



REPORT ON PROMOTION CAMPAIGN IN ZASAVJE

AUTHOR: TOMISLAV TKALEC

D4.4

August 2015

CO-FUNDED BY



Co-funded by the
Intelligent Energy Europe
Programme of the European Union

PARTNERS



www.reach-energy.eu

Content

Content.....	2
1. GOALS OF THE CAMPAIGN.....	3
2. ACTIVITIES.....	4
3. ACTORS.....	5
4. TOOLS.....	6
5. COMMUNICATION CHANNELS.....	8
6. RESULTS.....	8
Partners.....	10
Co-funded by.....	10



1. GOALS OF THE CAMPAIGN

Main purpose of project **REACH** – Reduce Energy use And Change Habits – is to reduce energy poverty in socially vulnerable households.

Objectives of the promotion campaign are related to the entire process of the project implementation in the Slovenian pilot areas. Main goals of the promotion campaign:

- Reaching the energy poor households and motivating them to apply for the REACH energy advising service. Increasing visibility and acceptance of the project among energy poor households.
- Increasing the visibility of the project REACH and the energy advising service. Visibility within general public, media and relevant actors and stakeholders is necessary and crucial for the success of the project.
- Attracting interested actors and stakeholders to participate in the service and to motivate them for potential extension of the service.
- Encourage and motivate students to take part in the practical training as a REACH energy adviser.
- Putting attention to the issue of energy poverty.
- Exposing measures and advices for efficient use of energy.
- Building on visibility of Focus and other actors involved as a socially responsible organizations and institutions.

Main goal – reaching the energy poor household – was successfully reached, as for now enough households applied for the energy advising service. Regarding other goals, they were also reached, as we have managed to gather all relevant local actors to join the project activities. Apart from that, more effort should be put to communicating activities of the project to broader public. That means more engagement with local media.

2. ACTIVITIES

No.	Activity	Where	When	Comments
1	Distribution of leaflets for households	Centre for Social Work Trbovlje	October - December 2014	- Institution is providing information and leaflets for target group households
2	Distribution of leaflets for households	Centre for Social Work Hrastnik	October - December 2014	- Institution is providing information and leaflets for target group households
3	Distribution of leaflets for households	Centre for Social Work Zagorje	October - December 2014	- Institution is providing information and leaflets for target group households
4	Distribution of leaflets for households	Caritas Trbovlje	October - December 2014	- Institution is providing information and leaflets for target group households
5	Articles about REACH in various media (newspapers, web portals, radio)	Regional (Zasavje) and national level	March - August 2015	Promotion of REACH for broader public and promotion of REACH to our target group households. Includes national and regional media (Finance, Radio Center, CNVOS, Mzi - Informacijski portal Energetika, Radio Slovenija, Srčno Trbovlje, ZON, Energija doma, Energetika.net, STPŠ Trbovlje, ETV)
6	Presentation of REACH to interested students	STPŠ Trbovlje	21.10.2015	Presentation of project and its activities to students, interested in joining the project.
7	Award ceremony for students included in REACH	A protocol venue of Municipality of Trbovlje	11.6.2015	Event was attended by local authorities, school representatives, local actors and students; purpose of the event was to award the students involved and to present REACH activities and results to our local stakeholders.
8	Events on national or regional level (National Energy Conference, Seminar for teachers, Seminar for NGOs, Lecture for households)	Portorož, Žalec, Ljubljana, Maribor	April - May 2015	Promotion of REACH for broader public, decision makers, potential stakeholders, experts, networks, teachers.
9	Meetings and		April 2014	- Intended for cooperation



	communication with relevant stakeholders and actors (LEA Pomurje, Ministry of Infrastructure, Ministry of the environment and spatial planning, GI ZRMK, Ekosklad, STPŠ Trbovlje, 3 Centres for Social Work, 3 Youth Centres, 3 Municipalities, 2 Caritas, Red Cross Zagorje,		August 2015	and promotion activities,
10	Distribution of project leaflet/card (with thermometer and hygrometer)	To various stakeholders in Zasavje region	March - August 2015	REACH card was distributed on various meetings and events.
11	Social media activities	FB	October 2014 - August 2015	Posts about REACH: promotion of REACH for broader public and promotion of REACH to our target group households.
12	Web page activities	/	October 2014 - August 2015	Articles about REACH: promotion of REACH for broader public and promotion of REACH to our target group households.
13	Promotion of REACH videos (through various channels)	/	April - August 2015	Videos intended for promotion of REACH to broader public.

3. ACTORS

No.	Organization	Contact person	Role
1	Technical and vocational high school Trbovlje (STPŠ Trbovlje)	Principal Marjetka Bizjak	To identify and select appropriate students for energy advising; and to promote the project through their channels
2	Centre for Social Work Zagorje ob Savi	Tadeja Nimac	Main channel for promotion and recruitment of households for energy audits
3	Centre for Social Work Trbovlje	Nataša Pavlovič	Main channel for promotion and recruitment of households for energy audits
4	Centre for Social Work Hrastnik	Mirjana Kellner	Main channel for promotion and recruitment of households for energy



			audits
5	Caritas Zagorje	Klemen Ocepek, Joži Roglič	Additional channel for promotion the project to the households (if needed)
6	Red Cross Zagorje	Metka Podpečan	Additional channel for promotion the project to the households (if needed)
7	Adult Education Centre Zasavje (Ljudska univerza)	Polona Trebušak	Additional channel for promotion the project to the households (if needed)
8	Youth Centre Zagorje	Marko Pavlovič	Promotion of project to broader public (if needed); activities related to students doing the energy advising
9	Youth Centre Trbovlje	Karmen Murn	Promotion of project to broader public (if needed); activities related to students doing the energy advising
10	Youth Centre Hrastnik	Jani Medvešek	Promotion of project to broader public (if needed); activities related to students doing the energy advising
11	Municipality of Zagorje ob Savi	Matej Drobež	Promotion of project to broader public, additional channel for promotion to households (if needed)
12	Municipality of Trbovlje	Jasna Gabrič	Promotion of project to broader public, additional channel for promotion to households (if needed)
13	Municipality of Hrastnik	Janez Kraner	Promotion of project to broader public, additional channel for promotion to households (if needed)

4. TOOLS

No.	Activity	Target group	Channels	Reference
1	Leaflet for households	Households	Promotion of the project via local partners (Centres for Social Work,...)	Deliverable D4.3



2	REACH leaflet/card (with thermometer and hygrometer)	Households, stakeholders, local and national authorities, experts, broad public	Promotion of the project via meetings, events	Deliverable D7.4
3	Web page	Households, stakeholders, local and national authorities, experts, broad public	Promotion through social networks, media and events	http://reach-energy.eu/si/ (Deliverable D7.7)
4	FOCUS FB profile and web page	Stakeholders, local and national authorities, experts, broad public	Social networks and media	http://focus.si/ , https://www.facebook.com/pages/Focus-dru%C5%A1tvo-zasonaraven-razvoj/102712549764614
5	REACH promotional video	Households, stakeholders, local and national authorities, experts, broad public	Promotion through social networks, web page, media and events	https://www.youtube.com/watch?v=_PhkIk9N0Bc (Deliverable D7.3)
6	Additional video about REACH	Stakeholders, local and national authorities, experts, broad public	Promotion through social networks, web page, media and events	https://www.youtube.com/watch?v=sOvffbsWHbU
7	Press release <i>Energy efficiency first</i> (published 5. March 2015)	Media	Local and national media	http://focus.si/index.php?node=27&id=1510&s=arhiv
8	Presentation of REACH	Households, stakeholders, local and national authorities, experts, broad public	Promotion on events, meetings	Deliverable D7.5

5. COMMUNICATION CHANNELS

For dissemination activities of the promotion campaign a variety of communication channels were used:

- local and national media (newspapers, journals, web portals, radios): Energetika.net, Finance, Radio Center, Mzi – Informacijski portal Energetika, Radio Slovenija, Poslovna akademija Finance, Srčno Trbovlje, ZON.si, Energija doma, ETV, Deloindom,
- social networks and media (with promotion of the project web page): FB and Youtube profiles and pages from various actors (Focus, Greenpeace, SE-F, LKM, Environmental Centre, Municipality of Trbovlje),
- promotion of the project with leaflets and project card (with thermometer and hygrometer): via Centres for Social Work, Municipalities, Youth Centres, Caritas, STPŠ Trbovlje, and on various events,
- participation and presentation of the project in various events,
- 'word-of-mouth' – households that received the visit were encouraged to tell their friends and acquaintances about the project and possibility of applying for free energy audit.

6. RESULTS

95 households in Zasavje region applied for the energy audit until June 2015. Most of them got the information in the Centres for Social Work, where they also applied for the REACH service. Others (about 15 households) got information from other households, high school students that implemented visits or through national or local media.

As most efficient way of informing the households and gathering the applications is through Centres for Social Work, we will continue with this cooperation until the end of the project. Also, since enough household applied for the first round of visits in Zasavje (out of 2 rounds), less effort was put in the promotion of the visits in local media.



High school students, that joined REACH project and were implementing the visits, were approached by the teachers at the STPŠ Trbovlje High school, which also appeared to be the most efficient way for motivating them to join the project. Also, teachers knew the students well and were able to pick those who are reliable and suitable.

For now, our target group - energy poor households can easily get information about the project in Centres for Social Work, but for accessing the broad public and promoting the project, more effort will have to be put in promotion of the project itself in national and local media.

Experience from visits, carried out so far, is very good. All households have been satisfied with the service and have commended the project. So have all other stakeholders, included in the project so far.

Partners



Focus – Association for Sustainable Development, Slovenia

www.focus.si



DOOR – Society for sustainable energy development, Croatia

www.door.hr



EAP – Energy Agency of Plovdiv, Bulgaria

www.eap-save.eu



MACEF – Macedonian Centre for Energy Efficiency, Macedonia

www.macef.org.mk

Co-funded by



Co-funded by the Intelligent Energy Europe Programme of the European Union

The sole responsibility for the content of this document lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EACI nor the European Commission are responsible for any use that may be made of the information contained therein.

For more information about EU: www.ec.europa.eu