

Title of the measure:	FRA 22 ADEME energy-saving awareness campaign
------------------------------	--

General description

The objective of this operation carried out by ADEME and supported by Ministries is to sensibilize and mobilise the public audience about energy management and climate change in order to incite them to act daily to make energy savings. The logic has been to find partners in order to constitute networks in capacity to diffuse efficiently messages and information towards different types of targeted public. This operation is an important measure of the French climate change program called "Plan Climat" issued in July 2004. The campaign has begun in 2004 and is planned for a minimal period of three years. In 2004 the budget dedicated amounted of 3 M€.

The originality of this measure comes from the package of:

- a campaign in all medias (TV, radio and press) with the slogan "Faisons vite, ça chauffe!" (energy savings : let's act fast, it's heating up) to make everybody aware of the problem of climate change and the importance of energy savings.

- the creation of a club of partners "Club Planète Gagnante" (the "Winning Planet Club") : the partners are committed to initiate and carry out actions to make their public aware of the issue of climate change: action of communication, professional training of staff in firms, exhibitions, diffusion of documents,... ADEME produces several media to convey information: a monthly information letter, a test to measure greenhouse gas emissions of a person, goodies (pens, scarf...), different guide-book on rational use on energy, climate change phenomenon... Some trophies have also awarded some firms, regional institutions... In 2005, a large operation has been launched in cooperation with the foundation Nicolas Hulot "Défi pour la Terre" which requests people for committing themselves to change their behaviour.

Some results of the club:

- The partners of the club are located all over the country: 35 national partners in many sectors (energy, transports, consumption, media...) and more than 100 regional partners (firms, association, regional public body...).

- More than 2000 operations have been carried out after one year at the national level (47%) and at the regional level (53%).

All actions related to this campaign are easily recognizable through a logo and a slogan easily adaptable.

In 2006, the third year of the campaign, new communication actions have been launched in multiple media (radio, TV) with the objective to give to the general public examples for their daily behaviour and also to motivate them to invest in equipments with low energy-consumption and in renewable energies.

2008-2010 objectives:

- Assist awareness of the link between energy consumption and climate change issues;
- Encourage 'taking action', particularly investment in energy management by private individuals, drawing on tax credit and all of the incentive measures under the Climate Plan;
- Increase knowledge about the 'response tools' put in place to answer questions (*tel. AZUR*, Internet, local information network of Energy Info Sites);
- Mobilise professionals, particularly in the construction industry.

Conduct of the campaign:

- Campaign launch phase in **2008**, promoting measures to encourage taking action: Energy Performance Diagnosis (DPE), ecological bonus;

2008: one large-scale public opinion poll (TV, radio, web) in June → DPE and bonus; one large-scale opinion poll (radio, press and web) → launch of the Heat Fund and the first project call at the end of 2008



- Continuation of information actions in **2009**, linked to heavy promotion of zero-rated eco-loans and tax credit and an increase in actions directed towards professionals, particularly the Heat Fund; overall publicity regarding environmental change, re-contextualising and reinforcing the messages to encourage taking action;

2009: three large-scale public opinion polls (TV, radio, press, web, professionals strand) in April, June and November → zero-rated eco-loans and Energy Info Sites; one large-scale opinion poll (press, web) Nov-Feb → Heat Fund)

- Third phase in **2010**: continuation of actions to encourage major investment decisions by making the public and professionals even more aware of the powerful lever offered by the Environment Round Table mechanisms, such as zero-rated eco-loans or the Heat Fund. Promotion of Energy Info Sites and the Energy Fair to the general public and promotion of the FEEBat training mechanism to construction professionals and, lastly, more in-depth understanding and mobilisation around environmental change.

2010: two large-scale public opinion polls (TV, radio, press, web, professional strand) in February and September → zero-rated eco-loans, Energy Info Sites/Energy Fair;

One large-scale professional opinion poll (radio, press, web) May-Oct → FEEBat; one largescale opinion poll (press, web, direct marketing) underway Oct-Nov → launch of second Heat Fund project call.

Impact evaluation (methods and results)

Methods

The actual impact in terms of energy savings of information campaigns are always extremely difficult to evaluate. The objective of the evaluations was to measure the impact of the campaign in terms of number of people that have been aware of the campaign and have understood its message, using the usual method for measuring the impact of advertisements campaign.

Results

The evaluation revealed that 39% of the people surveyed remember to have seen the advertisement at the TV and 51% to have heard the message at the radio.

The message seems efficient: 86% of people remembering the advertisement state that they have felt like paying more attention on energy savings in their daily life and around 54% state to have changed at least one thing in their behaviour in order to save energy.

Six months after the beginning of the campaign, there has been a very significant increase of questions asked on the special call centre of ADEME: in 2004 there have been 60 000 calls to compare to 36 000 calls in 2003. Moreover the activity of the 160 local energy information centres, "Espace Info Energie (EIE)", has increased significantly: 70% of them state that their activity has increased since the beginning of the campaign and 55% has realised supplementary actions in the framework of the campaign.

Ex-post evaluation	1995	2000		
direct CO ₂ (kt)				
Energy (TJ) (Fuels/Electricity)				
Ex-ante evaluation	1995	2000	2010	2020
direct CO ₂ (kt)				
Energy (TJ) (Fuels/Electricity)				

Measure Impact Level



low

medium

high

Interaction of measures

This type of operation enables to increase the efficiency of many other measures. Indeed to be really effective an environmental policy requires that the consumers are well informed and understand why the policy is implemented. The consumers have to be accompanied consistently at all steps, from information to decision. Information campaign is a pre-requisite of a policy which raises constraints to avoid energy intensive devices and practices (for example minimum efficiency standards) or measures which incites to adopt energy efficient practices and devices (for example tax credit).

Historical data

Information and education campaigns of various types are conducted regularly by ADEME since 1983. For example, an important campaign has been realized in 2001 with a famous French actor, Fabrice Lucchini; this campaign with the slogan “preserve your money, preserve your planet” had a budget of 6 M€ and had generated more than 150 M of contacts (TV:16M, national radio: 42 M, press: 99M).

This measure was composed of a mass-media nation-wide campaign to sensibelize the general public (3,5 M€) and operations of proximity to sensibilise the consumers in their day to day life (0,7 M€).

This campaign has been evaluated by IPSOS.

38 millions of French have been reached 12 times on average by the campaign. The ex post evaluation has concluded:

- a good visibility of the campaign: 30% of the those surveyed have spontaneously described the campaign (average score for similar campaign 25%) and 65% recognised the campaign (average score for similar campaign 52%)

- Spots have been judged “creative” and the messages have been well perceived: 85% has enjoyed the campaign ((average score for similar campaign 69%)

- The key messages have been widely retaken: “save your money, save your planet”: 35%; 50% of CO2 emissions are due to households: 21%; 50% of the energy consumption is due to the households: 23%.

The conclusions from IPSOS are:

- the efficiency of the overall campaign mainly came from the TV campaign;

- The creativity of the campaign comes from the slogan and the realisation;

- The information has been positively perceived.

References

MEDD (Ministère de l'écologie et du développement durable) : Plan Climat 2004

<http://www.ademe.fr>, see Changement Climatique, « Faisons vite, ça chauffe »

Climate Plan