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## **PRESS RELEASE**

### **ON FEBRUARY 13 MED-DESIRE TAKES PART TO M'ILLUMINO DI MENO (LIGHING LESS)**

#### ***A transnational photo-flashmob and other initiatives to promote public awareness on energy saving***

**On next February 13** MED-DESIRE, the strategic project aiming to facilitate the take up of distributed solar energy and energy efficiency in the target regions, by achieving an effective cross-border cooperation and by raising public awareness on the related benefits for the environment and for sustainable local development, will join to an important initiative called **M'illumino di Meno (Lighting Less)**, a very famous national campaign promoted by the Italian national radio broadcasting channel RADIO2 - RAI, Caterpillar radio show, aimed at promoting public awareness about energy saving.

The format consists in having public and private buildings and open spaces switch off the lights on **the Energy Saving Day**, Friday February 13 **from 6:00 PM to 7:30 PM**. Many institutions, schools, associations take part to this campaign by switching off the lights and organizing different kind of events, such as theater performances, acoustic concerts and literary reading by candlelight, visits to museums in the dark, meetings on energy efficiency and so on.

This year M'illumino di Meno campaign is focused on **LED-lights** and thanks to MED-DESIRE project, the initiative will go beyond the Italian national boundaries: also Spanish, Tunisian, Lebanese and Egyptian project partners will share the initiative because **MED-DESIRE project will organize a photo-flashmob**, a photo contest to be promoted through MED-DESIRE and all partners social accounts (FB, Twitter, Google+ and Flickr).

From 6:00 PM to 7:30 PM those who want to take part to the flashmob have to post on their social accounts a **picture depicting them turning on a LED light or replacing a traditional lamp with a high efficiency one**. While posting the pictures, people have to use the hashtag **#milluminodimeno #meddesire**.

Furthermore, MED-DESIRE project will share the symbolic "energetic silence" promoted by **M'illumino di Meno**: in addition to the photo-flashmob, the Institute for the Italian Culture in Tunis and Puglia Region in Bari will switch off the lights of their building to join the initiative.

During the Caterpillar radio show, there will be a radio interview to a representative of MED-DESIRE that will illustrate the objectives of the project.

**MED-DESIRE** ("MEDiterranean DEvelopment of Support schemes for solar Initiatives and Renewable Energies") is a strategic project funded by the ENPI CBC Mediterranean Sea Basin Programme and implemented by a consortium of nine partners from five countries (Egypt, Italy, Lebanon, Spain and Tunisia), leaded by Puglia Region – Economic Development Regional Ministry - Industrial Research and Innovation Department: the Italian Ministry for the Environment, Land and Sea; the Italian National Agency for New Technologies, Energy and Sustainable Economic Development; the Andalusian Energy Agency; the Andalusian Institute of Technology; the Center of Energetic, Environmental and Technological Investigations - Solar Platform of Almeria; the Tunisian National Agency for Energy Conservation; the Lebanese Center for Energy Conservation; the Egyptian New and Renewable Energy Authority. The Apulia Regional Agency

for Technology and Innovation - ARTI is the co-actuator of the project for Puglia Region.

More information on [www.med-desire.eu](http://www.med-desire.eu) .

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