

## SHARE awareness plan – REC Estonia

### **A background review**

**The issue** that REC awareness plan is trying to solve is behavioral change of energy end users and general awareness rise about energy use, efficiency.

**The target audience** we would like to reach is simple end user, mostly not surely belonging to the management of the flat owners association board. They are medium or low-income persons who are worried about energy bill numbers.

**Possible result.** After trainings and campaign they will understand better how to behave this way that it may influence to the energy consumption of there's apartment.

- The campaign will be made in cooperation with Forum partners EKÜL and KREDEX who are using same advice/training materials as REC.

**Campaign Idea – To get end users to the training courses and by training them get increased awareness about efficient use of energy.**

### **Medium.**

1. In cooperation with above mentioned Forum partners REC will produce information letter about energy efficient use and trainings and EKÜL together with KREDEX will deliver this letter by direct mailing using own quite good data banks with addresses to the target group (this means nearly all flat owners associations)
2. Announcements in newspapers, magazine for owners of flats and houses “Elamu” and in web pages of partners.

**Future plans** - On autumn 2006 and spring 2007 Forum partners REC, EKÜL and KREDEX will implement number of training courses (more than 15 in different places of Estonia) for multi-flat houses inhabitants.

**A rough time scale** – End of August 2006 text for the energy efficient use guidebook will be ready for printing. KREDEX will organize

printing so that product is ready to deliver on the end of September 2006.

Information letter about energy issue, advice and trainings schedule will be sent out in mid September, before trainings.

Trainings will take place during the period autumn 2006 - spring 2007.

### **An indication of the costs of the campaigns, trainings.**

- About 2500 EUR - only REC Estonia part from all cost.
- Total cost about 14 000 EUR (all cost of seminar venues, lecturers, printing, advertisement, direct mailing etc)

**Participation in trainings** will show how successful was the campaign. There is a plan to use feedback from trainings and this should also show how the awareness has been changed.

Some ideas about measuring awareness increase.

1. After trainings and advice events short questionnaire will be asked to fill for participants. And right answers will be presented. Best persons for answers will be announced and price (digital in- and outdoor temperature thermometers will be given as prizes.
2. On web pages of EKÜL and KREDEX will be short questionnaire about energy efficient use. Questions are based on training/advice materials. This will be electronically filled and easy to send. Best-answered persons will get digital thermometers as present.
3. Training materials includes Energy efficient use guidebook.

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27.07.2006