School
- Primary School "Majka Jugovica", Zemun, turned off all the electrical devices from 8 am till 8.30 am
- Administrators of the profile I DO USE ENERGY RATIONALLY/ opened platform for exchanging ideas and knowledges on energetic efficiency/ set up by the Energy Efficiency Agency of the Republic of Serbia as a non-official, personalized support to the Campaign
- The whole campaign was followed by numerous listeners of Programme 202, replying to e-mail address, set up on this occasion, as well as those who sent their replies to e-mail address set up by the Energy Efficiency Agency of the Republic of Serbia.



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Thanks to all of you who are «I DO RATIONALLY USE ENERGY'S» supporters and fans!
(The Campaign «I DO RATIONALLY USE ENERGY» is still running to be continued)

If positive or negative, please contact:

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