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TOUR2012/13EUROPE Communication Partner:



TOUR2012/13EUROPE Conference Partner:

GlobalCitizen

TOUR2012/13EUROPE Mediapartners:



TOUR2012/13EUROPE Partners:



TOUR2012/13EUROPE Support Partners:



Supported by Minister of
European Affairs Nicolai Wammen



Supported by Climate Action
Commissioner Connie Hedegaard



Danish Presidency of the Council
of the European Union 2012



TOUR2012/13EUROPE

The largest green technology tour



Host City Event 2012 Exhibition Tour 2013



gbgrafisk.dk



Danish Presidency of the Council
of the European Union 2012



Supported by Climate Action
Commissioner Connie Hedegaard



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European Affairs Nicolai Wammen

TOUR2012EUROPE · Host City Event 2012

SmartCity inspiration debate and presentation of TOUR2013EUROPE

Host City Event is an all-day arrangement for green tech companies, mayors, media and other political stakeholders. The purpose is to inspire European cities to take initiative in order to reduce the CO2 emissions by practicing SmartCities. For more information please go to page 4

TOUR2013EUROPE · Exhibition Tour 2013

The largest European green technology tour

TOUR2013EUROPE is a three-day exhibition for companies and organizations with green tech products and strategies. TOUR2013EUROPE will present climate related communications and activities for local citizens, business-to-business and business to government. For more information please go to page 6

Support

Host City Event and TOUR2013EUROPE have strong political support from Climate Action Commissioner Connie Hedegaard, Ministry of Foreign Affairs of Denmark, Minister of European Affairs of Denmark Nicolai Wammen, The Danish EU Presidency and KPMG with Yvo de Boer as ambassador.

Who should participate?

Companies, organisations and institutions that need or want Europe-wide branding of products, services and technologies that reduce energy consumption and carbon emissions.

What is the cost?

It is possible to buy different packages at TOUR2013EUROPE. If you sign up before April 16th 2012 you will get extra profiling by participation in TOUR2012EUROPE. For more information please go to page 8

Additional benefits for partners

- Branding towards B2C, B2B and B2G in 14 EU countries
- B2G event – promote your company to European governments
- B2B event – invite your costumers and nosiness partners
- B2C event – meet the end-users/costumers
- EU-wide sharing of ideas, activities and projects



Yvo de Boer
KPMG's Special Global Advisor,
Climate Change & Sustainability

"With the advances made at the UN climate change conference in Durban, we are heading in a direction in which technological development becomes a key component of global efforts to combat climate change. The new commitment period of the Kyoto Protocol, its market mechanisms and the Green Climate Fund are well placed to contribute to global deployment of climate mitigation and adaptation technologies. Clean energy investments hit a record-setting €185 billion in 2010, a 30 percent increase over 2009 figures, primarily led by China, Germany and the United States. Given a right framework, these figures are expected to rise rapidly, with the majority to come from private investors. The TOUR2012EUROPE series of green business exhibitions is an important initiative to help business, government and investors get down to the business of making clean technology work."



Nicolai Wammen
Minister of European Affairs

"An awareness campaign as TOUR2012EUROPE is helping to put a positive focus on the climate change agenda, and what can be done locally to reduce CO2 emissions. I am pleased that TOUR2012EUROPE is a long term event, conducted every second year until 2020 including all 27 EU countries. Hence, we maintain our focus on the important climate agenda. With the upcoming Danish EU Presidency and the government's ambitious climate targets TOUR2012EUROPE represents an ideal platform for achieving broad exposure of the Green Denmark to citizens and decision makers within businesses and policy throughout Europe."



Connie Hedegaard
Climate Action Commissioner

"This is exactly what we need. Such an initiative helps move the agenda forward on all fronts, including on research and education.

I am pleased that TOUR2012EUROPE will continue this work all the way to 2020. There is lots of potential for energy savings, which are waiting to be explored if knowledge and technology are better deployed. – I wish you every success with the tour."



TOUR2012EUROPE

Host City Event – SmartCity inspiration debate and presentation of TOUR2013EUROPE

Host City Event will visit 14 EU cities and the purpose is to inspire European cities to take initiative in order to reduce the CO2 emissions by practicing SmartCities

The main event of the day is The Great Debate which is a debate about energy and sustainability with SmartCities as the main topic. Green tech companies will have the opportunity to present their products as a solution for the cities to prepare for the future.

Host City Event is an initiative in collaboration with the Danish EU Presidency and will therefore present Denmark's commitment to a greener Europe – TOUR2013EUROPE – The largest European green technology exhibition. The presentation is an opportunity for green tech companies to learn how they can promote their company in Europe in 2013.

Chevrolet is one of the partners who already has decided to participate in TOUR2013EUROPE and at the Host City Event you can see an example of an exhibition pavilion which will contain Chevrolet's new Volt. As a guest at the Host City Event you can test drive the new EV car

TOUR2012EUROPE will start in August 2012

31. August	Denmark	Aarhus
4. September	Sweden	Stockholm
7. September	Poland	Warszawa
11. September	North Germany	Hamburg
14. September	Netherlands	Amsterdam
18. September	England	Birmingham
21. September	Belgium	Brussels
25. September	France	Paris
28. September	South Germany	Munich
2. October	Czech Republic	Brno
5. October	Austria	Wien
9. October	Italy	Milano
12. October	Spain	Green Capital of Europe Vitoria-Gasteiz
16. October	Spain	Barcelona

There might be changes in the cities

Updated tour plan: www.tour2012europe.eu

Host City Event 2012 program

10:00 Opening of the Host City Event and the Chevrolet exhibition pavilion with CEO Henrik Rud TOUR2012EUROPE

10:10 Speech by the Host City mayor

10:20 Science On a Sphere demonstration

10:40 Presentation of SmartCity model by Global Cities

11:10 The Great Debate – Host Søren Winther Lundby

12:30 Break – inspiration from the TOUR2013EUROPE exhibition partners

13:00 The Great Debate – partner and stakeholder presentation

14:30 Presentation of TOUR2013EUROPE by CEO Henrik Rud TOUR2012EUROPE

15:00 Questions from guests and press

15:30 Test driving Chevrolet Volt and exhibitors and city networking

TOUR2013EUROPE

The largest European
green technology exhibition

Our true commitment, goal and purpose with TOUR2013EUROPE is to activate, inspire and educate citizens, institutions, business communities and other stakeholders to take initiatives in order to reduce CO2 emissions.

TOUR2013EUROPE will visit the same 14 EU cities as Host City Event. TOUR2013EUROPE will visit these cities in the period April 4th – July 6th 2013 and all 14 cities are strongly engaged in visionary climate politics and have a firm commitment to saving energy – saving money – saving climate. TOUR2013EUROPE will support European cities in their targeted commitment, set by the EU, to reduce CO2 emissions by 20 percent before 2020.

During the exhibition, the focus will be on education, the Mayor and Smart City conferences, business-to-business and business-to-consumer.

TOUR2013EUROPE is an ongoing activity that will return each year until 2020.

TOUR2013EUROPE will start in April 2013

4.–6. April	Denmark	Aarhus
11.–13. April	Sweden	Stockholm
18.–20. April	Poland	Warszawa
25.–27. April	Germany	Hamburg
2.–4. May	Netherlands	Amsterdam
9.–11. May	England	Birmingham
16.–18. May	Belgium	Brussels
23.–25. May	France	Paris
30. May–1. June	South Germany	Munich
6.–8. June	Czech Republic	Brno
13.–15. June	Austria	Wien
20.–22. June	Italy	Milano
27.–29. June	Spain	Green Capital of Europe Vitoria–Gasteiz
4.–6. July	Spain	Barcelona

There might be changes in the cities.

Updated tour plan: www.tour2012europe.eu

TOUR2013EUROPE program

Thursday

Focus will be on education.

Friday

Business-to-business showcases and Mayor/SmartCity conference.

09:00 Press conference
10:00 Opening of the exhibition with a presentation by the city mayor
10:30 Mayor and SmartCity Conference
12:30 Business-to-business meetings at the exhibition area
14:00 Presentation of the weather globe Science on a Sphere
18:00 Exhibition opens for general public

Saturday

The citizens will be in focus and are invited to the exhibition where climate activities will be available.

11:00 A representative of the city opens the exhibition. All day long, the whole family can explore and experience green technology through activities.
18:00 Activities with local artists

From 11:00 to 18:00 it will be possible for all visitors to experience the weather globe Science On a Sphere. There will be four presentations per hour and each presentation can host 250 visitors.

Price for participation in TOUR2012/13EUROPE in all 14 cities

Exhibition package A+

Solo rights of one product category
Solo pavilion of 81 m2 (9X9 meters)
500 VIP tickets for the business-to-business day
(500 tickets per city)
250 tickets to the exclusive showing of the Weather
Globe (250 tickets per city)
Two service assistants to supervise the stand and
provide distribution of brochures, etc. during the
exhibition's opening hours

Complete package price for the above: 250,000 euros

Exhibition package A

Solo pavilion of 36 m2 (6x6 meters)
250 VIP tickets for the business-to-business day
(250 tickets per city)
250 tickets to the exclusive showing of the Weather
Globe (250 tickets per city)
One service assistant to supervise the stand and
provide for distribution of brochures, etc. during the
exhibition's opening hours

Complete package price for the above: 125,000 euros

Exhibition package B

Half pavilion of 18 m2 (3X6 meters)
250 VIP tickets for the business-to-business day
(250 tickets per city)
125 tickets to the exclusive showing of the Weather
Globe (125 tickets per city)

Complete package price for the above: 69,500 euros

Exhibition package C

Exhibition area of 9 m2 (3X3 meters)
250 VIP tickets for the business-to-business day
(250 tickets per city)
60 tickets to the exclusive showing of the Weather
Globe (60 tickets per city)

Complete package price for the above: 43,500 euros

Payment

35% upon entering the agreement
35% in January 2013
30% one month before the exhibition in 2013

TOUR2012EUROPE – One day arrangement Host City Event 2012 – SmartCity inspiration debate and presentation of TOUR2013EUROPE

Partners who sign up before April 16th 2012 will as extra profiling,
participate in TOUR2012EUROPE which includes:

- Presentation area of 2 m2 (2x1 meters)
- The possibility of being a part of The Great Debate
– Theme SmartCities
- Contact to the city, mayors, local media and political
stakeholders
- Your logo in all TOUR2012EUROPE material

TOUR2013EUROPE – Three day exhibition The largest European green technology tour

All packages include:

Exhibition pavilion in all 14 cities including floor,
basic lighting and general power supply
Complete package with transport, erection and dismantling of
exhibition in the pavilion, including cleaning and maintenance
Presentation at Mayor/SmartCity Conference in the main pavillion.
Contact to more than 80,000 business-to-business customers
Contact to more than 1000 mayors
Contact to more than 1.5 million citizens
Possibility of holding consumer competitions and other activities
Your logo on all TOUR2013EUROPE material
Marketing in the local media in connection with TOUR2013EUROPE
The right to use the TOUR2012-13EUROPE logo for commercial
purposes

Price for participation in TOUR2012/13EUROPE in selected cities

Local partners has the possibility to be partner in one city or selected cities.

TOUR2012EUROPE – One day arrangement Host City Event 2012 – SmartCity inspiration debate and presentation of TOUR2013EUROPE

Partners who sign up now will get an extra profiling participate in
TOUR2012EUROPE which include:

- Presentations area of 2 m2 (2x1 meters)
- The possibility of being a part of The Great Debate
– Theme SmartCities
- Contact to the city, mayors, local medias and political
stakeholders

TOUR2013EUROPE – Tree day exhibition The largest European green technology tour

All packages include:

Exhibition area in a pavilion including floor, basic lighting and
general power supply
Presentation at Mayor/SmartCity Conference in the main pavillion.
Possibility to invite business-to-business partners
Contact to mayors from Covenant of Mayors
Possibility of holding consumer competitions and other activities
Marketing in the local media in connection with TOUR2013EUROPE
The right to use the TOUR2012-13EUROPE logo for commercial
purposes

Exhibition package A+

Solo pavilion of 81 m2 (9X9 meters)
500 VIP tickets for the business-to-business day
250 tickets to the exclusive showing of the Weather
Globe

*Complete package price for the above in one city:
18,500 euro*

Exhibition package A

Solo pavilion of 36 m2 (6x6 meters)
250 VIP tickets for the business-to-business day
250 tickets to the exclusive showing of the Weather
Globe

*Complete package price for the above in one city:
9,500 euro*

Exhibition package B

Half pavilion of 18 m2 (3X6 meters)
250 VIP tickets for the business-to-business day
125 tickets to the exclusive showing of the Weather
Globe

*Complete package price for the above in one city:
6,500 euro*

Exhibition package C

Exhibition area of 9 m2 (3X3 meters)
150 VIP tickets for the business-to-business day
(250 tickets per city)

*Complete package price for the above in one city:
4,900 euros*

Limited number of local exhibition packages

Maximum partners in category A+ is 2
Maximum partners in category A is 4
Maximum partners in category B is 6
Maximum partner in category C is 8

Payment

35% upon entering the agreement
35% in January 2013
30% one month before the exhibition in 2013



Media Information

TOUR2012/13EUROPE has created the following material and communication network connections.

An overall communication package (media kit). The local and national contribution (incl. versioning of press material) is executed by the host city.

An overall press contribution will be accomplished and is focused on TV stations and major medias.

An overall, general communication and press strategy. Here there will be strong focus on media impact and thus also on consumer/citizen information plus the business to business activities. The media manager will produce ready-to-use TV features to be used by local/regional/national TV stations.

In each country the aim is as much TV coverage as possible. Among others in collaboration with:

- CIRCOM's partner stations (organization of more than 350 regional public TV stations).
- EURONEWS (with their 350 million households in 155 countries and programs in 11 languages).

The EEP is a Europe-wide association of seventeen environmental magazines. Each member is considered the leader in its country and is committed to building links between 400,000 environmental professionals across Europe in both the public and private sectors.

The World Wide Web and social media (facebook, YouTube, Twitter, Flickr and websites/blogs) will also be important communication channels especially in order to mobilise and involve young people in the climate debate and create awareness about their behaviour.

Exhibition activities

The Great Debate

SmartCities is the main headline of The Great Debate and has the cities of the future as a frame work. Global Citizen will facilitate the debate, with a starting point in three elements: (1) Facts (2) Stakeholders (3) Solutions. We will start out with a quick overview of the world and its cities. Large cities, very large cities and "mega-cities". We will look at cities as concentrated examples of the global challenges and possibilities of our time. We will present the facts and focus on the problems that need to be solved. Hereafter, we will continue by highlighting the urban problem-solvers of our time. Who are they and how can they work together? We will end the sessions by discussing the solutions that have been found. Solutions that can set a course for the future – if we have the desire and courage.

Mayor and SmartCity Conference

Mayors who are members of COMO or Eurocities will be invited to this conference which will be a discussion debate with SmartCities as main topic. All the exhibition partners plus two guests will have the opportunity to participate in the Mayor and SmartCity Conference.

Business-to-business meetings

Each exhibition partner will have the opportunity to invite guests to the exhibition. Here they have the possibility to arrange business meetings with the help of TOUR2013EUROPE.

Weather Globe – Science On a Sphere

Science On a Sphere is a large visualization system that shows dynamic, animated images of the atmosphere, oceans and land of a planet. Science On a Sphere is used primarily as an education and outreach tool to describe, understand and predict changes in the Earth's environment.

Marketing activities

A complete campaign package will be prepared for local marketing activities for TOUR2012/13EUROPE and an activity plan will be presented to and implemented by the host cities. The marketing material will be versioned and adjusted locally to each city. The host city is responsible for the execution of the local marketing activities. Press and television stations will be invited to the multimedia show on Friday night. Strong citizen involvement will secure true changes in energy behaviour. To secure optimum involvement of citizens and local consumers, several activities will take place in each city visited. To attract citizens to the event and pavilion area in the city, a contest theme has been developed: "The most efficient way to save energy". The target groups are: local citizens, institutions, companies, etc.

Citizen activities

An ECODRIVE contest will be arranged for each host city. One exhibition guest will be chosen (through a raffle) and given the chance to drive the eco-car to the next city of destination for TOUR2012/13EUROPE.

First prize is the eco-car. For children as well as adults there will be a fantastic video game (climate game) at the exhibition. The game will challenge the player to use as little energy as possible, going through all the different challenges. There will also be very attractive prizes for the different target groups in several other contests and activities. Schools and other education institutions will be actively involved in each of the visited cities.

Green technology can be fun

Around the square you will find different kinds of activities that will appeal to both adults and children: mega-screen video game, activities at the various exhibits, special area for "climate kids" with games and activities, including 'Test your knowledge about green technology', etc.

Activities that supports

TOUR2012/13EUROPE