

TRACE Final Conference:

«Improvement of buildings energy performance and efficiency – Sustainable Communities in South East Europe»

September 25th 2014

GOOD PRACTICES ON INFORMATION CAMPAIGNS FOR IMPROVING THE ENERGY EFFICIENCY OF BUILDINGS

SET UP THE ENERGY INVESTMENT FORUM

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Province of Mantova

SET UP THE ENERGY INVESTMENT FORUM

Sub activity 5.2.2- Set up the network of Energy Investment Forums

Objectives. The aim of the EIF is to identify and prioritize energy efficiency investments in each territory. In addition, the EIF will try to initiate leverage of public and private sector sources of finance to realise these investments.

Target: 5 EIFs: Piraeus (Greece), Gabrovo (Bulgaria), Mantova and Perugia (Italy), Zagreb – (Croatia).

EIFs: THE EXPERIENCE FROM THE PROVINCE OF MANTUA

- Designing EIF according to the “**desiderata**” of the local partners, so to build a coherent set of EIFs mirroring the real needs of the five localities
- **Guidelines** on "How to organize and set up a Local Energy Investment Forum" delivered via email to all partners involved.
- **Guidelines** on “EIFs network implementation”
- **Set up the local EIF in Mantua** (May 2014), promoting its activity online via dedicated pages on the Province of Mantua website and on the AGIRE website, it also deployed the Facebook® account of the TRACE project and created a specific LinkedIn® page).
- **Analysis of SEAPs of 6 Municipalities** in the territory of the Province of Mantua. The aim of the analysis was to identify potential investment and concrete interventions for the EE in buildings own by specific municipalities.

EIFs: THE EXPERIENCE FROM THE PROVINCE OF MANTUA

The Province of Mantua put a lot of effort in designing EIF according to the “desiderata” of the local partners, so to build a coherent set of EIFs mirroring the real needs of the five localities while also able to closely cooperate in the network.



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Sub-activity 5.2.2

Questionnaire to design the EIF – Energy Investment Forum

1) What does your institution expect setting up its own local EIF?

- No changes in the local context
- Increase administrative burden with no return
- Increase the local stakeholders' involvement
- Increase political visibility for the local government
- Create a sustainable investment leverage
- Other
- Aumentare gli oneri amministrativi senza ritorno, aumentare il coinvolgimento degli attori locali, Aumentare la visibilità politica per il governo locale. Creare una leva investimento sostenibile

• SENSIBILIZZAZIONE PUBBLICITÀ DEL CITTADINO
• TRASFERIMENTO KA NEW TOILE WAREHO
• ASSISTENZA PER AGEVOLAZIONE FISCALE

2) What are the objectives your institution wants to achieve setting up its own local EIF?

- Increase the number of energy efficiency investments
- Advertise local activities
- Develop a permanent stakeholder involvement on energy efficiency
- Place a political landmark
- Reach local stakeholders
- Reach national stakeholders
- Reach international stakeholders
- Other
- Aumentare il numero di investimenti in efficienza energetica, Pubblicità attività locali, Sviluppare un coinvolgimento delle parti interessate permanente sull'efficienza energetica, Inserire un punto di riferimento politico, Raggiungere gli attori locali, Raggiungere attori nazionali, Raggiungere attori internazionali.

3) What are the stakeholders your organisation would like to cooperate with?

- Other public authorities
- Please mentioned them: *CONVAC - PROVINCIA - REGIONE - ARVA*

Energy agencies
Please mentioned them: _____

Investors
Please mentioned them: *BANCHE e FONDAZIONI*

Energy service companies (ESCOs)
Please mentioned them: _____

Final users
Please mentioned them: _____

Local Civil Society organisations
Please mentioned them: *COOPERTIVE, COOPERA e COOPERATIVA e COME COOPERATO*

Local enterprises working in the energy saving field
Please mentioned them: _____

Local enterprises interested in investing in CSR (Corporate Social Responsibility)
Please mentioned them: _____

Other
Please mentioned them: *ORDINI PROFESSIONALI*

4) What are the needs of the EIF your institution foresees?

- Physical accessibility
- Dedicated premises (offices)
- Dedicated staff (employees)
- Dedicated resources (salary)
- ↳ NON A CARICO DELLA P.A.*
- Wide advertising media campaign
- Reach an international audience
- Involve local stakeholders
- Involve national stakeholders
- Involve international stakeholders
- Create a sustainable (post-Trace) activity

EIFs: THE EXPERIENCE FROM THE PROVINCE OF MANTOVA

- **Guidelines** on "How to organize and set up a Local Energy Investment Forum" delivered via email to all partners involved.
- **Guidelines** on "EIFs network implementation"



EIFs' network implementation

BACKGROUND INFO (from the Application form)

Objective
Activity 5.2: Setting up a **network** of Energy Investment Forums (EIFs)
Leader: Mantova
Sub-activity 5.2.a "Set up the network of Energy Investment Forums"
Leader: WU
Partners involved Piraeus, Gabrovo, Mantova, Perugia and Zagreb

Explanation: During this Activity the key is to set up the network of EIFs, so that each local experience share a common implementation and a set of "network features".

Following the document "Sub-activity 5.2.2 Guideline to set up an EIF" and the questionnaire gathering the different needs and resources available among involved partners, Province of Mantova has devised a set of three common tools (Gmail® email address, LinkedIn® entity, Facebook® and News-Letter promotion). The tools have been devised to help easy implementation (little know-how, wide outreach and time-saving activity). The tools are aiming at the following

- Objectives:**
- Create a network of interrelated EIFs
 - Help the dissemination of 1) events, 2) tools, 3) partners' details, 4) opportunities
 - Ensure long term sustainability

The three **tools** are the following:

Gmail® address	In order to avoid the creation of email account difficult to manage (such as those of our own institutions, @see-trace.eu, or other) we strongly suggest to create the following account EIF_nameofthelocalty@gmail.com So for example Province of Mantova has already create EIF_Mantova@gmail.com . This choice allows us to have similar names that can be easily disseminate among stakeholders, email addresses are easy to be remembered and a new one can be easily constructed once you know any of them. In order to create the Google® account the following link can be deployed: https://accounts.google.com/signup?service=email
LinkedIn® entity	Once the EIF team has create the Google® account, the mail address can be usefully deployed to create a LinkedIn® account.



	<p>LinkedIn® is a social media widely used in the business sector to maintain connections, share information and build-up reputations. It is the world's largest professional network with over 300 million members around the globe (more than 200 countries). As regards EIFs, there are two LinkedIn® features which we are interested in:</p> <ul style="list-style-type: none"> - the possibility to "make relationships" with other people on the same platform - the possibility of joining specific groups of interest (which mainly share information, calls, etc.) <p>The EIF can be labelled in native language as well, however Province of Mantova opted for a clear:</p> <p>Name: Energy Investment Surname: Forum Mantova Activity: Energy Investment Forum at Provincia di Mantova</p> <p>Once the LinkedIn® account has been set - following the link https://www.linkedin.com/ - it is important to look for:</p> <ol style="list-style-type: none"> 1) Other EIFs TRACE identities 2) Local stakeholders (ESCOs, local experts, local enterprises, public administrations, local governors, etc.) 3) Relevant groups, among the others: <ul style="list-style-type: none"> - EU Energy Week - Renewable Energy World
Facebook® and News-Letter promotion	<p>Once the local EIF has its own LinkedIn® identity and email address, it is possible to promote local initiatives and general information using standard advertisement tools:</p> <ul style="list-style-type: none"> - Institutional newsletter - TRACE newsletter - Institutional facebook® page - TRACE facebook® page <p>Province of Mantova decided not to build a facebook® account for the EIF because it would require extreme effort to reach adequate results, on the contrary it is possible to exploit facebook® using existing pages, such as the one mentioned above.</p>



Evaluation
 The evaluation of the actions carried out under the EIFs will be based on the following:

Qualitative and quantitative description of the outputs and results in EIFs implementation					
Description of activity	Type	Measurement unit	Target value	Achieved value	Period of delivery
Number of incoming mails	output	No of visits/month	To be set by partner	Yes / No	Jun – Oct 2014
Number of outgoing mails	output	No of visits/month	To be set by partner	Yes / No	Jun – Oct 2014
Number of LinkedIn contacts	output	No of visits/month	To be set by partner	Yes / No	Jun – Oct 2014
Number of LinkedIn posts	output	No of visits/month	To be set by partner	Yes / No	Jun – Oct 2014

Monitoring and reporting
 As mentioned in the document "Sub-activity 5.2.2 Guideline to set up an EIF" it is necessary to make as effective as possible the action of the Energy Investment Forums and reduce the risks of failure caused by the reduced time available for implementation with respect to the initial time schedule. For this reason it will be important to perform constant and progressive monitoring and verification tasks on activities carried out during EIFs setting-up and operation, making also possible revisions of the goals and methods of implementation during the period of delivery. Therefore, at the end of each month and starting from 30th June 2014, each partner will send to WU, as leader of the sub-activity 5.2.2, a brief summary report on the table above, recording the achieved values with respect to the previously defined performance indicators.

The analysis of data obtained from monthly reports (4 in total) will enable WU to check the progress in implementation of the 5 EIFs, sharing with the project partners their effectiveness and, where appropriate or necessary, proposals will be evaluated and alternative actions or improvements, to be agreed with partners, could be suggested. Additionally, the report will be shared with all partners in order to facilitate the exchange of experiences and knowledge of best practices.



EIFs: THE EXPERIENCE FROM THE PROVINCE OF MANTUA

Set up the local EIF in Mantua (May 2014)

- Website (www.agirenet.it)
- LinkedIn
(Energy Investment Forum Mantova)
- Dedicated email (eif.mantova@gmail.com)
- Dedicated phone line (virtual office)
- Focus groups
- Match – making



EIFs: THE EXPERIENCE FROM THE PROVINCE OF MANTUA

Analysis of SEAPs of 6 Municipalities in the territory of the Province of Mantua. The aim of the analysis was to identify potential investment and concrete interventions for the EE in buildings own by specific municipalities.



Municipality of Asola

EE refurbishment of public buildings

- Sede Municipale
- Scuola primaria Asola
- Scuola primaria Castelnuovo
- Scuola materna Castelnuovo
- Palestra Castelnuovo
- Biblioteca
- Scuola media
- Scuola materna, centro sportivo Schiantarelli



867.600,00



EE in public lighting

- 1627 light points



850.000,00

EIFs: THE EXPERIENCE FROM THE PROVINCE OF MANTUA

- 1) Comune di San Giorgio di Mantova +
- 2) Comune di Virgilio +
- 3) Comune di Piubega +
- 4) Comune di Poggio Rusco +
- 5) Comune di Asola +
- 6) Comune di Carbonara Po =



EE refurbishment of public buildings

 **6.828.016,00**

EE in public lighting

 **3.594.000,00**

Overall estimated investment

 **9.882.016,00**



EIFs: THE EXPERIENCE FROM THE PROVINCE OF MANTUA

- HORIZON 2020
 - ELENA
 - MLEI
- } PDA (Project Development Assistance)
- Smart Cities and Communities
 - European Energy Efficiency fund (EEEF)

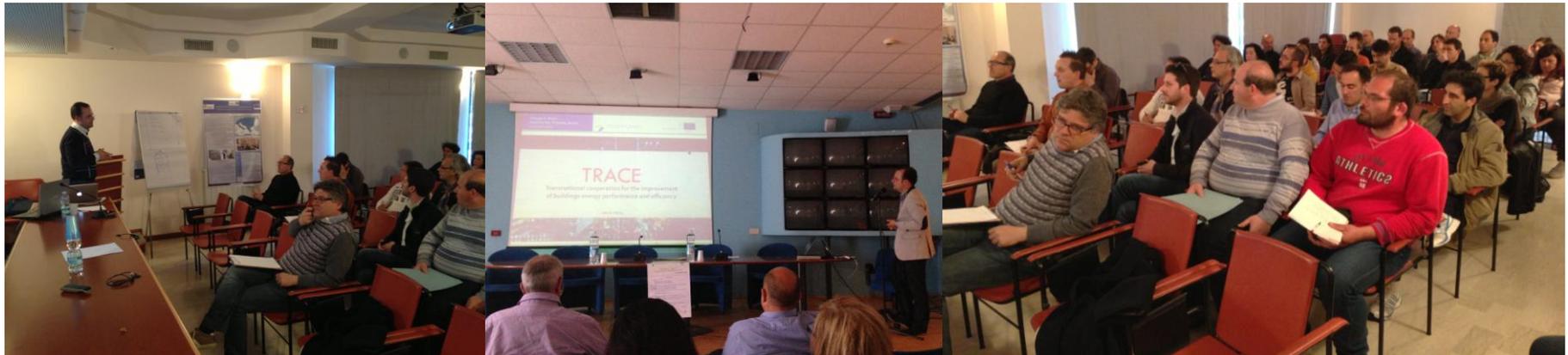


Different available opportunities are to be evaluated according to

- Goals
- Dimension (number of buildings, territorial extension, estimated investments)
- Partners involved (PPP)

EIFs: THE EXPERIENCE FROM THE PROVINCE OF MANTUA

EIF in meetings, third party events and training sessions



EIFs: THE EXPERIENCE FROM THE PROVINCE OF MANTUA

Monitoring and Reporting

Qualitative and quantitative description of the outputs and results in EIFs implementation												
Description of activity	Type	Measurement unit	Target value GABROVO	Monitoring Gabrobo 1/9	Target value MANTUA	Monitoring Mantua 1/9	Target value PERUGIA	Monitoring Perugia 1/9	Target value PIRAEUS	Monitoring Piraeus 1/9	Target value ZAGREB	Monitoring Zagreb 1/9
Meetings with public administrations and private stakeholders	result	No of meetings set up	To be set by partner		3	2	To be set by partner		To be set by partner		To be set by partner	To be set by partner
	output	No of public administrations involved	To be set by partner		5	12	To be set by partner		To be set by partner		To be set by partner	To be set by partner
	output	No of private stakeholder involved	To be set by partner		3	1	To be set by partner		To be set by partner		To be set by partner	To be set by partner
	output	No of overall participants	To be set by partner		20	37	To be set by partner		To be set by partner		To be set by partner	To be set by partner
Physical /virtual office information and support	result	No of overall hours opening	To be set by partner		40	120	To be set by partner		To be set by partner		To be set by partner	To be set by partner
	result	No of overall users engaged or contacted	To be set by partner		n.a.		To be set by partner		To be set by partner		To be set by partner	To be set by partner
	output	No of visits received by users	To be set by partner		n.a.		To be set by partner		To be set by partner		To be set by partner	To be set by partner
	output	No of contacts by email	To be set by partner		5	37	To be set by partner		To be set by partner		To be set by partner	To be set by partner
output	No of contacts by phone	To be set by partner		15		To be set by partner		To be set by partner		To be set by partner	To be set by partner	
Visits of the partner website	output	No of visits/month	To be set by partner		20		To be set by partner		To be set by partner		To be set by partner	To be set by partner
Communication and information activities supporting EIFs awarness in public administration and private stakeholders	output	No of Media appaerances	To be set by partner		2		To be set by partner		To be set by partner		To be set by partner	To be set by partner
	output	No of poster or brochure broadcasted	To be set by partner		5	10	To be set by partner		To be set by partner		To be set by partner	To be set by partner
	output	No of "like" on Facebook EIF profile	To be set by partner		n.a.		To be set by partner		To be set by partner		To be set by partner	To be set by partner
	output	No of "connections " on LinkedIn EIF profile	To be set by partner		50	33	To be set by partner		To be set by partner		To be set by partner	To be set by partner
Effectiveness of Energy Investment Forum in identify, prioritize and activate investments in building energy efficiency	result	No of investment opportunities identified	To be set by partner		1		To be set by partner		To be set by partner		To be set by partner	To be set by partner
	output	No of declarations of interest in activating PPP	To be set by partner		1		To be set by partner		To be set by partner		To be set by partner	To be set by partner
	output	Overall estimated amount of the investmnet identified (€) through EIFs	To be set by partner		n.a.							
	output	No of PPP investments activated through the EIFs	To be set by partner		1		To be set by partner		To be set by partner		To be set by partner	To be set by partner

EIFs: THE EXPERIENCE FROM THE PROVINCE OF MANTUA

Monitoring and Reporting

Description of activity	Type	Measurement unit	Target value MANTUA	Monitoring Mantua 1/9
Meetings with public administrations and private stakeholders	result	No of meetings set up	3	2
	output	No of public administrations involved	5	12
	output	No of private stakeholder involved	3	1
	output	No of overall participants	20	37
Physical /virtual office information and support	result	No of overall hours opening	40	120
	result	No of overall users engaged or contacted	n.a.	
	output	No of visits received by users	n.a.	
	output	No of contacts by email	5	37
	output	No of contacts by phone	15	
Visits of the partner website	output	No of visits/month	20	

Visits of the partner website	output	No of visits/month	20	
Communication and information activities supporting EIFs awarness in public administration and private stakeholders	output	No of Media appaerances	2	
	output	No of poster or brochure broadcasted	5	10
	output	No of "like" on Facebook EIF profile	n.a.	
	output	No of "connections " on LinkedIn EIF profile	50	33
Effectiveness of Energy Investment Forum in identify, prioritize and activate investments in building energy efficiency	result	No of investment opportunities identified	1	
	output	No of declarations of interest in activating PPP	1	
	output	Overall estimated amount of the investmnet identified (€) through EIFs	n.a.	
	output	No of PPP investments activated through the EIFs	1	

WP	3	Transfer of know-how among territorial administrations in
Activity	3.2	Collection and analysis of good practice
Sub Activity No.	3.2.2	Collection of good practices on information campaigns for improving the energy efficiency of buildings
Sub Activity Goal		The goal of this sub-activity is the collection of good practices on the conception, implementation and monitoring of information campaigns for improving the energy efficiency in buildings. Indicative areas of investigation include the following: identification of topics and communication needs, adoption of creative/communication approaches, concepts and tools, selection of appropriate target groups, strategic approach and ways to demonstrate benefits, selection and use of cross presence in various media, basic information and initial advice to private households, public authorities and companies.
WP Leader		Perugia
Activity Leader		Zagreb
Sub Activity Leader		Mantova

GOOD PRACTICES ON INFORMATION CAMPAIGNS FOR IMPROVING THE ENERGY EFFICIENCY OF BUILDINGS

SUMMARY

- **THE ROLE OF COMMUNICATION CAMPAIGNS AMONG THE POLICY INSTRUMENTS**
- **METHODOLOGY OF COLLECTION PROCESS**
- **TARGET GROUPS**
- **SUBJECT IMPLEMENTED**
- **MEDIA AND TOOLS USED IN INFORMATION CAMPAIGNS**

THE ROLE OF COMMUNICATION CAMPAIGNS

- increasing the effectiveness and long-term impact of most other regulatory and control instruments through the promotion of long-term **behavioral changes**
- communicating with individual citizens is seen as a relevant means of improving **residential sector energy efficiency**
- “**behavioral wedge**” can reduce emissions much more quickly than other kinds of changes and deserves explicit consideration as part of climate policy.



THE ROLE OF COMMUNICATION CAMPAIGNS

CAMPAIGNS SUPPORTED ACTIONS

Raising awareness of citizens about Energy Efficiency and Renewable Energies

Providing **information and dissemination** of good practices, technologies and services

Providing **support and consultancy** on EE and RE to stakeholders

Promoting public – private **partnerships** with private companies

Energy efficiency campaigns aim at **changing habitual energy behaviour or investment behaviour** of individuals or organisations.

METHODOLOGY OF COLLECTION PROCESS

The general approach is based on a **list of issues relevant to policies** of communication package supporting the implementation of energy efficiency measures.

The collection has been carried out through a **standardized questionnaire**, delivered to partners via **email**



47 GOOD PRACTICES COLLECTED

METHODOLOGY OF COLLECTION PROCESS

TARGET GROUPS

MAIN DATA

SHORT DESCRIPTION

WEBSITE REFERENCE

ITALIA		IT-01
Public Administration	<input checked="" type="checkbox"/>	Households <input checked="" type="checkbox"/> Companies
ENFORCE		
Main data		
Campaign Promoter	ADICONSUM, RENAEL	
Campaign subject	Information and support on energy efficiency and renewable energies	
Year	2008 - 2012	
Place	Italy and four other European project partners (7 in total)	
Main tools used	Website, Events, Training courses, Brochures	
Cost	N/A	
Target reached	500,000 telephone calls through call-center and 4,000 citizens during events	
Short description		
<p>Leading the way to energy-efficient buildings, the ENFORCE (EUROPEAN NETWORK FOR THE ENERGY PERFORMANCE CERTIFICATION OF BUILDINGS) project aids the diffusion of energy certification (Energy Performance of Buildings Directive 2002/91/EC). ENFORCE includes 7 partners from Italy, Portugal, Spain, Slovenia and Greece working closely with the relevant stakeholders at national and European level.</p> <p>European in scope and nature, it aims to give final consumers independent, qualified, information and assistance on energy certification of their buildings, allowing them to make informed decisions. It tackles obstacles to intelligent patterns of energy use by: carrying out 6 national studies on the steps and experience in introducing new legislation, plus a European comparative study on replicable best-practice; creating a trans-national network of trained energy auditors -operating under a common code of conduct- to assist final consumers on energy performance related topics; operating a call-center for consumers as a first contact point, providing the requested information and access to the network of auditors; launching an information campaign to promote the call-center and network services, thus qualify the market.</p> <p>The Enforce website is the main tool of communication for citizens, helping them to improve energy efficiency in their houses, save energy and protect the environment. The website is divided in specific sections for each Partner State (Italy, Spain, Portugal, Greece and Slovenia), plus a common section in english.</p>		
Website		
http://www.enforce-eeen.eu/ita/		

METHODOLOGY OF COLLECTION PROCESS

Ref.	CAMPAIGN TARGET GROUPS			SUBJECT IMPLEMENTING				
	Public Administration	Households	Companies	Supporting public authorities for energy efficiency projects	Raising awareness for energy efficiency and renewable energy	Information on energy efficiency and renewable energies	Information and support energy on efficiency and renewable energies	Information on energy efficiency and financing opportunities
AL-01	✓	✓	✓			✓		
AL-02		✓	✓					✓
AL-03		✓	✓					✓
AL-04	✓	✓	✓					✓
AL-05	✓	✓	✓			✓		
AT-01	✓	✓			✓			
AT-02	✓			✓				
AT-03	✓			✓				
AT-04		✓					✓	
AT-05		✓	✓				✓	
BA-01		✓		✓				
BG-01		✓				✓		
BG-02		✓				✓		
HR-01	✓					✓		
HR-02	✓					✓		
HR-03	✓					✓		
HR-04	✓				✓			
HR-05		✓				✓		
HR-06	✓					✓		
HR-07		✓				✓		
GR-01		✓				✓		
GR-02		✓	✓			✓		

Ref.	CAMPAIGN TARGET GROUPS			SUBJECT IMPLEMENTING				
	Public Administration	Households	Companies	Supporting public authorities for energy efficiency projects	Raising awareness for energy efficiency and renewable energy	Information on energy efficiency and renewable energies	Information and support energy on efficiency and renewable energies	Information on energy efficiency and financing opportunities
IT-01		✓	✓				✓	
IT-02	✓	✓	✓					✓
IT-03	✓	✓	✓		✓			
IT-04		✓	✓					✓
IT-05	✓	✓	✓		✓			
IT-06	✓	✓			✓			
IT-07	✓	✓	✓	✓				
IT-08		✓	✓				✓	
IT-09	✓			✓				
IT-10		✓						✓
IT-11	✓	✓	✓	✓				
RO-01			✓				✓	
RO-02	✓						✓	
RO-03		✓	✓				✓	
RO-04	✓						✓	
RO-05							✓	
RO-06	✓	✓					✓	
SI-01	✓	✓					✓	
SI-02			✓				✓	
SI-03		✓	✓	✓				
SI-04		✓	✓				✓	
SI-05	✓						✓	
SI-06	✓			✓				
SI-07		✓	✓				✓	
SI-08	✓	✓	✓				✓	

EX – POST EVALUATION ISSUES

CAMPAIGNS PROMOTERS

Public bodies

national or local communication campaigns aimed at transferring knowledge to stakeholders about the progress and results of the activities carried out on a larger scale

Private stakeholders

provide information to a specific category of user for whom are interested to influence or address decisions.

Public-private partnerships

Win-to-win marketing strategy: private award more credibility towards potential customers, public has economic resources

TARGET GROUPS



Target segmentation is an important pre-requisite for establishing programme goals and analysing the determinants of human behaviour.

TARGET GROUPS

TARGET GROUP

**Public
administrations**

are the main **promoter and implementer of changing processes** aimed at improving energy efficiency in buildings.

MAIN TOPICS

Policies

Regulations

Incentives and funds

Support mechanisms

TARGET GROUPS

TARGET GROUP

Households

information campaigns addressed to households aim to **altering the adoption and use of available technologies in households** by means of behaviorally oriented policies and interventions

MAIN TOPICS

Raising awareness on technology issues

Energy saving and RE

Equipment maintenance

Daily use behaviors

TARGET GROUPS

TARGET GROUP

Companies

the main objectives are to make a **match-making between consumers and professionals or commercial market** specifically oriented to energy efficiency issues.

MAIN TOPICS

Market development

Non-profit activities
(green wash)

New products marketing

Public-private partnerships

CAMPAIGNS TARGET GROUPS

Public Administration

Households

Companies

ALBANIA		AL-05
<input checked="" type="checkbox"/> Public Administration	<input type="checkbox"/> Households	<input type="checkbox"/> Companies
Information Centre for Energy Efficiency		
Main data		
Campaign Promoter	Municipality of Tirana, Albania & The National Agency of Natural Resources	
Campaign subject	Information on energy efficiency and renewable energies	
Year	2014 - present	
Place	Tirana	
Main tools used	Education & information, working group & open information days, information campaigns	
Cost	N/A	
Target reached	Households, Public Administration, Utility employees, University, Companies etc.	



AUSTRIA		AT-04
<input type="checkbox"/> Public Administration	<input checked="" type="checkbox"/> Households	<input type="checkbox"/> Companies
Energy consulting Lower Austria		
Main data		
Campaign Promoter	State of Lower Austria	
Campaign subject	Support on energy efficiency measures	
Year	2005 - ongoing	
Place	Lower Austria	
Main tools used	website, consultations	
Cost	N/A	
Target reached	> 50,000 phone requests since 2005 (as of end-2012)	



ROMANIA		RO-01
<input type="checkbox"/> Public Administration	<input type="checkbox"/> Households	<input checked="" type="checkbox"/> Companies
National Qualification Scheme for Construction Workers		
Main data		
Campaign Promoter	URBAN-INCERC	
Campaign subject	Information on energy efficiency and renewable energies	
Year	2013/14 - 2015/16	
Place	Romania and other EU member states	
Main tools used	Elaboration of programmes, meetings	
Cost	N/A	
Target reached	N/A	



AUSTRIA		AT-02
<input checked="" type="checkbox"/> Public Administration	<input type="checkbox"/> Households	<input type="checkbox"/> Companies
Online-Guideline for energy efficient municipality buildings		
Main data		
Campaign Promoter	Regional governments of Austria and Ministry of Life and Austrian Energy Agency	
Campaign subject	Supporting public authorities for energy efficiency projects	
Year	2012 - 2013	
Place	7 Austrian regions with 85+ programs	
Main tools used	Online-tool	
Cost	Approx. 20,000,00 Euro	
Target reached	N/A	



BULGARIA		BG-01
<input type="checkbox"/> Public Administration	<input checked="" type="checkbox"/> Households	<input type="checkbox"/> Companies
CEZ information campaign		
Main data		
Campaign Promoter	CEZ	
Campaign subject	Information on energy efficiency and renewable energies measures	
Year	2012, 2013, 2014	
Place	All CEZ customers in Bulgaria	
Main tools used	Guidebook, leaflet, web-site, lectures for students	
Cost	N/A	
Target reached	N/A	



SLOVENIA		SI-02
<input type="checkbox"/> Public Administration	<input type="checkbox"/> Households	<input checked="" type="checkbox"/> Companies
Build Up Skills		
Main data		
Campaign Promoter	European Union - Intelligent Energy Europe	
Campaign subject	Information on energy efficiency and renewable energies	
Year	2011 - ongoing	
Place	Slovenia and 29 other EU member states	
Main tools used	Lifelong learning	
Cost	N/A	
Target reached	N/A	



SUBJECT IMPLEMENTED

SUBJECT IMPLEMENTED

Supporting public authorities for energy efficiency projects

Raising awareness for energy efficiency and renewable energy

Information on energy efficiency and renewable energies

Information and support energy on efficiency and renewable energies

Information on energy efficiency and **financing opportunities**

SUBJECT IMPLEMENTED

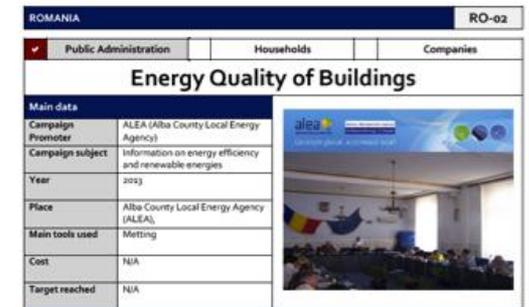
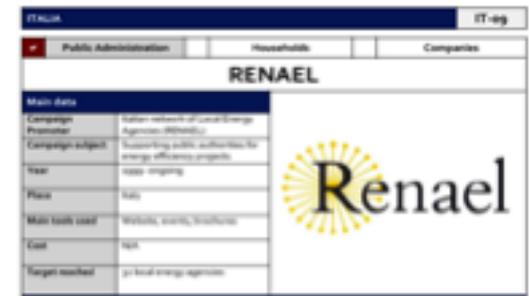
Supporting public authorities for EE projects

Formation of collaborative networks

between public authorities and energy agencies for the exchange of good practice and the implementation of joint projects

Staff training and information

in order to increase the technical capabilities about specific issues of energy efficiency and tools



SUBJECT IMPLEMENTED

Raising awareness for EE and RES

Providing general information and searching for involvement
in order to increase awareness of citizens on EE and RE use in buildings

AUSTRIA		AT-01
<input checked="" type="checkbox"/> Public Administration	<input checked="" type="checkbox"/> Households	<input type="checkbox"/> Companies
Energy movement (“Energiebewegung”) and Energy ambassador (“Energiebotschafter”)		
Main data		
Campaign Promoter	Energy movement of Lower Austria	
Campaign subject	Raising awareness for energy efficiency and renewable energy	
Year	2012/11 - ongoing	
Place	Region of Lower Austria	
Main tools used	Online communication platform	
Cost	N/A	
Target reached	4.100 registered people and 1.200 energy ambassadors	
		

ITALIA		IT-03
<input checked="" type="checkbox"/> Public Administration	<input checked="" type="checkbox"/> Households	<input checked="" type="checkbox"/> Companies
M'illumino di meno (Less light for myself)		
Main data		
Campaign Promoter	RAI, RADIO 2	
Campaign subject	Raising awareness for energy efficiency and renewable energy	
Year	2005 - 2014	
Place	Italy	
Main tools used	Website, radio broadcasting, events	
Cost	N/A	
Target reached	N/A	
		

SUBJECT IMPLEMENTED

Information on EE and RES

Providing general specific information on energy saving issues

in order to made behavioural changes into target groups or inform about regulations

BULGARIA		BG-02
Public Administration	<input checked="" type="checkbox"/>	Households
Companies		
Green measures for Bulgarian homes		
Main data		
Campaign Promoter	Ministry of Regional Development	
Campaign subject	Information on energy efficiency and renewable energies measures	
Year	2013	
Place	36 cities in Bulgaria	
Main tools used	Information campaigns, consultations, leaves	
Cost	N/A	
Target reached	36 information campaigns	



GREECE		GR-01
Public Administration	<input checked="" type="checkbox"/>	Households
Companies		
National Information Campaign on Building Energy Efficiency - Information brochure		
Main data		
Campaign Promoter	Ministry for Environment, Energy and Climate Change	
Subject implementing	Information on energy efficiency and renewable energies	
Year	2010	
Place	Greece	
Main tools used	Information brochure	
Cost	N/A	
Target reached	22 neighborhoods or 150 households	



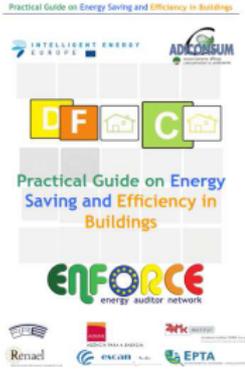
SUBJECT IMPLEMENTED

Information and support energy on EE and RES

Providing information and support facilities

in order to help target groups to put into actions good practices and behavioural changes

AUSTRIA		AT-05
Public Administration	Households	Companies
Initiative "Heating check" in Vienna, Lower Austria, and Carinthia		
Main data		
Campaign Promoter	Federal initiative "klima:aktiv"	
Campaign subject	Support on energy efficiency measures	
Year	2013 - ongoing	
Place	Carinthia, Lower Austria and Vienna	
Main tools used	consultations	
Cost	N/A	
Target reached	> 50,000 phone requests since 2005 (as of end-2012)	

ITALIA		IT-01
Public Administration	Households	Companies
ENFORCE		
Main data		
Campaign Promoter	ADICONSUM, RENAEL	
Campaign subject	Information and support on energy efficiency and renewable energies	
Year	2008 - 2012	
Place	Italy and four other European project partners (7 in total)	
Main tools used	Website, Events, Training courses, Brochures	
Cost	N/A	
Target reached	500,000 telephone calls through call-center and 4,000 citizens during events	

SUBJECT IMPLEMENTED

Information on EE and financing opportunities

Providing specific information on funding and financial opportunities in order to move small or great investments for EE and RE measures

ALBANIA		AL-03
Public Administration	✓	Households
Energy Efficiency Loans		
Main data		
Campaign Promoter	ProCredit Bank Albania	
Campaign subject	Information on energy efficiency and financing opportunities	
Year	2009 – present	
Place	Korça	
Main tools used	Website, workshops, campaigns	
Cost	N/A	
Target reached	30 Participants inworkshop, 250 visitors/month	



ALBANIA		AL-04
Public Administration	✓	Households
Companies	✓	
Good for you, good for your home		
Main data		
Campaign Promoter	Banka Kombëtare Tregtare	
Campaign subject	Information on energy efficiency and financing opportunities	
Year	2012 – present	
Place	Korça	
Main tools used	Website, workshops, campaigns	
Cost	N/A	
Target reached	Households, Public Administration, Companies, Tourism sector	



MEDIA AND COMMUNICATION TOOLS

Direct media and tools

- Meetings
- Conferences and workshops
- Exhibitions
- On-site consultation and info points
- Guided study visits



Indirect media and tools

- Website
- On-line tools
- Social media
- Brochures
- Press advertising



**NOT FULLY EXPLORED SOCIAL
MEDIA POSSIBILITIES**

CONCLUSIONS

Information campaigns has some important features to be considered as “good practices” (once are clearly set goals, target groups, budget):

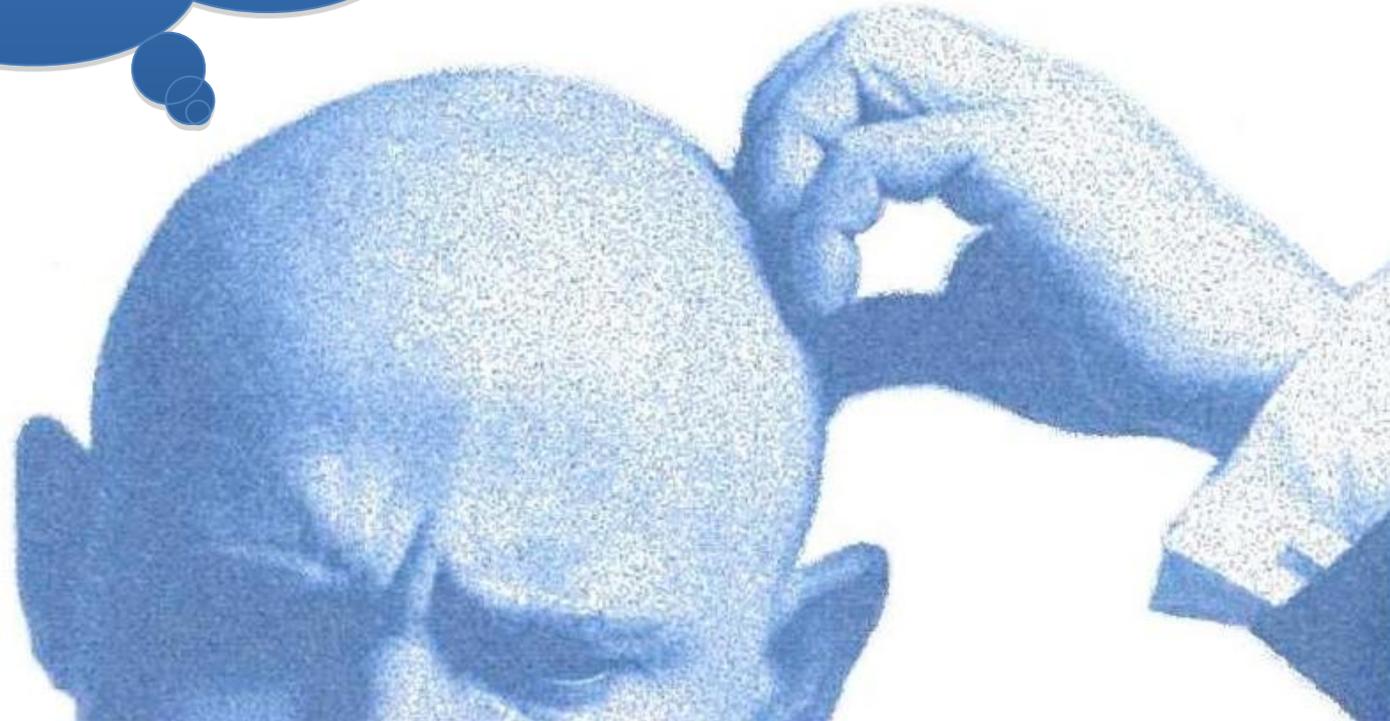
- High Replicability Potential in terms of methodolog and tools
- Possibility to transfer know-how in other contexts and countries
- Effetctiveness (benchmarks and follow-up are needed)

BOTTLENECK

- Monitoring and results (effectiveness)
- Targets achieved (quantitative values)
- Cost-benefits analysis (poor information about costs)
- Social media potential not fully explored



WHEN DOES A
“GOOD PRACTICE”
BECOMES A
“BEST PRACTICE”?



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FINALLY, A POSSIBLE ANSWER IS...

A best communication practice can be probably considered the one among the others, that reached **more end users with the same or lower budget, or engaged more interested contacts**, or stimulated more **investments and interventions** in EE and RES.

The challenge is to optimize economic and human efforts in order to obtain **“more with less”** also in communication and information activities.

THANK YOU FOR ATTENTION!

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