



# EDUCATE, INFORM AND CREATE AWARENESS

Promoting the Cultural  
Change

One of the aims of the Energy Efficiency Project is to generate in Uruguayans a culture of efficient use of energy resources, so that benefits of using energy efficiently and responsibly are perceived, valued, applied and promoted by all the society.



In this respect, different activities have been fostered and implemented such as education, communication, dissemination and awareness at different levels.

Because it is relevant to create awareness in the early stages of education, a book for primary school "La Energía es Increíble" ("Energy is uncreatable and incredible") was edited, published and distributed in 2.444 education centers across the country;

adding up 57.660 copies delivered accompanied by audiovisual material, courses and workshops for teachers designed to promote a better use of the book.



Because experimentation is an effective way of learning, 18 didactic modules were developed for the demonstration of basic concepts related to energy efficiency and different energy sources and uses in a didactic science exhibition. The exhibition has the capacity to be itinerant and has been visited by more than 14.000 students and general public from across the country.



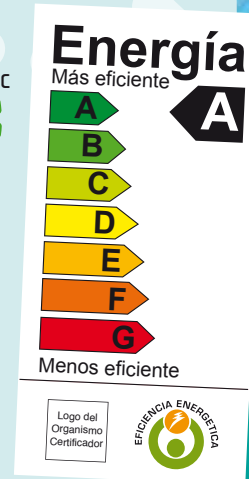
Because children also learn by playing, "Mariluz" is a puppet show about energy and its efficient use that has performed more than 170 times, which means a scope of 16.200 students of 104 public schools in Montevideo, Canelones and San José.



Because highly trained human resources must be generated, 1.500 individuals have been trained in energy efficiency issues through the development of more than 15 technical training courses addressed to technicians and professionals involved in the energy sector and the setup of more than 20 technical lectures, given by energy experts and energy efficient equipment suppliers.



Because it is necessary to raise population's consciousness about the efficient use of energy, massive communication campaigns on the efficient use of electric appliances were carried out, relating the effects of the energy use with the foreign energy sources' reliance and their environmental implications. Also, informative brochures are edited and published.



Because it is necessary to establish a direct and interactive communication capable of providing proper answers to the community regarding energy use and its environmental effects, information technology tools have been established to disseminate best practices in energy use and ensuring consumers' access to adequate information.

And Because it is essential to reward efforts, the National Energy Efficiency Award is orientated to reward those initiatives whose aim is energy efficiency at national level though projects focused on the improvement of energy resources use and promoting the cultural change. Its first edition was launched in 2009.

