

## How to do it!

# SMART GADGETS – NEW ENERGY SOLUTIONS FOR THE HOME ON DISPLAY

“Smart gadgets – new energy solutions for the home” -is a small, comfortable and relaxed exhibition organized in a place that people visit anyway such as a library, shopping mall, cafeteria or school. Visitors can sit down in the decorated exhibition space, have a cup of coffee and take their time trying out technical gadgets that save energy at home. The devices available for visitors to try range from real-time energy meters to mobile phone controlled LED lights and water-saving taps.

Energy efficiency and energy conservation are important, but lectures or information sessions on energy efficiency do not attract large audiences. Let's go where people are and make energy efficiency easily approachable!

The opportunity to examine devices that save energy and allow you to monitor energy consumption with your own hands makes energy efficiency concrete and uncomplicated. Serving small snacks is an excellent way to get people to stop and think about the topic. Visitors to the exhibition also appreciate the opportunity to discuss the energy matters in their own home with experts and receive advice for their problems.



**1** Reserve sympathetic and knowledgeable employees who are good at promotion for organizing and hosting the event.

**2** Book a space somewhere with a lot of people, such as a library or shopping centre.

**3** Find out when the space is at its most crowded and when your dream target group frequents it. Decide your opening hours based on this information.

**9-21**

**4** Acquire furniture and make arrangements for their transport. Decorate a small and attractive living room inside the space, with a great many comfortable seats.

Tip: you can borrow the furniture from a recycling centre or utilise the sofas at your workplace, for example.

**5** Select the devices that will be on display at the exhibition and agree upon their transport with the companies loaning out the devices. Also agree upon these companies' visibility at the event.

When acquiring the devices, consider their presentation – how you can display them with the chosen furniture and inside the exhibition space.

**6** Arrange for possible other activities, such as counselling on window sealing, eco-electricity or solar energy, for example.

