

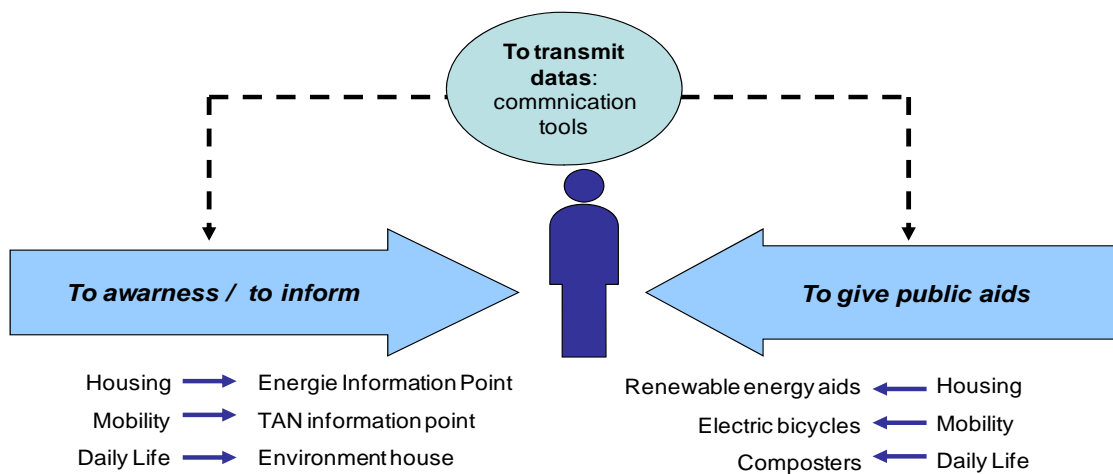
Energy: implement a long term climate campaign to reduce citizens carbon footprint

To develop solutions at every scale, Nantes Métropole implements a long term communication campaign which combines classic communication tools (posters, newspaper advertisings ...), information points, direct public services and communication tools.

The campaign objective is to act on unit of time and place.

Combining awareness, informations, public aids, and communication tools

To be more efficient, Nantes Métropole started an effort to centralized information and combine some separated projects and financial incentives. Someone who is looking for something concerning climate must have the opportunity to know all the public offer.



Communication tools

"ALLO CLIMAT" : is a special local phone number where inhabitants can find information about all climate services. 18 persons from "Allo Nantes service" have been trained to provide inhabitants to the appropriate resources.

WEB SITE Nantes Métropole: is the same way, some web site pages concern climate services. Inhabitants can see directly all the public offer to reduce their carbon footprint (housing, mobility, daily life,...).

Developing adapted solution

Nantes Métropole develops a global system to deliver an appropriate solution. This system is graduated to have a more and more precise information. At the end of the process technical staff can give direct awareness and information to inhabitants.

