



## Summary

# Conception „Energie-ImPuls“ Gleisdorf“



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## Summary of the Project

For many years, the city of Gleisdorf has been dealing with the topic of solar energy. In 2001, an exhibition on energy was organized, which illustrated the area of research and use of solar energy in Gleisdorf. In addition, a "Street of Solar Energy" was established on this promising topic. On a 3,5-kilometer circuit through the city, around 80 solar installations could be visited. This thematic path was built on behalf of the municipality of Gleisdorf with the support of the Styrian State Government and the use of solar energy was shown not only purely technically, but in a very graphic form.

Nowadays the "Street of Solar Energy" is no consistent, thematic path anymore. Most of the solar objects are no longer visible, although there are still some of the larger installations, like the "Solar-Tree" on the main square. The solar-city of Gleisdorf has been known for more than two decades as a pioneer in the field of renewable energy and should continue to do so in the future.

This is why the topic of solar energy has been relaunched in the course of this Project.

The focus of this project is to give substance to the "Street of Solar Energy" again and to develop an innovative concept that makes the topic of (solar) energy tangible again. The aim is to create a thematic path through the city, which will also highlight the topics of the environmental problems, renewable energy and sustainability as a whole and thus support Gleisdorf's values and the city's very own slogan "Im Herzen die Sonne". Furthermore, this project should also strengthen the self-confidence of the population, as citizens of an innovative city. The conception of a renewed "Street of Solar Energy" has to be developed with the involvement of regional experts, as well as the Feistritzwerke, the Stadtwerke and the company AEE-Intec and in particular to ensure a practical implementation in the form of a project-handbook, which also outlines the expected costs.

Gleisdorf can thus gain in importance in the field of renewable energy again, strengthen its brand and thereby offer a reason to visit in form of increased numbers in tourism, which would also bring additional value to the city and the region.

For these reasons, eltner marketing services was commissioned to work on a concept, which aims to implement a new thematic path, as well as other innovations and to ensure a holistic approach to the project. After many meetings and workshops with regional experts, as well as the sighting of successful benchmarks, in form of thematic paths dealing with "energy" in the broadest sense, a new concept for the solar-city of Gleisdorf has been established.

This new concept now includes subsegments, which all refer to the city's slogan "Im Herzen die Sonne". The sun, as the donor of life and also of energy is central to all our operational steps and is therefore always in focus of our strategy.

Firstly, a new thematic path through the central part of Gleisdorf will be established, which will be called the "Energie-ImPuls". On eight stations, visualized through brick built "dead-ends", visitors can see and feel the unease of problems of past and future concerning energy transition in our society. On the backside of these U-shaped constructions, solutions will be presented through Augmented Reality, a new way of presenting and experiencing 2D

Animations and 3D Models on a screen, like a phone or tablet. This innovative way of edutainment can also be used by school classes on trips or excursions.

Besides those eight stations of the “Energie-ImPuls”, which will be dealing with energy and problems of the future, four stations will be generated in the hilly outskirts of Gleisdorf. These stations at quiet but interesting places, close to the “Sonnentour”, a beautiful bike path around the city, will be dedicated to the form of energy which cannot be counted or measured easily – the energy of life. Mindful and thankful living will be the main topic of these “Sonnen-Dank-Stellen” and yoga exercises will be presented to encourage visitors to be more self-aware.

To foster the shops and businesses in the central part of Gleisdorf on the one hand and motivate visitors to visit all the stations of the thematic path on the other hand, an “Energy-Quiz” will be generated. This tool of gamification will be integrated in a new “App”, as well as the already mentioned feature of Augmented Reality. In the Quiz it is possible to collect “Solar-Points” at all the Stations of the “Energy-ImPuls” by answering questions related to the topics of energy transition, sustainability or renewables. When finished, visitors can go to a shop in the central part of Gleisdorf and get a small price for their collected “Solar-Points”.

The implementation of solar-benches is another subsegment of our concept. These innovative benches with integrated photovoltaic panels will be situated at various places in the central part of Gleisdorf. Besides the function of simple sitting and resting, these representations of modern, urban furniture serve as charging stations for USB devices through the power of the sun.

As additional project steps in the future, we suggest the creation of a “Sonnenraum” in Gleisdorf. This container-built room has the purpose to present local start-ups and their products in the field of energy to the public and to make Gleisdorf attractive for business settlements again. Another useful and enriching step would be the implementation of the “Solar-Herz”. This unique heart-shaped construction, build out of walkable photovoltaic tiles could be placed in central Gleisdorf and it embodies the city’s branding strategy and slogan in a very modern and futuristic way.

All in all these actions will contribute to a positive and sustainable development of the solar-city of Gleisdorf and the whole region.