



KANTON AARGAU

STATE CHANCELLERY

government communication

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PRESS RELEASE

Electricity and gas shortage – "Be an energy saver – every kilowatt hour counts".

Nine Aargau personalities will motivate people to save energy with personal tips in a cantonal campaign starting in mid-October 2022.

"Be an energy-saving fox – every kilowatt hour counts":
With this appeal, nine Aargau personalities will motivate the population of the canton to save energy from 15 October 2022. By participating in a cantonal campaign, they are supporting the efforts of the Federal Council and the Aargau Government Council to reduce energy consumption in good time in order to reduce the negative consequences of an impending electricity and gas shortage. In September 2022, Aargau became the first canton to join the national Energy Saving Alliance (see box). Within this framework, it is now launching a cantonal campaign as a further contribution to the energy-saving target of 15 percent; this complements the national campaign "Energy is scarce. Let's not waste it.

"We must start saving energy now within our sphere of influence so that we can avert a looming electricity and gas shortage in the upcoming winter half-year or at least reduce its negative consequences," appeals Government Council Stephan Attiger, Head of the Department of Construction, Transport and Environment, to the people of Aargau.

This appeal is supported by nine Aargau personalities who motivate the canton's inhabitants to actively save energy with personal tips: Alpiger Nick, Swiss wrestler; Loris Benitio, national football player; Sol Gabetta, cellist; Nicholas Hännly, CEO Nikin; Irène Kälin, President of the National Council; Nora Meister, swimmer, Paralympics medallist; Peach Weber, comedian; Peter Wehrli, winegrower; Marianne

Wildi, President of the Aargau Chamber of Industry and Commerce (AIHK).

"We are grateful to these personalities for spontaneously pledging their support for our cantonal energy-saving campaign. "Energy Director Attiger is delighted. "With their example and their personal tips, they are making an important contribution to motivating the people of Aargau to reduce their personal energy consumption – because, as we know, every kilowatt hour counts.

"Be an Energy Saving Fox – Every Kilowatt Hour Counts".

The central motto of the Aargau energy-saving campaign is the call "Be an energy-saving fox – #Jede Kilowattstunde Zaehlt". The Aargau personalities involved in the cantonal campaign "out" themselves as "energy-saving foxes" with personal tips and confessions.

For example, "Irene Kälin puts out the light so that it doesn't suddenly go out completely. Don't debate – save energy! #EverySwitchCounts". Or "Peach Weber always washes his hands with cold water and saves energy in the process. That's not a gag – save too! #EveryDegreeCounts". And "Nicholas Hänny puts on two jumpers. Because saving energy is not fashion, but urgent. Dress warm now – save too! #EverySweaterPays".

The subjects with the new Aargau personalities will appear as advertisements, online banners and video clips in various Aargau media and will also be distributed via the Canton of Aargau's social media channels. The campaign, created by the Aargau advertising agency Qube Creatives, will start on 15 October 2022 and last until the beginning of November; a second wave, including billboards, is planned for the period from the end of November to mid-December 2022.

"Energy-saving fox" button for personal commitment

The people of Aargau can also make a personal commitment to be an "energy-saving fox" or "energy-saving vixen". A button with the "energy-saving fox" logo can be ordered on the cantonal website www.ag.ch/mangellage.



Canton Aargau is committed to the Energy Saving Alliance

As a traditional energy canton, Aargau also accepts its responsibility in its efforts to save energy and wants to act as a role model. It was therefore the first canton to join the national Energy Saving Alliance back in September 2022. Aargau supports the campaign launched by the federal government together with business organisations and associations entitled "Energy is scarce. Let's not waste it." with a complementary cantonal campaign (see press release above) and the implementation of immediate measures in the cantonal properties and the courts. The Energy Saving Alliance is aiming for an energy saving target of 15 percent.

In addition to the economical use of energy, efficiency measures on the building, heating systems with renewable energies and own electricity production are of great importance. Investments in such measures pay off in the long term and must be planned at an early stage. energieberatungAARGAU supports private individuals, companies and organisations in this process.

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Energy Saving Alliance website:

www.alliance2022-23.ch

Electricity and gas shortage newsletter

From Monday, 17 October 2022, a cantonal newsletter on the electricity and gas shortage will be published. In addition to the current situation, it will provide background information, energy-saving tips and other relevant information on the topic. The newsletter can be subscribed to via the website www.ag.ch/mangellage.

Contact points and further information:

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Photos can be downloaded from the following link:

www.ag.ch/medienmitteilungen > [Electricity and gas shortage – "Be an energy-saving fox – every kilowatt hour counts"](#).

Further information for media professionals:

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