

[CT5 – Information Campaigns]



Warsaw, 10-11 December 2007 | Lyon, 19-20 May 2008 | Prague, 1-2 December 2008 |

Berlin, 15-16 June 2009 | Amsterdam, 21-22 January 2010

Summary

The central issue in the Core Theme Information Campaigns is to discuss factors that will maximise the impact of the EPBD. Under Article 12, the Member States (MS) are under an obligation to conduct national information campaigns, to raise public awareness and ensure acceptance of the Directive, as well as information on the added value of the EPBD. To be effective, such information campaigns will be directed at many actors and will need to use multiple communication channels and phased appropriately over time.

At individual MS level, alliances between national or regional authorities and professional and other market actors are likely. Discussion of the most appropriate approaches and comparison of the experience of individual MS contributes significantly to speeding up take-off and increasing the degree of convergence and the impact leverage of the EPBD. By exchanging information about Information Campaigns, CA participants obtained a better knowledge about the possibilities to strengthen the EPBD policy in their MS and the promotion measures that are possible.



Concerted

Action II ◀

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Lessons learned

The lessons learned, during the period December 2007 until January 2010, can be summarised as follows:

- Success factors of a national information campaign are for instance the use of one simple positive message, the use of cross media, free publicity, delivering the message personally, collaborating with professionals, knowing your target groups and being prepared for reactions on the campaign.
- Professionals can have a positive or negative influence on the implementation of the EPBD. MS have tools/ideas on how to 'use' the right professionals in maximising the impact of the EPBD in their country.
- The reactions of consumers are likely to change into positive reactions when MS's emphasise the added value of the EPBD and the Energy Certificate. Among the determining factors for the public to be more positive about the Energy Certificate are: pre-testing of the certificate; good quality of the certificate and assessors; low costs and linking the certificate to additional instruments, e.g. financial instruments.
- It is difficult for consumers to make the step to implement recommended energy saving measures. They have to be motivated in many different ways. There are many influencing factors in this decision making process.

Important recommendations

Important recommendations are already detected:

- MS must involve professionals and the general public during the whole process of implementation. This is very important to improve the social acceptance and the impact of the EPBD.
- As MS approach full implementation of the EPBD, it is certain that most will experience some negative reaction and comment from the media. Solutions lie in listening to the critic given by actors in the market, giving a quick and positive response and accept responsibility.
- The acceptance of the certificate by the public will more likely be higher if the certificate is of a high quality and informs the public in a practical way. So there is strong interaction between quality and effectiveness of the certificate.
- A method to realise energy saving measures by consumers is a total approach which takes all the factors of influence into account. This approach could remove barriers and motivate the consumers and could lead to investments in energy saving measures in an effective way.
- MSs could link the certificate to additional instruments, such as financial instruments, to meet the goals of the Kyoto protocol and to monitor the effect of the certificate. Some countries have a high need for knowledge on how those instruments can be implemented in the most effective way.
- Financial instruments to promote the take-up of recommendations must be effective and have a low administrative burden.

For more detailed information, see the [extended summary](#) report on this topic (soon to be available)