



Fédération Internationale pour la Sécurité des Usagers de l'Electricité
International Federation for the Safety of Electricity Users
Federacion Internacional para la Seguridad de los Usuarios de la Electricidad



Electrical Safety Day and 2013 APSE's Communication Plan

Fisuel International Forum – Warsaw / Poland – 28th & 29th of November 2013



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Electrical Safety Day in the City of Buenos Aires

The idea of celebrating the **Electrical Safety Day** on February 20th every year, in honor to Engineer Alberto Iaconis (former APSE manager and hardworker as regards Electrical Safety matters), arose during an event organized in his memory.
From that moment onwards, the idea was strongly supported by several Electrical Chambers and Associations



Electrical Safety Day in the City of Buenos Aires

The idea was drafted in the form of a Bill and it was first submitted to Lía Rueda, a deputy who is part of the Buenos Aires City Legislative Body .

She took the initiative and submitted the Bill before the Consumer Protection Commissions for further analysis. Then, the Bill was discussed at a public hearing, obtaining unanimous approval at all stages, and being enacted as Law 4210 on June 2010.



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On February 20th 2013, the first “***Electrical Safety Day***” was celebrated in the City of Buenos Aires, including an important ceremony within the premises of the Buenos Aires City Legislative Body.



In 2013 APSE's communication actions were focussed on different axes:

- 1 – Plans involving governmental bodies
- 2 – Educational programme for school-aged children
- 3 – Training programmes for teachers at technical schools
- 4 – Seminars for technicians and professionals on sensitive matters
- 5 – Webinar programmes

1 – Actions involving governmental bodies

Electrical Safety Seal Campaign.

APSE as part of the Awareness Committee for Consumer Protection which depends on Argentina's Domestic Commerce Secretariat, promote the Electrical Safety Seal Campaign”.



2 – Education Programmes for school-aged children

“Saving Energy and Environment” Awareness and Educational Programme

APSE and the International Copper Association (ICA), together with “Talents for Life”, launched an Educational Programme addressing ***students, teachers, families, authorities and general public*** all along the country, aiming at raising awareness as regards “Safety at home”

<http://www.talentosparalavida.com/energiacomoparticipar.asp>



The screenshot shows the website interface for 'Talentos para la Vida' (Talents for Life). At the top, there is a banner with the organization's logo and the text 'TALENTOS PARA LA VIDA' and 'MEUS SABA IN CORPORE SABA'. To the right, it says 'ARGENTINA 200 BICENTENARIO'. Below the banner is a navigation bar with 'PAGINA DE INICIO', 'AÑADIR FAVORITOS', and a 'facebook' button. A date '29/10/2013 12:3' is visible on the left.

The main content area is divided into several sections:

- Navigation Menu (Left):** Includes links for 'Talentos', 'E-Letters', 'Programas 2013', 'Progr. Culturales', 'Progr. Deportivos', 'Interés Docente', 'Posters', 'Prensa, Radio, TV', 'Reconocimientos', 'Rincón Activo', 'La Fundación', 'Talentos On Line', 'Donaciones', and 'Contáctenos'.
- Navigation (Top Center):** 'COMO PARTICIPAR' with sub-links for 'premiación', 'fichas y guías', 'reglamento', 'ganadores', 'inscripción', and 'contacto'.
- OBJETIVOS (Objectives):**

Este programa apunta a resaltar la "Seguridad para la Instalación Eléctrica en el Hogar" y los cuidados que deben prestarse para no sufrir accidentes domésticos.

Cuando se habla de eficiencia energética, la mayoría piensa en lámparas de bajo consumo o aparatos energéticamente eficientes. Sin embargo, pocos conocen que buena parte del consumo de energía del hogar ocurre en forma de desperdicio, generalmente causado por la disipación de calor de los cables, portálámparas, empalmes y enchufes.

Este desperdicio acontece principalmente por circuitos mal dimensionados -que trabajan sobrecargados al sumarle los equipos enchufados- o por el empleo de materiales inapropiados. Un circuito subdimensionado (con sección de cable inferior a la necesaria) o el uso de productos y equipos fuera de norma, constituyen los principales factores que generan un desperdicio de energía de incluso 40%. Peor que eso: pueden originar graves accidentes e incendios.
- Logos (Bottom Center):** 'Cu International Copper Association Latin America Copper Alliance' and 'APSE Asociación para la Promoción de la Seguridad Eléctrica'.
- ¿COMO PARTICIPAR? (How to Participate?):**

Para comenzar a participar solamente deberán completar la **Solicitud de Inscripción** (haciendo clic aquí) con los datos solicitados. Para realizar cualquier consulta, podrán escribir a la siguiente dirección: consultas@talentosparalavida.com
- Right Side Panel:** 'TALENTOS 2013' with 'Programas Internacionales' showing flags of various countries and a call to action: 'Hacé clic aquí y empezá a participar'.
- Bottom Right:** A circular logo for 'EL ESTADO del CARIACO' with 'Más Ambiente'.

The “Saving Energy and Environment” programme has both educational and awareness goals, covering:

- 17,300 educational Institutions along the country.
- 2,600,000 families.
- 360,000 teachers
- 1,600,000 general public - subway platforms and outdoor advertising
- 200,000 bus drivers all along the country

“Saving Energy and Environment”



3 - Training programme for teachers at technical schools

Updating training for technical school teachers, organized by the Ministry of Education of the Province of Cordoba.



250 technical school teachers attended the training, which took two working days of 8 hours each.

4 – Seminars for technicians and professionals on sensitive matters

Conference on Electrical Safety at Crowded Public Premises coordinated by APSE



It addressed specialists within the electrical sector and took place at the premises of the Argentine Electrical Association

Update Conference on Electrical Safety conducted at the School of Engineering of University of Belgrano



UNIVERSIDAD DE
Belgrano
BUENOS AIRES - ARGENTINA

FACULTAD DE
INGENIERIA Y
TECNOLOGIA
INFORMÁTICA

APSE

Seguridad eléctrica en inmuebles

18 de octubre, 17 h
Auditorio Villanueva,
Villanueva 1324, 2º piso - CABA

EXPOSITORES
Ing. Daniel Louzzi
Ingeniero Electricista. Auditor de Instalaciones Eléctricas APSE
Ing. Gustavo L. Capo
Ingeniero Electricista. Coordinador de Planeamiento y Desarrollo de APSE

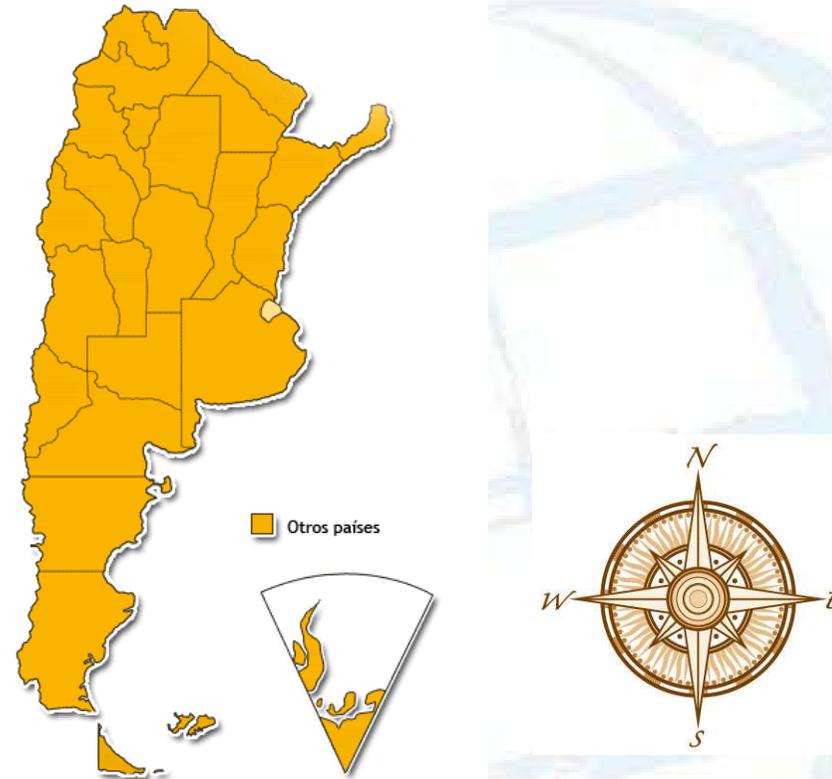
TEMARIO

- Materiales y equipamiento de instalación eléctrica / características de los cables
- Definición de requisitos y cumplimiento en el mercado
- Marca tipo de cables y somerquetes
- Reglamentación para la ejecución de instalaciones
- Diseño y mantenimiento

Esta actividad otorgará 6 créditos a alumnos UB - Entrada libre y gratuita
 Informes: rosarena.americ@ub.edu.ar - www.ub.edu.ar

This conference took place at the School of Engineering of the University of Belgrano.

It was designed to address students and professors of engineering and architecture.

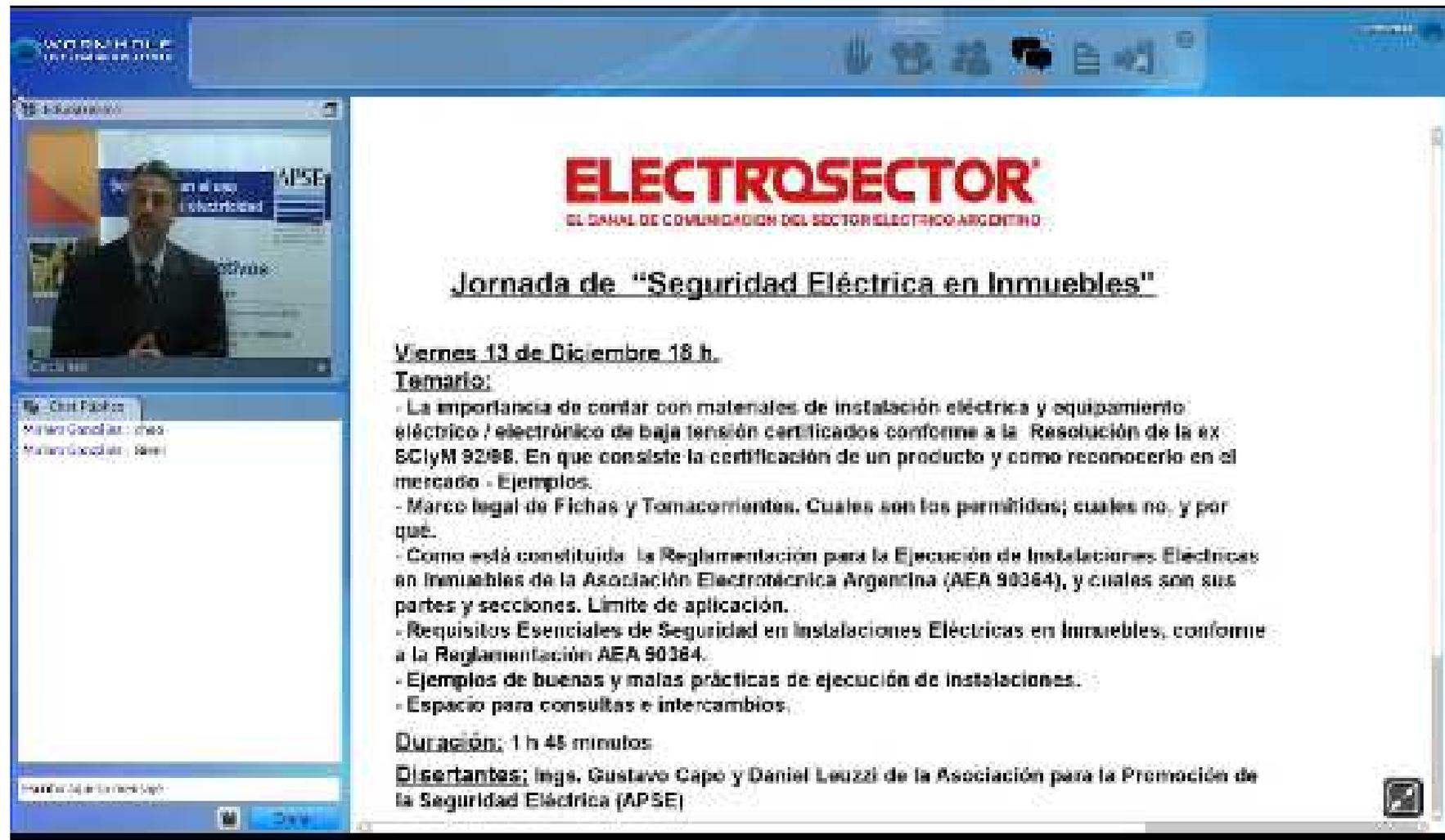


The Argentine Republic total area is 2,780,400 km² and it has 40,117,000 inhabitants. Approximately 45% of the inhabitants reside in a concentration of 0,5% of the country surface (CABA and Great Buenos Aires). It is 3694 km long from North to South and 1,423 km from East to West.

5 – Webinar Programme

In order to surpass the barriers of distance and also to spread the “Safety Message” among all technicians in the country, the first on-line Training and Update Conference on Electrical Safety was organized together with the ElectroSector Magazine.

This webinar will be transmitted from APSE's auditorium (using a system of regulated access) for Electrical Cooperatives, electrical material suppliers, Professional Associations, among others.



The screenshot shows a video conference window. On the left, there is a video feed of a man in a suit speaking. Below the video feed is a chat window with the name 'Carl Páez' and some text. The main area of the window displays a presentation slide. The slide has a blue header with the text 'WORLDWIDE INTERNATIONAL FEDERATION FOR THE SAFETY OF ELECTRICITY USERS'. Below the header, there is a large red logo that says 'ELECTROSECTOR' and a smaller line of text below it: 'EL CANAL DE COMUNICACION DEL SECTOR ELECTRICO ARGENTINO'. The main title of the slide is 'Jornada de "Seguridad Eléctrica en Inmuebles"'. Below the title, it says 'Viernes 13 de Diciembre 18 h.' and 'Temario:'. The temario consists of several bullet points. At the bottom of the slide, it says 'Duración: 1 h 45 minutos' and 'Disertantes: Ings. Gustavo Capó y Daniel Leuzzi de la Asociación para la Promoción de la Seguridad Eléctrica (APSE)'. There are navigation icons at the top of the video conference window and a small icon in the bottom right corner of the slide.

ELECTROSECTOR
EL CANAL DE COMUNICACION DEL SECTOR ELECTRICO ARGENTINO

Jornada de "Seguridad Eléctrica en Inmuebles"

Viernes 13 de Diciembre 18 h.

Temario:

- La importancia de contar con materiales de instalación eléctrica y equipamiento eléctrico / electrónico de baja tensión certificados conforme a la Resolución de la ex BCYM 92/98. En que consiste la certificación de un producto y como reconocerlo en el mercado - Ejemplos.
- Marco legal de Fichas y Tomacorrientes. Cuales son los permitidos; cuales no, y por qué.
- Como está constituida la Reglamentación para la Ejecución de Instalaciones Eléctricas en Inmuebles de la Asociación Electrónica Argentina (AEA 90384), y cuales son sus partes y secciones. Límite de aplicación.
- Requisitos Esenciales de Seguridad en Instalaciones Eléctricas en Inmuebles, conforme a la Reglamentación AEA 90384.
- Ejemplos de buenas y malas prácticas de ejecución de instalaciones.
- Espacio para consultas e intercambios.

Duración: 1 h 45 minutos

Disertantes: Ings. Gustavo Capó y Daniel Leuzzi de la Asociación para la Promoción de la Seguridad Eléctrica (APSE)



Thank You!!!

