



**POWER**  
Low Carbon Economies



**INTERREG IVC**  
INNOVATION & ENVIRONMENT  
REGIONS OF EUROPE SHARING SOLUTIONS



**European Union**  
European Regional Development Fund

## ANNEX 2

### Best practice Identified and transferred

Section	Indication of content
<b>1 Title of the best practice</b>	<b>Eco Day on Gotland</b>
<b>2 Precise theme/issue tackled by the practice</b>	Information event on actual best practices energy and environment issues on Gotland, but with a well known adventurer or nature photographer who can tell about nature, challenges and climate change as drawing card.
<b>3 Objectives of the best practice</b>	The main purpose of the “Eco Day” events is to inspire all Gotlanders to live in an environment and climate-friendly way. Concentrating especially on solutions from Gotland, this year’s theme was energy and energy optimisation.
<b>4 Location</b>	<ul style="list-style-type: none"> <li>- Country Sweden</li> <li>- Region Gotland/ Municipality of Gotland</li> </ul>
<b>5 Detailed description of the best practice</b>	<ul style="list-style-type: none"> <li>- Origin- The need of information to and engagement from the locals led to this kind of event. It’s more information than edutainment, but at the same time a valuable opportunity for the municipality to spread local information</li> <li>- Timescale ; annual event</li> <li>- Bodies involved / implementation- municipal responsibility involving</li> <li>- Process and detailed content of the practice</li> </ul> <p>The day was divided into an afternoon programme for municipal employees and a virtually identical evening programme for the general public.</p> <p>Besides mini-presentations on renewable energy, energy optimisation</p>

	<p>and fair trade, visitors were also offered a captivating talk from this year's invited guest, Vera Simonsson, the famous adventurer and "nature guide".</p> <ul style="list-style-type: none"> <li>- Legal framework –as for other public events</li> <li>- Financial framework- municipal + evtl project funding</li> </ul>
<b>6 Evaluation</b>	<ul style="list-style-type: none"> <li>- Evaluation was carried out as a web-based survey amongst the municipal employees who had announced their participation in the event, the results will be used for the planning of next year</li> <li>- Indicators: 1,75 % of all inhabitants on Gotland came to the event</li> <li>- Possible success factors: people feel involved and get engaged, they fin</li> <li>- Difficulties encountered - finding the right key note speaker year after year</li> </ul>
<b>7 Lessons learnt from the best practice</b>	<p>This has become a much appreciated event that gathers both the already environmentally engaged and other more or less curious. Free buses from the country side is important measure, to get people from all over the island involved.</p>
<b>8 Contact information</b>	<ul style="list-style-type: none"> <li>- contact details/email</li> <li>- Website <a href="http://www.gotland.se/eco">www.gotland.se/eco</a></li> </ul>
<b>9 Other possible interesting information</b>	<ul style="list-style-type: none"> <li>- Various documents (reports, presentations, etc.)</li> </ul>
<b>10. Best practice transferred</b>	<p>This kind of inspiration and education events, mustn be hosted by a n municipal organizatrion, but could also be carried out by othe TrlsCo partners.</p>