

SHARE Awareness Plan – EE74

July 2006.

This document outlines the development and delivery of an energy awareness campaign for “social housing” residents in Haute-Savoie. It forms the awareness plan for EE74 in accordance with Deliverable 4.3 in work package 4. The awareness plan is backed up by the energy advice services as set out in Deliverable 4.5. (Telephone hotline, home visits, advice surgeries, etc.).

This document is in three sections. The first is a mock ‘creative brief’ similar to what an advertising or public relations agency would ask for, prior to planning a campaign. This is in the form of questions and answers. The second section is three campaign ideas that are based upon this brief. The final section is the planning section where indicative costs and a timetable of delivery are presented.

PART A – The ‘Creative Brief’

Background:

Please summarise this program and what you want to achieve:

An increase in energy efficient behaviour for the residents in “social housing” and a greater awareness of energy related issues for the social actors (especially the SHARE forum partners) in Haute-Savoie.

How will you measure the success of this program?

- An increase in the uptake of social energy advice services, that will be measured by the increasing activity in this field for EE74;
- A greater awareness of energy related matters at the end of the campaign than before it, measuring the subjective situation before and after the campaign, with the help of the forum.

The Audience

Who is the Primary Audience?

The primary audience of the campaign will be the residents that have low incomes, often involving or encountering the following problems:

- Difficulties to pay the fuel, water and electricity bills;
- Low temperature heating because of the energy prices, so health & comfort problems;
- Technical problems with deficient material as insulation, heating system, ventilation...)
- Lack of knowledge about the best way to manage the energy use.

What should be avoided in talking to this audience?

The messages that could make feel guilty residents having a bad behaviour or being different because of their situation. We do not have to compare people with no similar situations. Also the complicated & technical messages have to be avoid. We need a simple message, clear and efficient.

Who is the secondary audience?

The forum partners and their staff are the secondary audience of the campaign. They must be aware of the campaign, supportive of its objectives or actors and back up the messages of the campaign. They must be aware of the energy advice services and the training courses

that are offered under the SHARE project and be able to relay this information reliably to the residents or their clients.

Objectives:

What objectives are you trying to achieve?

The objective of the awareness campaign can be broadly be categorised into two main areas. These are to prompt the target audience to;

- 1) Make energy & money savings, without losses in any way : comfort or health
- 2) To be more responsible in their “energy & water” behaviour

The awareness material does not need to give advice. The material just ‘signpost’ people to the advice services or act as a memory jog.

What are the priorities of those objectives?

The main priority is to increase the up take of energy advice services. These include home visits, advice surgeries, requests for energy advice factsheets and more. Whilst trying to increase action from previous learning and word of mouth is good, it is important that the energy services are used.

Can you suggest strategy or positioning to achieve the objective?

The positioning should be mainly based on the saving money, but also on the environmental awareness.

The Message:

If you could get one sentence through all the clutter, what would that be?

“Spend less, Live better”
“Good for the wallet, good for the planet”

If they asked you to prove it, how would you do that?

In terms of statistics, we will only use information from the Ademe.
In terms of real proofs, we can implement a real family case with energy measures during the lifetime of the project. Moreover, real life case studies will be used.

The Medium:

What is the best way to reach this audience?

Numbers of ways were tested in EE74 for social housing target. In the SHARE programme and with the help of the SHARE forum, we want to use the following experienced ways (with good evaluated results) and new ones :

Dissemination of the pig guide	Experienced
Talks at meetings and groups.	Experienced
A family workshop during an “energy week” in a community	New one
Promotional materials	New one

(such as mugs, thermostats etc)	
Show theatre in social areas	Good results
Calendars 2007	New one
Demo materials (real experiences on fairs, mobile stuff)	New one
Social actors and forum partners newsletters	Experienced
Local newspapers and local radio.	Experienced

Advice surgeries, talks at meetings and manned & unmanned stands will also be done for the housing providers that EE74 get match funding from through service level agreements.

Are there existing pieces that this piece must work with?

There is a series of 3 energy advice leaflets that will back up the verbal information that is given. There are also low energy light bulbs and insulation stuff that can be offered that were given to us by the energy solidarity fund.

How will this piece be delivered to the audience?

This piece will be delivered during collective or individual social energy advices, but also by the way of the forum partners.

Anything Else:

Any other design objectives or special circumstances?

The budget is very limited and we should find sponsoring. But it is a good opportunity to implicate the forum partners doing more practical actions.

Are there any mandatories that must be in the piece?

If the Intelligent Energy Europe banner is used the usual disclaimer must be put on it.

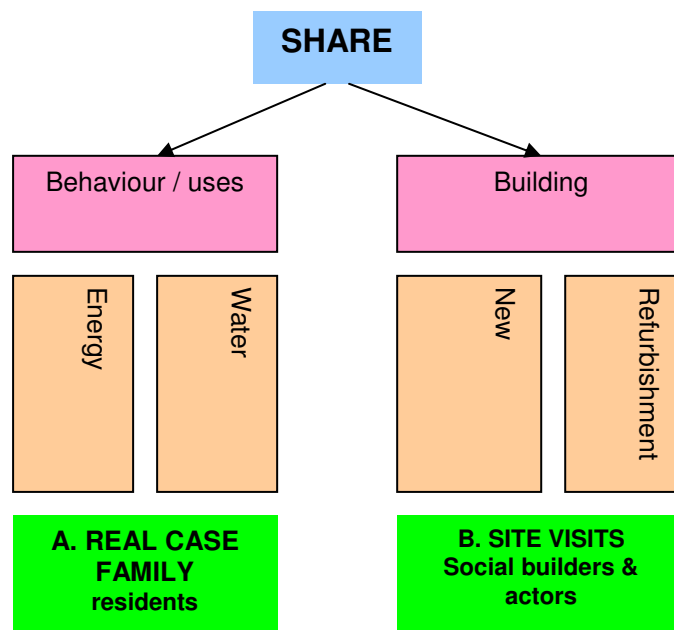
PART B – Campaign Ideas

Campaign Ideas

There will be two campaign ideas resulting from the first forum. After the discussion, two ways were identified :

In one hand the behaviours and uses, in another hand the building issues. Targets are different according to these ideas. The first one is the residents and the second one is the social builders and actors, in special cases it can be interesting to organise a visit for the residents too.

It can be illustrated by this table :



A) 'A real case family'

This campaign will be based on the practical case of a family doing bad or good actions in energy & water savings. Actions can be measured with the help of special appliances and the results can be shown with the help of a collective advice with the family. The show theatre can be a good complement to this experience and the promotional material, savings material and leaflets can be given in the same time. To be efficient this campaign has to be supported by the social workers in their own area with posters or invitations to the event.

B) 'How does it work?'

This campaign is about the technical issues. Site visits in energy efficiency social buildings can be organised to prove that everything is possible, for the designers, the engineers and the residents. For the residents, the interest is to see how does it work because energy efficiency buildings need to have energy efficiency residents.

PART C – Campaign Planning

Awareness material

Initial cost estimates

The pig guide = 3000 €

Promotional materials = 2000 €

Show theatre = 500 € per show

Real experience material = 500 €

Measurements appliances = 500 €

Calendars (printed as a booklet) = 1000 €

Total indicative cost = 9000 €

Timetable for initial awareness campaign.

31/07/06	Complete Awareness Plan (this document)
15/09/06	Proposition of the campaigns to the forum actors
15/10/06	Agree campaigns with the forum and funding (forum 2)
31/10/06	Distribute materials
Jan 2007	Review first few months with SHARE forum
Apr 2008	Arrange research to review the effectiveness of the campaign.