



Press Release (CEER PR 22-03)

Brussels, 28 April 2022

EU4Energy in Collaboration with EUNeighbours East Launch Energy Efficiency Campaign for Children

*This awareness-raising campaign dedicated to energy efficiency will run between 28 April and 8 May 2022 and will evolve around **Ozzy the Hamster**, one of the main characters of a new comic book on energy efficiency entitled “**Light Bulb**”.*

The comic book focuses on increasing the younger generations’ understanding of energy efficiency and energy-saving measures as well as of the negative impact wasting energy has on nature and the environment. Simple steps and tips to consume energy efficiently – switching off unused devices, drying clothes naturally instead of using a drying machine, turning down the heating, etc. – are showcased in the comic book in a fun way to help children develop energy saving habits.

“Light Bulb” is a story of four friends who discover an old cabin in the woods where animals volunteer to help Professor Slate find alternative methods of generating energy in order to avoid inflicting terrible damage to the environment and heal the earth. Professor Slate demonstrates to the children the horrible consequences that could happen to the planet and its population if humans do not start using energy efficiently. United in the idea of saving the planet by avoiding the waste of energy and boosting energy-saving habits among the inhabitants of their small town, the children – together with their beloved pets – manage to transform the life of one town.

To complement and reinforce the energy saving tips illustrated in the comic book, EUNeighbours East is launching a social media campaign featuring Ozzy the Hamster. The campaign will target and engage school children via different social media platforms and through school activities.

The comic book was developed in the framework of the EU4Energy Programme Phase II – **Promoting the Clean Energy Transition in the Eastern Partnership Countries**, which aims to contribute to the development of sound legislative and regulatory frameworks for energy, to support the region’s transition to clean energy and the liberalisation of its energy markets. The programme runs until December 2024 and will address new challenges and opportunities, such as the gradual embedding of digitalisation in all energy-relevant market segments, while promoting cost reflectivity. Thus, citizens of the Eastern partnership countries will benefit from sustainable energy investments, and increased regional market integration and intra-regional trade.

The EU4Energy initiative is funded by the European Union with a total budget of €8.5 million and is jointly implemented by CEER, the International Energy Agency (IEA) and the Energy Community Secretariat (EnCS).

To download the book: <https://www.ceer.eu/annual-regional-visibility-campaign#light-bulb>

About EU4Energy: <https://www.ceer.eu/eu4energy>

About EUNeighbours East, EaP countries: <https://euneighbourseast.eu/ozzy/>



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