

ESS – Awareness Plan

Deliverable 4.3

This document is an outline of the development and delivery of an energy awareness campaign for public housing. The campaign will be strengthened by offering energy advice service (deliverable 4.5) to the residents in public housing and to make the residents aware of this service and to make them use it.

Background

The problem

The use of energy is often not visible for residents in public housing. The heat is included in the rent as well as the hot and cold-water consumption. The residents can not affect the choice of white goods, there is no immediately feedback of the energy consumptions in large energy bills if for example the use of hot water is big. The only energy use the residents can have an influence on and gets a economical feedback (=bill) is the use of electricity. Of course the rent is affected by the residents use of energy but the feedback is slow and also spread over all residents.

The connection between high bills and energy use is therefore difficult to use, another way is to raise awareness of the price the environment is paying for our energy use. The campaign will highlight the energy issues both by referring to economical aspects as well as environmental aspects. The campaign will illustrate the unnecessary use of energy – the waste of energy.

Target audience

The primary audience of the campaign are the residences in the public housing companies. Some of them are already aware of energy efficiency equipment but some of do not care about this issues at all. The may reason can be lack of knowledge but also lack of economical feedback (lower energy bills...). The audience is a mixture of all ages and also all educational levels, the audience is also a mix of different nationalities but the campaign will be in Swedish

The secondary audience is the staff of the housing companies, especially the staff who are in close contact of the residents. They must be aware if the campaign, the training courses and the energy advice service available within the SHARE-project.

The actions of the campaign

The actions of the campaign are raise awareness how and why to use energy in a more efficient way. Lower electricity bills for the residents, lower energy consumption for the housing companies, increased amount of calls to the energy advisers etc. The campaign will remind people of the facts they already (should) know: do not use more energy than necessary, save your money, save the environment.

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Campaign ideas

In discussions with the housing companies and the national union of tenants the information material will be developed. Different ways of reaching the audience has been evaluated, the final decisions which method that will be used will be decided upon discussions with the housing companies, the national union of tenants.

The most likely methods will be:

- ✓ Door drops and flyer for housing staff. The staff do regular visits in the houses and the message can be delivered at the same time as the bill or other messages from the housing company.
- ✓ Give aways. Thermometers, t-shirts, dish-cloths, plugs for the washing-up sink etc. Can be winning prizes in simple competitions, can also be gifts at meetings and events.
- ✓ Calendar 2007
- ✓ Articles and competitions in the paper from the housing companies
- ✓ Articles and competitions in the newsletter from the national union of the tenants.
- ✓ Posters

This material will be backed up by the already existing energy advice leaflets, factsheets and information at the web, there are several really good webpages: www.stem.se, www.konsumentverket.se, www.naturvardsverket.se www.snf.se, www.sparkkraft.se and also www.energikontor-so.com

There is also possible to add small energy advice at the bill from the housing companies.

There will press releases to the local newspapers as well as radio stations.

Theme ideas

Every part will include concrete examples of how much the energy waste costs, and also inform about the benefits in saving energy. Humour is an important way to reach the audience.

All information will include facts how to reach the energy adviser service and also an encouragement to do so, which will connect the campaign to the energy adviser service “energy advice for everyone” described in deliverable 4.5.

The campaign will be divided in three main topics:

1. Hot water: Stop the unnecessary waste of (hot) water.
Message: do not do the dishes under running water. It is better with a short shower than a bath, etc. Dishcloths with a printed advice to save water. Competition to win plugs for the washing-up sink etc.
2. Standby and the use of electrical equipment. This part will be published close to Christmas, when there is a large amount of extra lights in every home.
Standby eats a large part of your electricity bill.
When buying new electronics– make an energy smart choice.

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You will earn (or save) 250 SEK (27€) for each low energy lamp bulb you use in your home instead from a regular lamp bulb.

3. Save energy – save money. Be active – reduce your electricity bill.

Production of material

Timetable:

- ✓ Discuss and test campaign ideas and methods, August 28, 2006.
- ✓ Compare bids for production of the material, September 8, 2006
- ✓ Produce texts, images etc for the material, September 22, 2006
- ✓ Share Forum September/October 2006
- ✓ The material should be ready for deliverable 4.4
- ✓ Distribute the first part of the material (Hot water) end of October 2006.
- ✓ Share Forum November 2006
- ✓ Distribute the second part (standby and electricity) beginning of December 2006
- ✓ Distribute the third part (Save energy – save money) in March 2007
- ✓ Share Forum May/June 2007

During October until end of project it will be articles in the housing companies papers, messages at the bill for the rent etc.

Costs

Developing of information material 3000 €

Printing and distribution of information material 4500 €