



CFL distribution power in Romania - ENERLIN

## UTC-N Lighting Engineering Center 2007 – 2008 promotional campaign

- to manage the entire promotional campaign;
- to prepare the ENERLIN leaflet in cooperation with the subcontractors offered to the target people;
- to prepare a CFL Guide in cooperation with the subcontractors for the use of the Architects and Electric and Lighting Installations Designers;
- to promote the ENERLIN programme and achievements in the local and national media - local: TV, newspaper; national - "Electrician" journal;
- to join the local dealers stands at the National and Regional exhibitions and fairs by presenting the ENERLIN posters, in cooperation with the subcontractors;
- to participate at the Electric and Lighting scientific events with the papers related with the ENERLIN programme and achievements;
- to cooperate with New Green Light Programme of ARCE Romania (ARCE - Romanian Association for the Energy Conservation) by promoting energy efficiency in residential lighting installations.

**Programul ENERLIN**  
European Efficient Residential Lighting Initiative  
Inițiativa Uniunii Europene pentru Promovarea Lampilor Fluorescente Compacte în Locuințe

## Student Poster Contest Winner

**Intelligent Energy Europe**

Programul ENERLIN - Programul Uniunii Europene pentru Promovarea Lampilor Fluorescente Compacte în Locuințe

## Promotional Poster and Leaflet