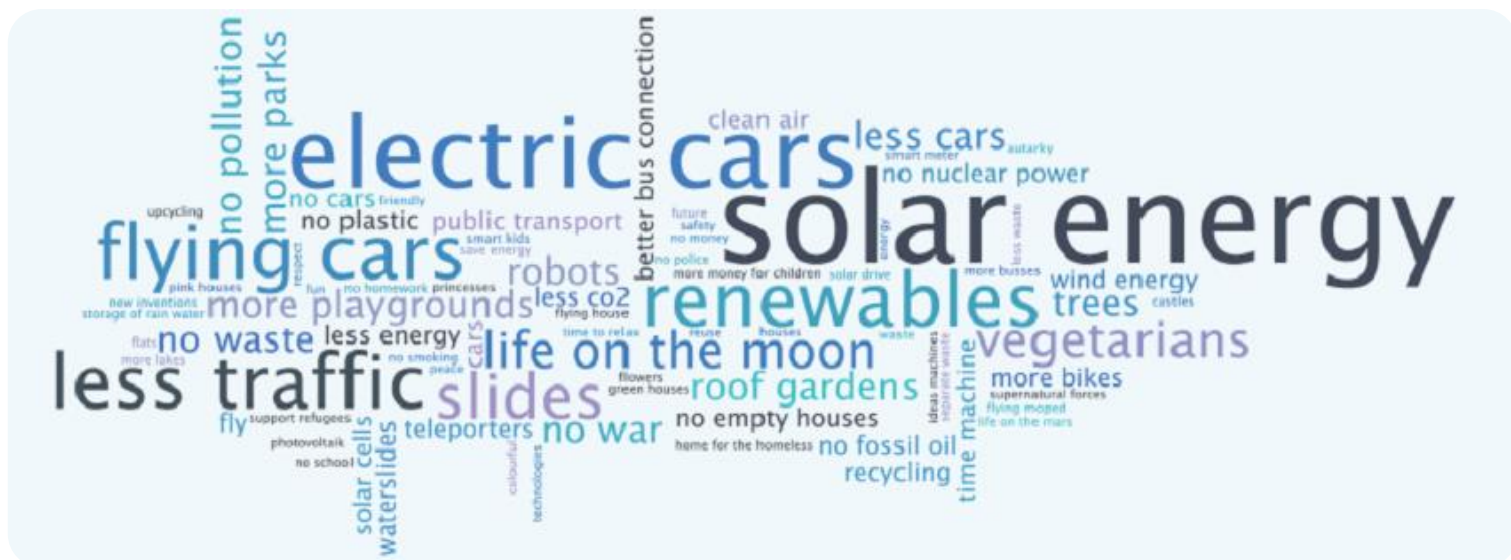


Ideas competition “Smart city of the future” for students



The successful implementation of energy saving strategies such as pursued in SINFONIA stands and falls with the acceptance of corresponding measures. Therefore, it is important to transparently communicate the smart city concepts to the broad public. To reach students, the local partners organised an ideas competition on the topic “SMART CITY – City of the Future” with a focus on sustainable energy supply.

At the ideas competition pupils could write or design their concepts on the city of the future and win prizes. On this occasion, more than 300 students came in touch with the contents of SINFONIA. The competition took place within the scope of the “Young University – day of action” organised by the University of Innsbruck. At this event, different institutes of the university and external institutes with a scientific and technical background could present the topics of their daily work to school children and teenagers. The eight winners were invited to receive their prizes in person, handed over by the vice-mayor of Innsbruck.

Since teachers and parents of the students participated in the award ceremony, the event had a multiplier effect on the social environment of the students.

In April 2017 there was a successful repetition of the

event. IIG – as owner of the three school buildings in Innsbruck – presented a multi-media-show about reasons and implementation of refurbishment work in schools to the pupils in addition.

vision

Creating awareness of the topic „Smart city” among students outside the SINFONIA-framework to reach the general public using their multiplier effect.

addressed stakeholder groups

- ▶ pupils
- ▶ general public
- ▶ local politicians

outreach

More than 500 students participated in the competition.

Via the students as multipliers member of their families also came in contact with SINFONIA.

Résumé

Challenges

- ▶ It is not easy to inspire students for the topic energy efficiency or smart city. The ideas competition was only a part of the stand at the “Young University – day of action” but it turned out to be a successful part. Younger pupils as well as older pupils were happy to participate.
- ▶ After two successful SINFONIA days for students an ideas competition with larger scope was planned for pupils in Innsbruck to celebrate the end of SINFONIA. Despite promotion by the state school board and local organisations, several events and word-of-mouth recommendation, not a single contribution was received. It turned out, that it is much easier to reach students when they are on site and submit their contributions on site.

Recommendations

- ▶ Select appropriate methods to reach student target groups fairly. A competition stands out especially because in the case of an associated award ceremony, additional attention can be paid to the project itself (press, invited local politicians or teachers and parents).
- ▶ Use existing frameworks or events (i. e. “Young University – day of action”), so that the students can participate on site.
- ▶ Get more information [here](#) !

„Energy efficiency and the fight against the worldwide climate crisis must be seen as connected effort. Energy production hardly ever happens without harmful emissions. So reducing our carbon and nitrogen footprints is a goal that must be followed and taught to the young generations. That’s why SINFONIA is an important project not only for the participants but for everyone who benefits from better air quality and a better living environment.”

Ursula Schwarzl
City councillor, Municipality of Innsbruck

