



Energy Market “Green Living”

Measure by	Local authorities, Municipality of Nijmegen
Coverage	Local, City of Nijmegen
Measure type(s)	Inform
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Description and Aim

Energy Market ‘Green living’ was organised to inform inhabitants how to save energy in their own home. In this market 38 businesses presented their products and advice so inhabitants could see what they can do for their own home. The businesses presented solar panels, green roofs, energy saving advice. There also were architects and some NGO's like Transition Towns.

The market was organised on a Saturday in the city centre of Nijmegen and had free entry.

Aim:

Change behaviour

Inform inhabitants about ways to save energy in their own home so that they will actually start taking measures.

Target group(s), Message, Instruments

Target group(s):

Population: Inhabitants of Nijmegen

Message:

It is necessary to save energy in context of climate change. We have to act now, so start in your own home.

Used instruments:

Facts: concrete ways to save energy, how to implement them, what they cost, how much energy they will save. The market was an opportunity for inhabitants to get a lot of information on saving energy in one place. They had the opportunity to see different ways to save energy and speak with experts and businesses to see what types of measures are suitable for their own home.

Experiences

Combination with other measure:

Structural measures: Green roofs were part of the market display.

Follow up:

Approximately 700 inhabitants visited the market.

Costs:

Costs were about €20.000,- (including facilities, hours, external advice).