

VISUALIZING ENERGY

The Energy Transformation

SUMMER 2020

Europe's Climate and Energy Goals

The European Union has the most comprehensive climate and energy legislation in the world.

The 2050 goal is to reduce greenhouse gas (GHG) emissions by **80-95%** from 1990s levels – a significant change in ambition compared to the '20-20-20' targets of +20% renewables, +20% efficiency, and -20% GHG emissions by 2020.

On the road to 2050, targets for 2030 are:

-40% greenhouse gas emissions

+32% share for renewable energy

+32.5% improvement in energy efficiency

EU Climate and Energy Goals

“As Europe heads to become the world's first major economy to go climate neutral by 2050, we will need to step up our efforts. In a climate-neutral Europe, power generation should be fully decarbonised by 2050, more than 80% of the EU's electricity will be produced by renewable energy sources. To get there, the momentum created by renewables for competitiveness, growth and jobs in Europe must continue.”

- EU Climate Action and Energy Commissioner **Miguel Arias Cañete**

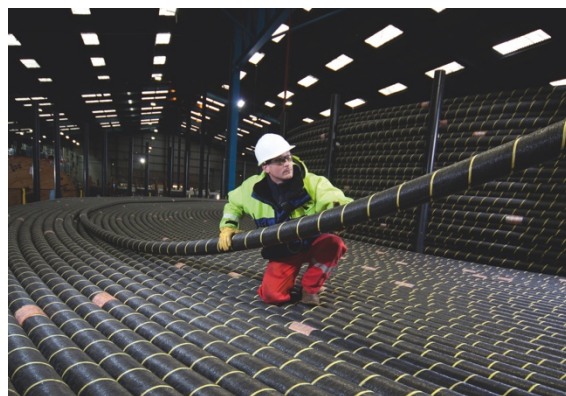
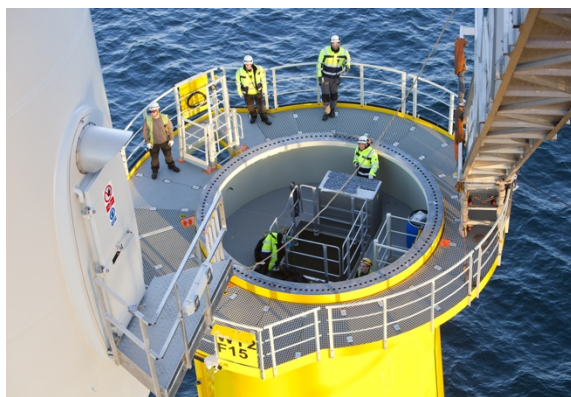
What does the energy transition look like?
Who are the heroes, leaders and workers?
Who are the people making it happen?

The Concept

Visualizing Energy highlights the human dimension of the energy transformation, showing workers in action on renewable energy, energy efficiency, energy storage and smart grids projects.

Visualizing Energy promotes equitable green growth and celebrates the people making the energy transition a reality.

The Energy Transformation in Action



The History

Visualizing Energy was a 5-year campaign launched in 2013 supported by top EU energy policy-makers, associations and companies.



“People need to see that solutions exist”

- **Connie Hedegaard**, former European Commissioner of Climate Action, on Esplanade of the European Parliament for Visualizing Energy 2013 opening exhibition



“Energy is the lifeblood of our economy, the essence of our society.”

- **Dominique Ristori**, Director-General of DG Energy, at Bibliotheque Solvay for Visualizing Energy 2014 opening reception

Returning to Brussels in June 2020

Visualizing Energy is the photo exhibition and communication campaign to watch during the EU Sustainable Energy Week in Brussels:



Résidence Palace



Returning to Brussels in Summer 2020

The exhibition continues through July and August in the Cinquantenaire Park in the heart of the European Quarter for policy-makers, residents and visitors.



Public Information Campaign

When:

EU Sustainable Energy Week (EUSEW), June 2020

Where:

Activation Points around the European Quarter, Brussels:

- Cinquantaire Park (Summer 2020)
- Esplanade of the European Commission + EU Council (corridor)
- Place Jean Re
- Place Royale
- Rue Loi on Maelbeek Park 'Jardin Fabuleux' Fence

(Giveaways/take-aways for visitors: stress foamballs, USBs, baggies, goodies...)

Public Information Campaign

Transmitting powerful messages and visuals:

Urban Cubes (small 2x1.5m | large 3x3m) + App augmented reality

Video-mapping on building walls of Commission & Council

Live installations of products to show real materials/products

Cocktail & Exhibition

Where/when:

Cinquantenaire Park, during EUSEW

Why:

Celebrating EU achievements and 2050 goals for reducing emissions, increasing renewables

How:

Cocktail by invite only + public photo exhibition

Who:

Industry, associations, companies, institutions, agencies

Highlight:

VIP speaker, new President of European Commission

Previous Partners

Partners from leading international agencies, political groups, industry associations and multinational corporations have joined Visualizing Energy:



Numbers & Outreach

Why should you be there?

Highest impact communication media activity during the EUSEW
Improve your outreach, increase your impact with new decision-makers

What is the audience reach?*

+250,000 viewers see the exhibition in person over 3 months in the summer season
+2.5 million people engaged via social media channels over campaign period

How many slots are available?

Reserve your exclusive panel(s), cube(s), page(s) today!
Sponsor the cocktail and other promotional activities

*numbers are based on average visit estimations from previous years

Esplanade of the European Commission & Cinquantenaire Park



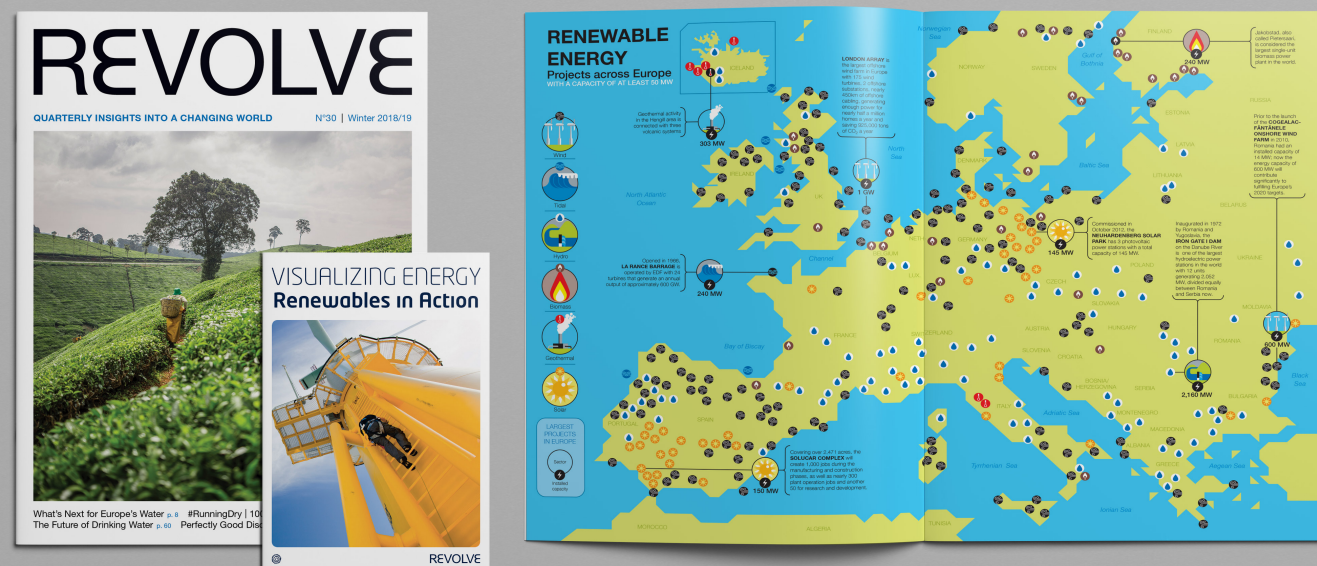
Summer Magazine + Exhibition Booklet

REVOLVE publishes a quarterly magazine about sustainability.
The Summer 2020 issue and the exhibition booklet are dedicated to the Energy Transformation.
Reserve pages today: Editorials | Interviews | Features | Photo Essays | Advertising

Circulation:

- Magazine*:
2,500 copies
- Visualizing Energy Booklet:
10,000 copies

*Request Media Kit 2019



Post-Production Upcycling of Canvases

Participate in the **circular economy** by making shopping bags, messenger bags or folders with your brand for your events.



Media Coverage

To maximize the outreach of our message and the impact of our partners,
REVOLVE is proud to have worked with the following media partners:



More Info

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