

WP6 – Communication and Dissemination

Prepared by Waste Watch for the Euro-Topten Max project

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Section 1: Background

Waste Watch was delighted to take on the lead of the communications work package for the Euro-Topten Max. The aim of this work package is to increase public awareness of the individual national Topten websites. The best indicators of the visibility of a website based project are the number of visitors to the website and the media coverage generated. Communications activities are concentrated on maximising coverage by media that are broadcast and published to mass audiences, rather than paid-for advertising. It should be noted that Topten do not communicate on individual brands or products but concentrate instead on the positive value of buying energy-efficient products including the environmental, social and financial benefits.

Waste Watch's role includes providing communications support for the partner countries involved, monitoring and evaluating communications activities undertaken by each partner; providing an assessment of the success of communications activities; and to establish best practice communications tactics across the project. It should be noted that the various Euro Topten partners have differing levels of communications expertise and resources so a critical element of our role is to provide the partners with suggestions on how to improve their communication outcomes.

This report looks at the communications activities of Euro Topten Max partners between January 2012 and September 2012.

1.1 Developing the monitoring tools

As work package leaders, Waste Watch is responsible for undertaking an audit of the communications activities of all partners. In order to capture the information required we created three Google Documents to be used by the partners:

- Past Communications Activity Workbook (six monthly);
- Planned Communications Activity Workbook (six monthly); and the
- Communications Monitoring Workbook

We asked that each country regularly updates the workbooks.

The Communications Activity Workbook captured information about the partner countries' planned and unplanned communications activities for the first six months of this year the Communications Monitoring Workbook captures information regarding the partner countries' media and online statistic for the same period.

To help the countries complete the workbooks, we provided an example sheet explaining how to complete their individual worksheets. We also asked for the partners to provide links to any photos relating to their communications activities.

We also provided the partner countries with a generic communications plan template to assist them with the planning of their communications. The communication plan template provides tips, methodologies, and structure, which can be tailored to suit the individual Euro Topten Max partners.

https://docs.google.com/spreadsheet/ccc?key=0As5T4yroA4ZdGvqSG1ZRhBGUzdqY2ZTVHhQWJULQ1E#gid=0

Communications Monitoring Workbook (Jan 2012 - Dec 2014)

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fx How to complete the Communications Monitoring Workbook

	A	B	C	D	E	F	G	H
1	How to complete the Communications Monitoring Workbook							
2								
3	Step 1	Look at the Example worksheet to see how to complete your own worksheet.						
4	Step 2	Look at the Measures worksheet to see what you should be recording - also check your contract.						
5	Step 3	Select your country's worksheet.						
6	Step 4	Try your best to fill in as much information as possible as it should all add up to an impressive EU-wide total. See important notes below.						
7		Note: You do not need to save your worksheet - it saves automatically every few seconds.						
8								
9	How to unhide and hide rows:							
10								
11	To hide	Highlight the rows by clicking on the grey numbered cell (see image, right) and drag your mouse down over the rows to hide. Then right-click your mouse and select Hide rows.						
12	To unhide	Click on the arrows down the left of the worksheet with the hand-pointer icon (see image, right)						
13								
14	Important notes on filling in the worksheet:							
15								

Instruction on how to complete the Communications Monitoring Workbook

Communications Monitoring Workbook (Jan 2012 - Dec 2014)

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Date

	A	B	C	D	E	F	G	H	I	J
1	Date	Number of press releases written	Number of leaflets distributed	Number of events attended	Number of people visiting stand	Number of presentations given	Number of partnerships formed			
2	01/2012 - 06/2012			3		3				
3	07/2012 - 12/2012	1								
4	01/2013 - 06/2013									
5	07/2013 - 12/2013									
6	01/2014 - 06/2014									
7	07/2014 - 12/2014									
8	TOTAL	1	0	3	0	3	0			
9	PRESS									
10	Date (01/12 - 06/12)	Publication	Title	Circulation	Readers	Pages	Value/page	Value (€)	Positive	Negative
11	Jan 2012	Bergauf (members magazin of)	LED lights - light of the future	250.000	500.000	2.5	€ 16.700.00	€ 125.850.00	Y	
12	Jan 2012	Tips Eferding/Grieskirchen	Most active retailer of the country (ph	35.700	107.100	0.2		€ 0.00	Y	
13	March 2012	Salzburger Nachrichten	Reduce energy consumption			0.2			Y	
14	April 2012	VN Vorarlberger Nachrichten	Laundry - power hungry appliances	67582	202746	0.1			Y	
15	May 2012	Erneuerbare Energie (Renewable Energy)	Passive houses in Austria	7500	22500	0.5		€ 0.00	Y	
16	May 2012	Energie Burgenland (member	Saving energy and money with efficie	118.000	354.000	1.5		€ 0.00	Y	
17	June 2012	VN Vorarlberger Nachrichten	Deep temperatures - high electricit	66.681	200.043	1			Y	
18	TOTAL	6			1.386.389			€ 125.850.00	6	0

Example of a completed worksheet

1.2 Establishing best practice

The most important goal for all partners managing a website is to get Topten seen in the media. Therefore, most communication activities are undertaken to achieve the primary goal of raising awareness of Topten. With this mind, Waste Watch's role is to review the communications activities undertaken by the individual countries and their success but also to help identify barriers and provide feedback on communications delivered to date.

The communications activities have been assessed against the following criteria:

Aim	<ul style="list-style-type: none"> Was the strategic approach appropriate to meet the communications needs?
Audience	<ul style="list-style-type: none"> Who were the identified audience(s) and had the audience for the campaign been correctly identified?

Channels	<ul style="list-style-type: none"> • How effective was the communications mix? • Were the communication channels selected appropriate in terms of reach, audience and frequency?
Monitoring and Evaluation	<ul style="list-style-type: none"> • Were appropriate measures in place to monitor and evaluate campaign • Was there a process in place to take corrective action if necessary?

Waste Watch believes that the key to successful campaign lies with having a good knowledge of industry best practice and a critical understanding what has worked, why and how it can be applied to alternative situation. Our feedback will seek to highlight good examples Topten promotions and share them with the partners and also provide examples of best practice from across different sectors.

1.3 Monitoring and Evaluation

The main aim of the Euro Topten Max project is to inform and change people’s buying behaviour. One of the most effective ways of achieving this is via Public Relation (PR). The use of PR can increase awareness of a campaign in an area or a particular audience; explain complicated message in an easy to understand way and act as a call of action directing people to the Topten websites.

The Topten Max project requires 100 press releases over the life of the project; to date Topten has achieved 80 pieces of coverage delivering positive stories on top runner products. The Topten project has received coverage in a variety of media (from generalist to specialised).

All the countries performed well in the period from January 2012 to June 2012; however the following five countries performed particularly well:

- Romania;
- Portugal;
- Luxembourg;
- Spain; and
- Austria.

Romania had 17 pieces of media coverage (4 print press and 13 online), while Portugal and Luxembourg both had 12 pieces each including radio and TV coverage, Spain had 10 pieces of media coverage and Austria had 8 pieces.

Interesting media coverage/marketing approaches:

Luxembourg

12 pieces of coverage which included Press and TV

Example

Article in Tageblatt “Elektromobilität kommt - aber langsam”

Circulation 20,735

Readership 56,000

Value €1,145.70

Overview of media coverage by country

Metric	EU-wide total	AT	BE	CZ	DE	EL	ES	FI	FR	HR	IT	LT	LU	NO	PL	PT	RO	SE	UK	
Total pieces of coverage	80	8	0	5	3	0	10	0	5	0	0	3	12	0	8	12	17	5	0	
Total media contacts	2,956,185	500,000	0	250,000	336,903	0	0	0	579,000	0	0	486,444	389,497	0	33,400	610,000	119,741	151,200	0	
Total value of coverage (€)	432,642	125,850	0	0	235,328	0	0	0	9,000	0	0	597	187,714	0	0	0	3	0	0	
Average % positive coverage	564	100	0	100	100	0	0	0	80	0	0	0	91	0	40	100	53	0	0	
Unique website visitors	132,520	0	0	0	0	0	8,411	4,402	54,493	0	0	6,261	5,670	2,684	10,852	18,346	12,305	9,096	0	
Visits	143,835	0	0	0	0	0	9257	4873	53514	0	0	6769	7516	3260	12430	21145	14228	10843	0	
Downloads	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

The table below shows the number of press releases produced and the resulting media contact.

Country	Number of press release	Media contact
Austria	1	1,386,389
Belgium	1	n/a
Germany	2	1,299,258
Czech Republic	5	568,000
Greece	1	79,548
Spain	n/a	n/a
Finland	3	74,787
France	2	678,000
Lithuania,	2	n/a
Italy	n/a	n/a
Luxembourg	7	61,605
Norway	3	n/a
Poland	3	33,400
Portugal	2	130,000
Romania	4	4,800
Sweden	1	151,200

The table below shows the range of communications activities that took place during the period from January to June 2012. (Please note that we chose only one example per country.)

Country	Communications activity	Date	Output
Austria	Attended the Energy Saving Fair Wels	2-4 March 2012	More than 2.500 topprodukte.at flyers handed out
Belgium			
Germany	Newsletter	18 June	Newsletter sent to 2,500 subscribers
Czech Republic	Press release on TV category updates	13 June 2012	n/a
Greece	Energy efficiency guide	21 March - ongoing	Distributed via various means: WWF newsletters (130.000 recipients), IKEA

			distribution points, social media, Climate Change workshop in Crete, WWF's Direct Dialogue team in Thessaloniki
Spain	Earth Hour: WWF annual event on energy consumption and public awareness	31 March 2012	An increased number of municipal authorities to use sustainability and energy efficiency criteria in their public procurement documents
Finland	Press release on energy efficient lamps	26 April 2012	Four articles published as a result of the press release.
France	Press release on coffee machine (Mother's Day)	30 May 2012	The article was linked to a blog on a large French newspaper online site. The article generated more than our average monthly number of visitors within a few hours
Lithuania,	Video movie: 5min length movie presenting simple advice on how to safe eletricity. Energy expert Mantas Vaskela.	20 March 2012	Number of visitors during Earth week - 1400 unique page views (13-20 March)
Italy	n/a	n/a	n/a
Luxembourg	Exhibition stand at the "Semaine de l'environnement" event in partnership with Auchan	21-May-2012 -	150 flyers handed out in 5 days
Norway	n/a	n/a	n/a
Poland	Presentation "My school save Earth climate"	23 April 2012	n/a
Portugal	Press release	29 January 2012	Generated 5900 visitors to the Topten website
Romania	Article in National Magazine (Energy Technologies generation	February 2012	Increased number of visitors compared with

	transmission and distribution of electric and thermal energy)		2011
Sweden	Presentation of Topten for employees at insurance company Water Circles		n/a

(Unfortunately, not all the partners were able to provide the same level of details of their actions with the same details.)

Case study

Communications success story: Romania

Romania ran a very successful campaign in partnership with Electrolux and ROREC (recycling association). The campaign urged consumers to buy energy efficient products. The campaign message: “replace your obsolete, inefficient refrigerator with a new top efficient one”. ROREC invited ICEMENERG to develop a partnership for activities in order to orient the consumer to decide for the most energy efficient white goods, in particular for refrigerators.

Examples of direct impact of dissemination activities:

- The communication of the results for the 3rd competition organized with Electrolux brought a lot of visitors.
- Presentation at different events: training, information, EUSEW increased the number of visitors.
- Add words campaign also increased the traffic and brought visitors from big shopping networks.

National supporting programmes linked to the products on topten.info.ro:

- Linked to the project, ANRE (Romanian Authority for Energy Regulation) use the information from the project in order to develop methodologies and reports for National EE Action Plan and disseminate EE actions.
- Also the Ministry for Environment are involved in project’s activities.

Going forward Romania have been planned a number of communications activities, this includes: promotion events in shops, website promotion, trainings for retailers, education in schools, attending conferences and round tables, articles etc.

1.4 Communications planning

The EuroTopten Max partners have a wide variety of activities planned for the period from July 2012 to August 2013. Some countries have scheduled their promotional activities to coincide with seasonal or festive events such as Christmas. Many of the Topten countries have scheduled regular updates using newsletters, which are fairly inexpensive, timely, and trackable.

The below table provides examples of the activities planned up until August 2013.

UK and Croatia should be in there because you will have at least your launch event plus communication activities before August 2013

Upcoming activities

Country	Communications activity	When
Austria	Press release about the cooperation with the retailer chain	September 2012
Belgium	Promotion campaign on sustainable vehicles in cooperation with the Flemish government	January 2013
Germany	Press release on the EcoTopten market survey of the new product group E-Bikes. Press release will be directed at consumer journalist	November 2012
Croatia		
Czech Republic	Press release on the new release of products	October 2012
Greece	TBC	TBC
Spain	Release a video concerning Topten and energy consumption reduction through the use of efficient equipment	November 2012
Finland	Press release on Topten in connection with Own Home Fair 2013 (Topten promoted at fair), connected to Consumer Energy Advice Programme	March 2013
France	An in-depth review and edit the content of the Topten website to make the content more relevant and clear.	Starts in October 2012
Lithuania	Photo competition	December 2012
Italy	TBC	TBC
Luxembourg	Presentation at the Ekofoire event and a press release was produced to support it	Date not supplied
Norway	Google adwords and Facebook advertisement directly targeting consumers.	December 2012
Poland	Competition targeting window producers	Ends in October 2012
Portugal	The production of more Green Minutes for national television on Topten is planned.	Date not supplied
Romania	Seminar Giurgiu Municipality Presentation targeting public, private and individual consumers	2013 (february or april)
Sweden	Exhibition about Topten with manufacturers at SSNC's	November 2012

	climate conference	
UK	Website launch planned	November 2012

Communications planning highlights

Euro Topten Max partner Spain plans to produce a video that can be viewed on their website. The video will illustrate why it is important to buy energy efficiency. Moreover, under the context of another project that WWF have prepared concerning the increase of the energy efficiency in homes, WWF are going to start a campaign giving presentations in homeowners associations (comunidades de propietarios) concerning the steps that they could take in order to invest in energy efficiency measures (from building envelope interventions to electric and electronic goods changing). This could be very useful for the dissemination of Topten.

1.5 Going forward and lessons learnt

Output Vs outcome

During the first six months of the use of the new monitoring tools, the quality of the information provided by the different Euro Topten Max partners has varied significantly. The majority of partners completed their workbooks correctly and on time. Only a small number of countries were unable to provide detailed information regarding their communications activities and a number of partners required assistance in completing their workbooks correctly.

However, we have noted that many of the countries who completed their workbooks appear not to have clearly distinguished between outputs and outcomes. For example, many partners recorded the distribution of leaflets as an outcome. However, this type of activity is considered an output and the outcome of this activity would be a resulting increase in the number of visitors to the website.

Before the next reporting period, Waste Watch will provide the Euro-Topten Max partners with clear definitions and examples of what constitutes an output as opposed to an outcome.

Output	Outcomes
<p>Outputs can usually be seen, measured and moved about.</p> <p>Example: At a home exhibition on the 1 March 2012, we distributed 150 leaflets to visitors.</p>	<p>Outcomes are the expected consequences of the outputs and are usually harder to measure.</p> <p>Example: Following Topten's participation in the home exhibition on the 1 March 2012, where we distributed 150 leaflets, we recorded an increase in visitors to the website.</p>

Websites

To assist the other Euro Topten Max partners, Waste Watch plans to provide them with recommendations of how to improve their website. (This is also discussed during the project meetings). This will include a review of individual partner websites to ensure that content is user-friendly, i.e. the audience is able to quickly digest the information provided and the site is easy to navigate. Content also becomes more accessible through the effective use of colours, typography, spacing, etc.

- Text and typography have to be easy and pleasant to read
- Content should be easy to understand and written using simple language and avoiding jargon
- Content should be skimmable

Communications planning

In the next reporting period we will also ask the partners to provide Waste Watch with their completed communications plans. This will assist us to have a clearer idea of how well the partners have met their stated objectives.

		Objective	Assessment
Aim	Was the strategic approach appropriate to meet the communications objective?	The objective is to increase public awareness of Topten website	The majority of the Euro Topten partners appear to have achieved an increase in public awareness
Audience	Who were the identified audience(s) and had the audience for the campaign been correctly identified?	Primary audience is general public.	The strategic approach taken by most countries appears to be too broad needs to be narrowed. Greater segmentation will improve targeting and positioning strategy
Channels	How effective was the communications mix? Were the communications channels selected appropriate in terms of reach, audience and frequency required?	The Euro Topten Max partners used a good mix of communications channels: <ul style="list-style-type: none"> • Press release • Website • Events • Newsletter on and offline 	Following a more integrated marketing communications approach should increase the effectiveness of communications and channels will be working together as a unified force rather than in isolation.
Monitoring and Evaluation	Were appropriate measures in place to monitor and evaluate campaign?	Communications monitoring workbooks have been distributed to all partners and are expected to be complete	Clearer definition of output and outcomes will help improve monitoring and evaluation

Definitions

What is segmentation?

The process of defining and subdividing a large homogenous market into clearly identifiable segments having similar needs, wants, or demand characteristics. Its objective is to design a marketing mix that precisely matches the expectations of customers in the targeted segment.

What is positioning?

A marketing strategy that aims to make a brand occupy a distinct position, relative to competing brands, in the mind of the customer.

What is targeting?

The selection of potential customers to whom a business wishes to sell products or services. The targeting strategy involves segmenting the market, choosing which segments of the market are appropriate, and determining the products that will be offered in each segment.

What is integrated communications?

An approach to achieving the objectives of a marketing campaign, through a well-coordinated use of different promotional methods that are intended to reinforce each other.