***World Earth Day***

The creative approach used for the [World Earth Day](https://europa.eu/youreurope/citizens/consumers/energy-supply/contracts-energy-consumption/index_en.htm) post would be to use a 2x2 grid and carousel with images representing a young couple through three points of interest – buying a house, buying appliances and paying an electricity bill.

Our angle is to educate EU electricity consumers on what they can do to make sure their home is more energy efficient.

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| 📅 Today we mark the [#WorldEarthDay](https://www.instagram.com/explore/tags/worldearthday/)! 🌍    🏠 As an EU 🇪🇺 citizen, there are several simple things you can do to make your house more energy efficient, such as:  🏷️ Buying appliances with a green energy label.  💡 Choosing a more sustainable energy supplier.    There are plenty of other small things you can pay more attention to when it comes to energy savings.    Go to our website and find out more!    [#YourEurope](https://www.instagram.com/explore/tags/youreurope/) [#WorldEarthDay](https://www.instagram.com/explore/tags/worldearthday/) [#EnergyEfficiency](https://www.instagram.com/explore/tags/energyefficiency/)  [#GreenLiving](https://www.instagram.com/explore/tags/greenliving/) [#EUGreenDeal](https://www.instagram.com/explore/tags/eugreendeal/) |

Link for Consumer: [Contracts and energy consumption - Your Europe](https://europa.eu/youreurope/citizens/consumers/energy-supply/contracts-energy-consumption/index_en.htm)

More technical link for businesses: [EU energy labelling requirements - Your Europe](https://europa.eu/youreurope/business/product-requirements/labels-markings/energy-labels/index_en.htm)