



Press Release (CEER PR 23-06)

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Ozzy the Hamster is back

EU4Energy in Collaboration with EU Neighbours East Launches second series of Renewable Energy and Energy Efficiency Campaign for Children

EU4Energy in collaboration with EU Neighbours East continues its awareness-raising campaign for children. This time the campaign is dedicated to renewable energy and will run from 5 to 30 June 2023. The well-known character from the first series of the comic book “Lightbulb” – Ozzy the Hamster offers unforgettable adventures to schoolchildren.

The second series of the comic book entitled “*Glass Globe*” focuses on increasing younger generations’ understanding of renewable energy sources and the importance of using clean energy for our planet. The comics provide information in an understandable language about renewable energy sources such as hydro power, wind and solar energy and explains how natural elements can be converted into energy. Together with the comic book, a **Do-It-Yourself** kit has been developed to ensure better understanding of a complex phenomenon of renewable energy and energy efficiency through practical application of the acquired knowledge.

This time, *Ozzy the Hamster* helps his friends to predict the possible danger that their small town will face in the future due to the irrational use of non-renewable energy sources and helps them to stop the upcoming catastrophe by exploring alternative green energy solutions. The heroes of the book manage to change their fate by disseminating knowledge and helping the population to change their way of using energy.

To complement and reinforce the tips and tricks illustrated in the comic book, EU Neighbours East is launching a social media campaign featuring *Ozzy the Hamster*. The campaign will run at the same time as the [EU Green Week](#) and 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 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).

Download the book and be part of Ozzy’s journey: <https://www.ceer.eu/annual-regional-visibility-campaign>

Visit Ozzy’s Webpage: <https://euneighbourseast.eu/ozzyenergy>



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

About EU Neighbours East: <https://euneighbourseast.eu/>

For more information:

	CEER	Energy Community Secretariat	International Energy Agency
	Ms Alba Glass	Ms Erëza Vela	Ms Julie Puech
Tel.	+32 471 29 79 13	+43 (0)1 535 2222-215	+33 6 87 10 00 96
Email:	alba.glass@ceer.eu	ereza.vela@energy-community.org	Julie.puech@iea.org
Website:	www.ceer.eu	www.energy-community.org	www.iea.org
Twitter:	twitter.com/CEERenergy	twitter.com/ener_community	twitter.com/iea
LinkedIn:	linkedin.com/company/council-of-european-energy-regulators/	linkedin.com/company/energy-community	linkedin.com/company/international-energy-agency
Facebook:	facebook.com/CEERenergy	facebook.com/Ener.Community	facebook.com/internationalenergyagency/