



**Citizen Engagement as a Driver of
Energy Efficiency in Municipalities**
SaveEnergyTogether Final Event @ CAIC`26

WORKSHOP II
Shaping energy savings together

Local authorities play a key role in delivering Europe's energy transition. SaveEnergyTogether campaign blueprints, resources and experiences demonstrate how targeted communication and citizen engagement can lead to real, measurable energy savings at household level. At this workshop, participants will explore proven communication strategies that influence everyday energy behaviour, learn how to apply cost-benefit insights to local campaigns and exchange directly with municipalities and their energy agencies that have implemented successful initiatives.

Practical solutions were elaborated over the last 2 years with municipalities in 5 countries (Austria, Germany, Portugal, Lithuania and Slovenia) achieving measurable energy savings through public engagement and targeted communication campaigns.

The workshop draws on experiences from these five countries, demonstrating how well-designed local communication and citizen engagement strategies can effectively encourage households to implement simple and cost-effective energy-saving measures.

What to expect:

- Peer interaction: tailoring solutions case by case
- Work on real challenges brought by participants.
- Exchange with experienced practitioners.
- Focus on replicable communication strategies and measurable results.



- Peer support by Energy Agency Tyrol (A), eza! Allgäu Energy Agency (DE), ADENE – Portuguese Energy Agency (P), LCA- Consumer Alliance (LT), ZPS Consumer Association (SL)

This workshop is part of the Final event of the **SaveEnergyTogether project**, organised in the framework of CAIC'26. Join us at the Climate Kitchen to learn about the SaveEnergyTogether Blueprints and the Cost-Benefit Analysis Tool.

Interested participants are encouraged to tune in to our pre-CAIC Session a week before the Conference:

22 SEPTEMBER 2026, 11:00 – 12:30 CET

From Local Campaigns to Transferable Impact

This practical online workshop offers concrete ways municipalities can improve energy-saving communication, engage residents, and adapt successful campaign ideas to local needs. This session is designed for local governments, energy agencies, NGOs and citizen initiatives that want useful examples, peer exchange, and ready-to-use tools they can apply in their own work.

[Click here to register](#)

Any questions? Get in touch:

Eva Suba, Climate Alliance
e.suba@climatealliance.org

