



Co-funded by
the European Union



Press Release (CEER PR 23-09)

Brussels, 20 June 2023

Meet EU4Energy and the Council of European Energy Regulators at the EU Sustainable Energy Fair

The Council of European Energy Regulators (CEER) is presenting the communication and visibility materials developed *in the framework of the EU4Energy Programme Phase II – Promoting the Clean Energy Transition in the Eastern Partnership Countries at the EU Sustainable Energy Week Fair on 20-22 June 2023 in Brussels, Belgium.*

The stand at the fair on *Engaging Youth in Clean Energy Transition – Ozzy Hamster for Energy Efficiency and Renewable Energies* offers visitors materials developed for the younger generation with the aim of promoting energy efficiency and renewable energies.

In 2022, CEER published and printed the comic book **“Light Bulb”** on energy efficiency for raising climate and energy awareness in school children. The success of the campaign encouraged CEER to produce the second edition of the comic book – **“Glass Globe”**, dedicated to renewable energies for a cleaner, greener, safer and carbon-neutral economy. The comics emphasise the benefits associated with renewable energies compared with fossil fuels, portraying the damage inflicted on the environment by non-renewable energy sources.

With the support of EU Neighbours East, the campaign was a major success and a powerful awareness-raising tool, gathering more than 8.2 million impressions on social media, appearances in local press and media, school visits and other impactful events.

CEER’s stand showcases a concrete example of a successful information and awareness-raising campaign, tailored towards the future generation. The stand with posters, comic books and animated videos of the comics helps further increase the visibility and the reach of the campaign, encouraging and empowering other stakeholders to build tailored communication campaigns.

The EU4Energy Programme Phase II – **Promoting the Clean Energy Transition in the Eastern Partnership Countries** aims to contribute to the development of sound legislative and regulatory frameworks for energy and 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).

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

For more information:



Co-funded by
the European Union



	CEER
	Ms Alba Glass
Tel.	+32 471 29 79 13
Email:	alba.glass@ceer.eu
Website:	www.ceer.eu
Twitter:	twitter.com/CEERenergy
LinkedIn:	linkedin.com/company/council-of-european-energy-regulators/
Facebook:	facebook.com/CEERenergy