

How to do it!

TAKE ACTION WITH AN EVENT!

Engaging and fun street events enliven the neighbourhoods and give visibility to the project. Most importantly, they provide the street's operators with a low-threshold opportunity to familiarise themselves with and participate in the project. For project person-

nel, events are an excellent way to reach residents and companies, talk with them and invite them to participate in the project.

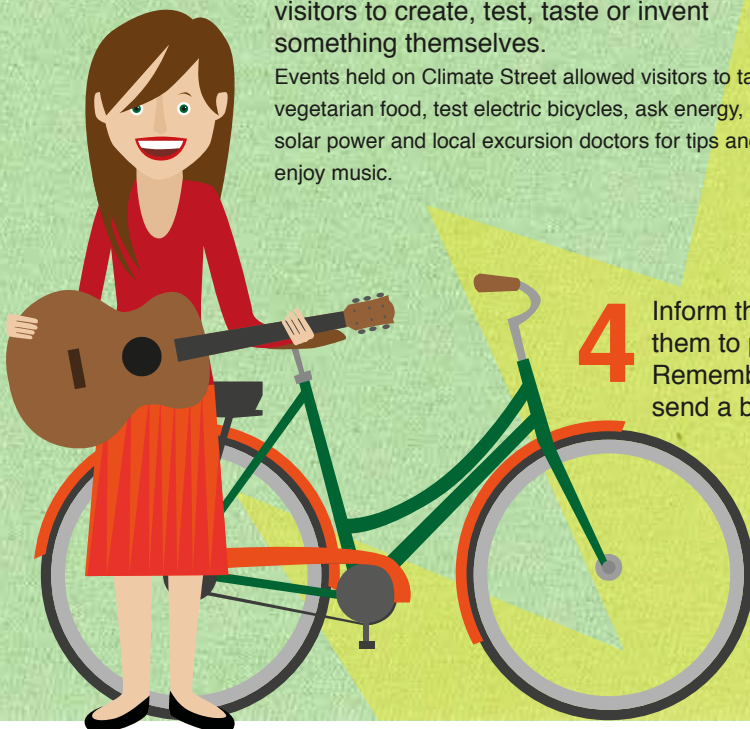
1 Invite local operators to join the event's planning and implementation.

Try and find out what type of event the local operators would be interested in: ask entrepreneurs, residents and passers-by what they would like to see on the street and provide alternatives and examples. Ask entrepreneurs and organisations to participate in the event by organising some of its activities or by providing their facilities for the event's use. This provides them with visibility as part of the event.



2 Consider who would visit the event and plan a variety of activities for different visitors. Focus on activities that allow visitors to create, test, taste or invent something themselves.

Events held on Climate Street allowed visitors to taste vegetarian food, test electric bicycles, ask energy, solar power and local excursion doctors for tips and enjoy music.



3 Advertise the event in places frequented by people: social media, newspapers, the street, event calendars. Utilise the channels of your cooperation partners.

4 Inform the media and invite them to participate. Remember to call, don't just send a bulletin.

