“You know what works best for your city and your people”

How to prepare a communication and awareness raising campaign:
Recommendations for engagement and behavioral change techniques and examples of good practice from across the world.

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Raising awareness in a two-folded framework:

General information campaigns and targeted awareness actions to provide access to final energy users

Réchauffement climatique. Pub Greenpeace
1- General communication Campaign related to the SEAP project

Communicating on the new vision of the city

Objective:

• Use the general campaign as a communication tool to promote the action, share its objectives within a territory and beyond.

• Communicate and promote at the municipalities level about actions and measures that improve the quality of life in the city.
• Advertise that the municipality action is coming soon: gain audience’s attention, emphasize key points, and even educate them on key energy issues.

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• Create a collective perception for the SEAP and enable engagement with the stakeholders.

• Make them conscious that the issues related to energy connects directly to them and their daily life.

• Set the standards to facilitate citizen’s commitment and their involvement in the process through awareness raising actions.
2- Awareness Raising Campaigns related to priority Actions

Increase awareness and initiate change of behavior of citizens

Objective:

• Raise awareness of general public to benefits of energy efficiency
• Initiate change of opinion and behaviour for implementation of energy efficiency measures.
• Commit all citizens and stakeholders to play their part in building a sustainable energy future.
• The local action is crucial for the successful implementation of the « global com campaign ».

• Energy awareness and behavioral change actions should complement the other elements of good practice.

• Make sure you not to clash with other initiatives.

• Create a common identity between both campaigns produced.

• Creating and adapting an energy awareness campaign depends on the circumstances and challenges each city faces.
1+2= A common ground

The Communication & Promotional mix consists of:

- Advertising Campaign
- PR & Media Relations
- Information Activities
- Educational Activities
- Dissemination of Publications
- Specialized Conferences
- Website
- Social Media

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The Communication & Promotional Mix

Activities within promotion mix need to be:

• **planned** related to key **messages** to be delivered to **target groups** by adequate **communicational tools** through proper **communicational channels** at right **timing** to gain maximal **reach and impact** through synergic effect, resulting with **awareness raising and change of behavior**.

An integrated approach of promotional campaign includes:

• public relation, educational activities, permanent direct contact with citizens, workshops, seminars and presentations, dissemination of informative-educational materials, such as brochures, posters and leaflets.

• It should be informational and educational and carried out throughout project implementation, from its preparation phase until all main project objectives are achieved. Most of informational activities should continue beyond project implementation.
An example for promotional mix: The MED-DESIRE project with LCEC

Slogan and logo

Awareness Raising TV commercial  https://www.youtube.com/watch?feature=player_embedded&v=D_9Ql9tY3II

+ Solar Forum & Event in Naples

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And a brochure

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1- General communication Campaign

- Build a Communication plan
- Create the Campaign Identity
- Key messages
- Media plan
- Adequate communication tools
- Proper communication channels
- Right timing
- Materials produced
- Impact assessment
- Evaluation

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Create content:

• What do you want to communicate to your different audiences?
• How can you best tell everyone about the city’s current energy use and how to reduce it?
• Make your messages simple, catchy and memorable. An attention-grabbing, challenging message will interest people in energy saving and reduce their initial resistance:

  “It’s Our Turn to Lead”™

  “Save Energy. Save Money. Save the Planet”

• Scientific evidence and implications of climate change will be useful information to convince the sceptics and could also be used in presentations and posters.

  “A Gallon Saved is $3.00 Earned”

  “Save today enjoy tomorrow; waste today cry tomorrow”

• Select relevant motivational themes and group the messages by topic: heating, lighting and computers,... People are more likely to take action if they are given only one or two activities to carry out.

  “Be polite. Turn off the light”
Select relevant motivational themes:

• People may not respond to being told to save energy. The message “Switch off lights while not be used” without a rationale may meet with indifference or resentment. Motivate people and offer incentives by stating underlying reasons.

  “Less is more”
  Taking a few simple actions could reduce your energy costs by 10% to 20%.

• Select the “good” reasons for saving energy: business benefits or direct benefit like reinvesting savings to improve daily life, the kitchen or common room.

  “What a waste!”
  Air conditioning an office for one extra hour a day uses enough energy in a month to power a TV continuously for over a year.

• Get the motivation of your target group: financial and self-interest
  Most of the people will be interested in saving energy at home and on the road.

  “Get free energy from the sun!”
  Not only that the energy from the sun is free but it also contributes to saving the environment and reducing CO2 emissions.

  “Conservation: It doesn’t cost, It saves”
**The Language**

- Use appropriate language:
  - Keep it simple and appropriate without using technical language.
  - What is the language the municipality already uses to communicate?
  - Does it work?
  - What gets noticed?

- Your first communications are very important: Consider using a staff briefing or meeting as the opportunity for your first communication.
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Developing a Project Logo:

A logo: specific fonts, colors or images that are used through all your communication channels as well as promotional materials and will create consistency and make people recognize your project easily.

Do it for Devon@work

Devon County Council behaviour change programme in its corporate buildings with the aim of reducing the impact of staff activity on the environment.
Developing a Project Logo:

- Sustainable Energy Europe 2005-2008
- A European campaign to raise awareness and change the landscape of energy
- CHAMPIONNAT DES ENERGIES RENOUVELABLES WALLONIE 2013

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The logo

The Advertising

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Annual Environment Competition 2013-2014

THINK.EAT.SAVE REDUCE YOUR FOODPRINT!

Food Waste Facts and Stats

- Food waste is an enormous drain on our natural resources and impacts environment, economic and humans negatively.
- 30% of forest and 10% of grassland are utilized to provide for a mere 20% of the total cultivated land.
- 8.7 million hectares of land are deforested annually to grow food. This accounts for 74% of deforestation in the world.
- Agriculture and deforestation contribute to 30% of greenhouse gas emissions.
- Annual food loss and food waste comes from 180 million hectares of cultivated land, equal to the size of Mexico.
- Annually global food waste accounts for 3300-5600 mega tonnes of carbon emissions.
- It takes 24% of water to grow food that ultimately gets wasted. Agriculture accounts for 70% of our fresh water use for irrigation. Added to this is the virtual water loss, which is the loss of water that is naturally embedded in the food that we throw.
- 1.3 million tons (or 13% of total fish catch) of fish is wasted each year by EU fishermen. They are either discarded or dumped overboard.
- 30% of marine fish stocks are over exploited due to overfishing and poor management.
- Food waste equals energy waste: it takes energy to produce food, process, and transport and distribute food.
- 20,000 children under the age of 5 die daily from hunger.
- 168 million hectares of land is used for producing food that we don’t eat.
- Cereal such as wheat, maize and rice account for 53% of total food lost or wasted.
- Each day, 1655 calories is the per capita food wasted from USA, Canada, Australia and New Zealand.
- On an average developing countries lose or waste 64% of their food even before it is processed or sent to the market.
- The developed countries waste about 51% of their food from restaurants, caterers, households.
- GCC countries are among the top food wasters.
- Survey by YouGov shows that two thirds of UAE residents fail to see food waste as a global environmental concern.
- A survey conducted by YouGov also shows that 78% of respondents throw food away even week to make room for new batch of groceries.
- One needs to tackle the food waste on a “war footing”

www.envirocomp.ae

The Fact sheet

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Corporate design: The brand identity

The core message to be communicated not only through its contents but also with the corporate design.

- Corporate Design means that **all marketing tools must have a uniform layout to simplify contents recognition and memory.** In this connection, it is worthwhile adopting a memorable and appealing name/slogan for the campaign and to work with a professional designer if budget allows.
The brand identity

Australians want a sun-powered future. More than 1.3 million Aussie homes are powered by the sun – in fact, 9 out of 10 families are looking to solar as a way to take control of their power bills.

Throughout business times, big companies don’t seem to be making a dent in the transformation to a solar powered future. So it seems like a perfect opportunity to make a difference and have our voices heard.

It’s time to stand up for solar. We have a positive future if we stand together to take control of our energy bills.

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A very effective mean of creating awareness or disseminating information to a wide cross-section of the population:

- The best option is coverage across a wide variety of media: radio, television, newspapers, magazines, web media and blogs as well social media. All planned in line with profile of audience and its preferred communication channels.

**Local media**

- will have a strong local orientation, access to local media can be useful for the launch of a project, raising public awareness, or promoting an event.
There are important steps to consider:

**Know your audience**

- And know how to pitch your story to make it interesting to this audience. Targeting a local audience is connecting your project or story with local issues.

**Find an ‘Angle’**

- **Politics**
  Does the project relates in some way to some local, regional, national or international political issue? How does it fit in with these sorts of issues? (currently, issues such as energy efficiency and renewable energy are popular with politicians.)

- **Health**: *Does the* project relates in some way to a human health issue?

- **Celebrity endorsement**: Get a local personality to become interested in your project (scientist, school headmaster, local artist, Imam)
TV SPOTS

People with and without cars
http://i100.independent.co.uk/image/29187-m4oqnr.gif

UNDP-Ministry of Energy and Water. Compact Fluorescent Lamp ad: wife on the back. LCEC promoter the use of CFL as a replacement for inefficient incandescent Lamps.
https://www.youtube.com/watch?v=jHwcGbWkv1s

SWH : UNDP-Ministry of Energy and Water. Solar Water Heater ad (2006) A national campaign promoting the use of solar energy to save money on water heating. That was on ad that deeply reached the public
https://www.youtube.com/watch?v=Y0iLygXHYQ
A simple message needs to be communicated:

1. **Decide on the main message:**
   - “What is the one message I want the audience to remember after having seen the poster?”
   - The simpler the message, the easier it is to remember.
   - The text, the colors, the images contribute to reinforce this main message.

![FREE insulation at the drop of a hat!](image-url)
Posters: Show, don’t tell

A computer left on overnight for a year creates enough CO₂ to fill a double-decker bus.

Switch it off and you’ll make all the difference.

For more ways to help combat climate change at work visit www.carbontrust.co.uk
2. Develop a structure:
   • The space available determines what to be included, or left out
   • Landscape or a portrait orientation
   • How the various elements should be organized.

3. Prepare the content: “less is more”.
   • Minimize the amount of text.
   • Convey the message in a clear manner:
     - Use plain language (‘use’, not ‘utilize’);
     - Avoid jargon and acronyms;
     - Edit for clarity and avoid complex sentences
4. Use visual elements to:

- Reinforce the message
- To communicate
- To convey the message at a glance
- Illustrations and photographs should be clear and properly proportioned.
- Image files must be of a high resolution (200 dpi or higher).
- Use only two or three colors - except for full-color photographs
- Use appropriate color mood or atmosphere.
- Use only one or two font types and simple typography
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Press ads

SOME TURN OFFS DO SAVE.

Energy consumption can be saved with a simple T/C of a switch. Imagine, we could save 0.45 Mio. per year if every household turned off a 15W LED light 1.5 h for eight months. This would add up to 81,000,000 CDN for just one country. Such a simple Act can make a huge difference!

Better than carrying the weight of your bill.

You can cut your electric bill by 50% if you choose a LED light bulb. LED lights use 70% less energy than traditional bulbs of the same light. So do make sure you take up it, it’s a brighter idea.

Save on energy & keep the light.
DON'T BURN YOUR MONEY TO HEAT WATER. SOLAR ENERGY IS FOR FREE.

With solar energy heating technology, you can heat water free of charge without using electricity, diesel or gas. In other words, without burning your money. That's why we recommend that you start relying on solar energy and discover how much you can save, not only on your pocket, but also on your country's finances and the environment. Remember, there are 300 days of sunshine in Lebanon every year.
Website

A website can be an invaluable tool for your campaign. For most people it will be the first source of information about your campaign and therefore needs to be clear and transparent to convey the objective of your campaign easily to the website visitor.

Fiat has developed an application for its users to track their energy consumption. It is downloadable on their website and tips of eco-driving are offered.

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Social media:

From normal communication channels to interactive dialogues.

• Social networking: all kinds of online platforms that exist on the net and where each user can create its own profile.

• Where one provides the rest of the web community with private information is to share, like or comment on posts, to get new “friends” to the project or to create groups.

• Facebook is the ultimate social media, enterprises or campaigners increasingly use it.
Facebook, Twitter, Gmail, Pintrest, Instagram, YouTube, Tumbler, Snapshat...
Social media and gaming project aims to enhance education on energy efficiency

Affordable housing residents will be encouraged to use a specially devised game for smartphones and tablets linked to smart meters as part of a partnership initiative designed to reduce energy and CO2 consumption in their homes.
2- Awareness raising actions:

Time and effective communication are needed to persuade people to change their attitude.

The typical process could be as follows:

• I’m getting to know it (building awareness)
• I’m starting to like it (changing minds, gaining credibility)
• I actually want it (driving decisions)

The approach is to develop and implement an efficient participative communications campaign, which leads to tangible energy savings and eco-friendly behaviors.

• Public information campaigns: short but attractive and informative TV advertisements.
It is important to mobilize people in ‘mass’ to obtain effectiveness of policy.

Earth Day and Higher Education
An international movement of concerned and active college students mobilizing their campuses for Earth Day 2015.
This participatory approach declined in actions will:

• Encourage Local and National authorities to consider adopting cleaner, energy-saving policies, thereby promoting more sustainable energy practices.

• Raise awareness among local and national authorities.

• Promote the Covenant of Mayors movement in ENPI-South.

• Ensure greater visibility by communicating project news and results to local populations.

• Educate those who are already motivated to promote energy efficiency but lack the knowledge to do so.
Two green shipping container condos especially organized as small living areas that seem similar at a first glance, but in fact are differentiated by a major factor: energy consumption. One is wasteful, while the other is an example of energy efficiency. Passers-by to take a look inside and watch the two actors “living” in their unusual homes.
The information tool/strategy

Using the proper strategy will enable municipalities to:

• Strengthen their legal and economic instruments on environment, authorities of different levels but also
• Induce people to participate in pro-environmental action by providing information in following areas:
  1) General information on environment to make people aware of a problem
  2) Information that explain and link the cause and effect of environmental damage and what individuals should be doing
  3) Information on activities executed by others
  4) Correct information on government policies, to show that public as well as private sectors are also participating in the process of change.

http://www.theenergycollective.com/robertwilson190/2157911/do-wind-farms-need-100-back
Implementing Awareness Raising

- **Meetings**: Put energy on the agenda.
- **Walk-arounds**: Walk around the office at regular intervals to establish good practice.
- **Stickers**: Encourage people to think about saving energy at the point of use, for example, on photocopiers.
- **Word of mouth**: Generate messages to stimulate interest and buzz and get people talking.
- **Displays**: Use part of an existing notice board or create a dedicated one about energy saving, or to inform staff how the campaign is going.
- **Competition**: Create competitions between different teams, departments or buildings. Try a quiz or a contest to design a new poster.
- **Internal communications**: Include the energy saving slogan in memos, minutes or other standard internal communications to talk about energy saving and environmental issues.
- **Energy literature**: Create leaflets, booklets or newsletters on saving energy.
- **External input**: Invite experts
- **Giveaways/prizes**: buttons, pens, certificates, t-shirt’s, mouse pads, pen holders, coffee cups
- **Training materials**
- **E-mail messages and Web announcements**
- **Articles** in the municipality newsletter, magazines, internet

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Actions in offices

Initiatives could include:

• Putting up awareness raising posters or sending emails to colleagues.

• A competition to design an energy saving slogan that would appear on promotional drinks coasters and stress buster light bulbs.

• Giving away promotional gifts as prizes and incentives in subsequent initiatives, such as encouraging staff to suggest energy improvements for workspaces.

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**Stickers**

- Used to differentiate between appliances that could be switched off at any time, and those that should only be switched off at the end of the day.
- Use stickers at the point of use, on or near equipment, like photocopiers, printers, computers, light switches and machines.
- Label equipment with colors. Red could mean “switch off after use” and green could.
- Label those light switches which should be switched off first (rows of lights beside windows).
- Label equipment that uses a lot of energy.

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Stickers

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Fact Sheets

• Have in mind the target group that you want to reach and get them to do something.
• Make easy for them to take action.
• Find out the best way to reach the target group – distribution location, mailing etc.
• Too much information is a risk to losing their attention.

One page is best
use at least 12 point font
Use bullets when you can
Using graphics add emphasis

ACEEE: American Council for an Energy Efficient Economy
Fact sheets

PowerSines Smart Lighting Energy Controllers (Smart LEC) save energy in lighting installations and are specifically designed for the voltage requirements in the European and international markets.

http://www.powersines.com/apage/10088.php#sthash.8UsW3TUv.dpuf
Helpful tips to save energy, money and protect the environment

Rise to the energy challenge!
Follow these simple tips to save energy and money this winter.

- Insulate your attic and foundation space.
- Switch to CFL bulbs.
- Caulk cracks around windows and doors.
- Use a programmable thermostat.
- Use ENERGY STAR® appliances.
- Check your furnace filter.
- Use your utility's budget plan.
BROCHURES/ LEAFLETS

Five main factors to consider:

• **1. A clear message**
  Eye-catching and demonstrate effectively its message.
  *Limited impact in non reading societies.*

• **2. Target audience**
  A potentially wide audience interested (experts working in the field, members of the public ..)

3. **Attractive presentation**
  Any interesting and uncomplicated design (Calendar, school schedule etc).
  Use of images will capture what is most exciting about the project

4. **Choice of a catchy title or slogan**

5. **Design of an attractive front page**
• A very effective form of marketing easy to retain and providing essential information on a subject:
  - Disseminated through direct mail campaign, key events (conferences) or in electronic format (the project website)
  - Displayed in relevant offices, public transport (if any), shops, waiting areas, information centers, etc.

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Brochures

ECONOMISER L’ÉNERGIE
Je le peux dès aujourd’hui

Guide pratique pour utiliser moins d’électricité sans diminuer son confort.

LEADERSHIP GUIDE

April 22. Earth Day 2015
It’s Our Turn to Lead™

EARTH DAY NETWORK
KIDS:

A WORKSHOP

• *Eco art*: Teaching kids how to create useful or creative items using unwanted materials will:
  - *access to a range of natural and recycled materials and opportunities to explore relationships with other living things.*
  - encourage a growing appreciation, care and respect for natural and constructed environments,
  - encourage children to become socially and environmentally responsible.

• *Exploration and discovery day*:
  - Grow seedlings, work compost bins and mini vegetable gardens.
An educational book
AFED Education handbook for targets of 12-18 years old
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ARTISTIC CONTEST AND EXHIBITION ON THE THEME OF SUSTAINABLE ENERGY
Educational films

- This is a quick overview for primary students to understand the process of burning fossil fuels to create electricity. [Link](https://youtu.be/duVhnEfbTP0)

- Where does gas and electricity come from? This short film explains how the United States National Grid takes the energy from its source, delivering it to homes and high-streets around the country. [Link](https://youtu.be/__zB80Saglk)

- ENERGY, LET’S SAVE IT!
A family is carelessly and unknowingly wasting energy from the moment they wake up. Until something unexpectedly happens. [Link](https://youtu.be/1-g73ty9v04)
Municipality newsletter:

- To provide an update on the campaign’s progress and to raise awareness of key messages and myths associated with a particular energy saving topic – heating, lighting, computer use etc.
- To publicize the energy awareness programme.

The publication’s audience is large: staff, citizens, suppliers
EXHIBITIONS/FORA

• An essential meeting places for the communication of new ideas and technologies, exchange of information and new contacts.
• An effective tool for networking and awareness promotion.
• An opportunity to display the renewable energy products, demonstrate them, and have the target audience ask questions and get a real first-hand experience of them.
Events (internal and external)

- A key tool for promoting your campaign.
- Internal events: organized within the framework of the campaign, conferences, workshops and seminars.
- External events: are the positive promotion of the action: exhibitions, trade-shows, conferences or round-table discussions, identifying potential partnerships, being a conference speaker.

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Example of an awareness raising day

At the approach of the Paris Climate 2015 (COP21), AFD and the French Institute organize an open conference to present of climate change challenges. It focuses specifically on two major for Morocco: water and energy. There will be International and Moroccan speakers to give a global and local perspective on these issues.

https://www.youtube.com/watch?v=il-IyiKdUlI&spfreload=10&hd=1

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Other examples

The 60-minute annual campaign organized by conservation group WWF encourages citizens, communities, businesses and organizations to switch the lights off for an hour from 8:30pm.

Clonakilty national school pupils at National Spring Clean Week launch
Other actions

- **Carpooling**: Smart cooperation, cost effective, innovative solution. Operates in remote areas neglected by public transportation.
• Encouraging environmental best practice among employees and school communities

**Competition:** Some people respond to the challenge of competition. Set up ongoing competitions to see which sites, buildings or departments can make the greatest energy savings. Publicize the results regularly and if possible award a prize to the best every year.

**Recognition:** Recognize the actions and successes which municipal staff make with energy savings. This will encourage them to make further suggestions.

Bear motivating staff with evidence of progress (chart created using Energy Lens software)
Sponsors:

Tide® Challenges Americans to **Switch to Cold Water during Earth Week**

Potential sponsors: • Banks • Insurance companies • Building associations • Manufacturers • Trade associations • Utilities etc.
Promotional material:

Coffee cup global warming message (ad by NRDC)

WWF towel dispenser (ad by Saatchi & Saatchi - Denmark)
Knowing that:

- The changes might only occur slowly
- The effort is justified only if there is a long term plan
- Public is often unaware of their advantages and reluctant to accept their implementation and new practices

The hope is that the learnings and results will help municipalities to keep on working with their citizens

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The most successful programs are those combining:

- Consistency
- Flexibility
- Administrative simplicity
- Quality of information
- Awareness, participation and motivation of different actors
- Continuity (planned and sustainable policy)
- Substantial environmental benefits.
Thank you and....