



HATVAN, Hungary



Hatvan's strategic location as a transport hub and its status as a gateway to the Hungarian Great Plain have attracted numerous businesses, fostering economic development. The municipality's population of 19,965, with an average income of €832 per capita per month, resides in around 8,000 dwellings. However, 1.5% of households receiving housing assistance and the results of an online survey indicate an alarming prevalence of energy poverty, exacerbated by rising energy costs. Inefficient building stock, insufficient insulation, and gas dependency contribute to the issue. The municipality recognises the need for improved energy consciousness and aims to launch an **awareness-raising pilot programme**, leveraging existing strong cooperation among social institutions in combating energy poverty.

The city of Hatvan, dedicated to sustainable development as a Covenant of Mayors member and CESEU project pilot partner, aims to develop a communication campaign about energy poverty. Leveraging the **Social Signalling System (SSS)** comprising diverse professionals, the municipality plans a 6-month targeted awareness campaign with three key target groups: SSS members, local schools, and the public. Workshops, interactive days, media broadcasts, and reports will be organised to enhance energy awareness and combat energy poverty. Seeking assistance to find a suitable Hungarian organisation for campaign execution, this effort aims to elevate public energy consciousness, empower the SSS, and integrate grassroots insights into long-term policy-making processes.

The insights gathered from the campaign will be integrated into local policy-making processes, ensuring that energy poverty is comprehensively understood and properly addressed by decision-makers in the long run.

