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## WP6 – Communication

Prepared by Waste Watch (part of Keep Britain Tidy)  
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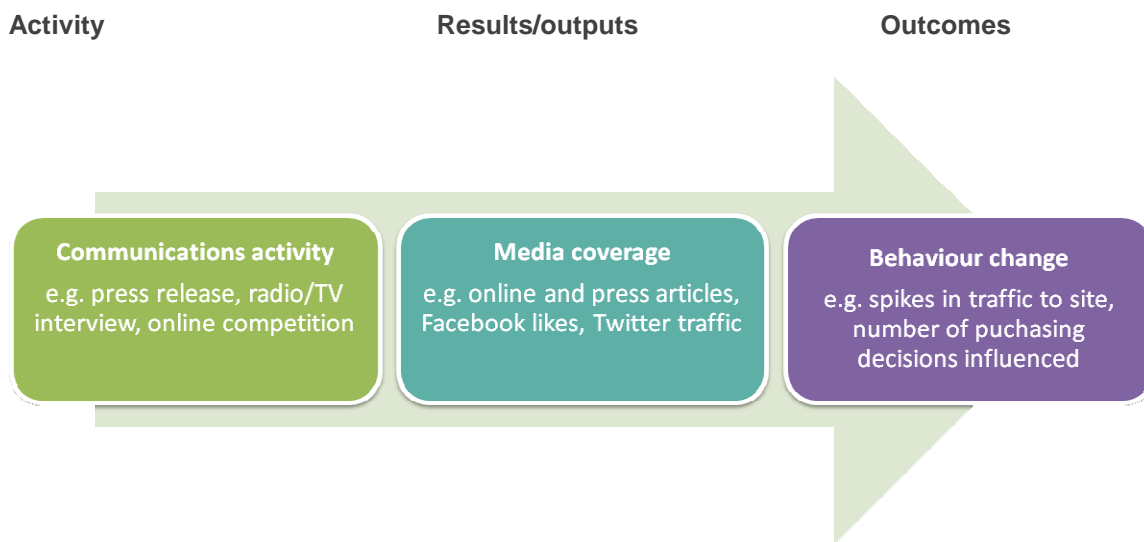
# 1. Communications Work Package

## 1.1 Aims of the Work Package

The aim of Work Package 6 - Communication is to increase public awareness of the national and the European Topten websites, to generate increased use of the websites and, ultimately, to influence the purchasing behaviour of consumers buying energy-using products in that they opt for one of the Topten products listed on our websites.

This can be summarised as follows:

**Fig 1: Achieving behaviour change through communications**



This report reviews the communications activities of Euro Topten Max partners between January 2012 and June 2013 (inclusive).

## 1.2 Our 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 completed by the partners:

- Communications Activity Workbook (covering six monthly periods)
- Communications Activity Workbook – Advance Planning (covering six monthly periods)
- Communications Monitoring Workbook (January 2012 – December 2013)

The Communications Activity Workbook captures information about the partner countries' planned and unplanned communications activities for each six months period. The Advance Planning Workbook is used to help plan and monitor the forthcoming communications activities for the next 6-month period.

At the start of the current project in January 2012, the partner countries were also provided 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.

The Communications Monitoring Workbook (January 2012 – December 2014) captures information regarding the partner countries' media and online statistics for the entire project duration, divided into 6-month periods. We also asked for the partners to provide links to any photos relating to their communications activities.

Each partner organisation is tasked with updating these workbooks on an ongoing basis. To help the countries complete the workbooks, we provided an example sheet explaining how to complete their individual worksheets.

**Fig. 2: Instructions for how to complete the Communications Monitoring Workbook**

https://docs.google.com/spreadsheets/ccc?key=0AsST4yroA4ZdGVqSG1ZRnBGUzdqX2ZTVHhQWXJLQ1E#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	<b>How to complete the Communications Monitoring Workbook</b>							
2								
3	<b>Step 1</b>	Look at the Example worksheet to see how to complete your own worksheet.						
4	<b>Step 2</b>	Look at the Measures worksheet to see what you should be recording - also check your contract.						
5	<b>Step 3</b>	Select your country's worksheet.						
6	<b>Step 4</b>	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		<b>Note: You do not need to save your worksheet - it saves automatically every few seconds.</b>						
8								
9	<b>How to unhide and hide rows:</b>							
10								
11	<b>To hide</b>	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	Date (01/12 - 06/12)			
12	<b>To unhide</b>	Click on the arrows down the left of the worksheet with the hand-pointer icon (see image, right)		18	Date (07/12 - 12/12)			
13								
14	<b>Important notes on filling in the worksheet:</b>							
15								

**Fig. 3: Example of a completed worksheet**

Claudia Kuss-Ter

Communications Monitoring Workbook (Jan 2012 - Dec 2014) ☆

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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
01/2012 - 06/2012			3		3	
07/2012 - 12/2012	1					
01/2013 - 06/2013						
07/2013 - 12/2013						
01/2014 - 06/2014						
07/2014 - 12/2014						
<b>TOTAL</b>	<b>1</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>0</b>

Date (01/12 - 06/12)	Publication	Title	Circulation	Readers	Pages	Value/page	Value (€)	Positive	Negative
Jan 2012	Bergauf (members magazin of)	LED lights - light of the future	250.000	500.000	2.5	€ 16.780.00	€ 125.850.00	Y	
Jan 2012	Tips Eferding/Grieskirchen	Most active retailer of the country (ph	35.700	107.100	0.2		€ 0.00	Y	
March 2012	Salzburger Nachrichten	Reduce energy consumption			0.2			Y	
April 2012	VN Vorarlberger Nachrichten	Laundry - power hungry appliances	67582	202746	0.1			Y	
May 2012	Erneuerbare Energie (Renewable Energy)	Passive houses in Austria	7500	22500	0.5		€ 0.00	Y	
May 2012	Energie Burgenland (member r	Saving energy and money with efficien	118.000	354.000	1.5		€ 0.00	Y	
June 2012	VN Vorarlberger Nachrichten	Deep temperatures - high electricty c	66.681	200.043	1			Y	
<b>TOTAL</b>	<b>6</b>			<b>1.386.389</b>			<b>€ 125.850.00</b>	<b>6</b>	<b>0</b>

### 1.3 Establishing communications best practice

The most important communications 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 in mind, Waste Watch's role is to monitor and review the communications activities undertaken by the individual countries, to identify what has worked and what hasn't and to provide feedback on communications delivered to date.

The communications activities have been assessed against the following criteria:

<b>Aim</b>	<ul style="list-style-type: none"><li>• Was the strategic approach appropriate to meet the communications needs and objectives?</li></ul>
<b>Audience</b>	<ul style="list-style-type: none"><li>• Who were the identified audience(s) and had the audience for the campaign been correctly identified?</li></ul>
<b>Channels</b>	<ul style="list-style-type: none"><li>• How effective was the communications mix?</li><li>• Were the communication channels selected appropriate in terms of reach, audience and frequency?</li></ul>
<b>Monitoring and Evaluation</b>	<ul style="list-style-type: none"><li>• Were appropriate measures in place to monitor and evaluate campaign?</li><li>• Was there a process in place to take corrective action if necessary?</li></ul>

Our reporting and feedback highlights examples of best practice among Topten communications activities and share them with the partners as well as providing examples of best practice from across different sectors.

Knowledge transfer and learning from each other are a particularly important aspect to our project, especially as not all organisations running national Topten websites have dedicated communications capacity they can call on.

## 2. Monitoring and evaluation

### 2.1 January – June 2012

#### 2.1.1 Media coverage

The Topten Max project requires 100 press releases over the life of the project. To June 2012 Topten had released 32 press releases. The Topten project has received coverage in a variety of media (from generalist to specialist).

The most outstanding countries in terms of media coverage in this period were Germany with 93 pieces of media coverage (4 print press and 13 online); Portugal had 39 pieces including press, TV and online; while Romania had 24 pieces including press and online.

**Table 1: 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
Total pieces of coverage	285	12	3	12	93	13	10	5	10	0	21	6	16	5	9	39	24	7
Total media contacts	18,821,796	2,386,389	0	261,000	5,244,535	1,622,788	0	187,198	2,331,000	0	20,820	886,658	601,135	1,123,000	33,400	1,610,000	124,373	2,389,500
Total value of coverage (€)	3,084,276	125,850	0	1,034,270	1,620,836	0	16,080	0	27,000	0	0	4,421	198,964	56,852	0	0	0	4
Average % positive coverage	73.44	100	0	100	68	100	0	0	90	0	100	100	86	100	40	100	50	0
Unique website visitors	669,194	318,620	21,785	20,616	127,712	18,040	10,430	5,114	70,026	0	0	6,986	7,546	3,143	11,316	23,174	13,390	11,296
Visits	407,898	0	25,140	25474	148065	20889	11479	5697	81100	0	0	7644	10056	3849	13035	26845	15482	13143
Downloads	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 contacts.

**Table 2: Press releases and media contacts generated**

Country	Number of press release	Media contacts
Austria	0	2,386,389
Belgium	0	Not specified
Czech Republic	4	261,000
Germany	2	5,244,535
Greece	0	1,622,788
Spain	1	Not specified
Finland	3	187,198



France	2	2,331,000
Croatia	0	0
Italy	1	20,820
Lithuania	2	886,658
Luxembourg	7	601,135
Norway	3	1,123,000
Poland	0	33,400
Portugal	2	1,610,000
Romania	4	124,373
Sweden	1	2,389,500
UK	0	0
<b>Total</b>	<b>32</b>	<b>18,821,796</b>

### 1.1.2 Summary of communications activities

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 and that, unfortunately, not all the partners were able to provide the same level of detail of their actions with the same details.

**Table 3: Highlights of communications activities by country**

Country	Communications activity	Date	Output
Austria (AT)	Attended the Energy Saving Fair Wels	2-4 March 2012	More than 2.500 topprodukte.at flyers handed out
Belgium (BE)	Press release on new regulations for televisions	11 June 2012	n/a
Czech Republic (CZ)	Press release on TV category updates	13 June 2012	n/a
Germany (DE)	Newsletter	18 June	Newsletter sent to 2,500 subscribers
Greece (EL)	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

Country	Communications activity	Date	Output
Finland (FI)	Press release on energy efficient lamps	26 April 2012	Four articles published as a result of the press release.
France (FR)	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
Italy	n/a	n/a	n/a
Lithuania (LT)	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)
Luxembourg (LU)	Exhibition stand at the "Semaine de l'environnement" event in partnership with Auchan	21-May-2012 -	150 flyers handed out in 5 days
Norway (NO)	Press and online article in Dagsavisen	11 June 2012	60,000 web visitors and circulation of 67,000
Poland (PL)	Presentation "My school save Earth climate"	23 April 2012	n/a
Portugal (PT)	Press release	29 January 2012	Generated 5900 visitors to the Topten website
Romania (RO)	Article in National Magazine (Energy Technologies generation transmission and distribution of electric and thermal energy)	February 2012	Increased number of visitors compared with 2011
Spain (SP)	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
Sweden (SE)	Presentation of Topten for empoyees at insurance company Water Circles		n/a

### 1.1.3 Case study – 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 3<sup>rd</sup> 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](http://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.

## 2.2 July – December 2012

### 2.2.1 Media coverage

The Topten Max project requires 100 press releases over the life of the project. Between July and December 2012, 26 press releases were issued. To December 2012 Topten had achieved a total of 58 press releases.

The most outstanding countries in terms of media coverage in this period were Germany with 113 pieces of media coverage (62 print press, 6 radio, 1 television and 44 online); Italy and Portugal had 26 and 25 pieces of coverage respectively and Czech Republic had 24 pieces of media coverage.

**Table 4: Media coverage July – December 2012**

Metric	EU-wide total	AT	BE	CZ	DE	EL	ES	FI	FR	HR	IT	LT	LU	NO	PL	PT	RO	SE
Total pieces of coverage	272	6	2	24	113	5	15	5	16	2	26	2	8	2	7	25	8	6
Total media contacts	33,531,994	330,000	60,000	568,000	14,599,456	0	0	111,399	11,914,500	133	2,731,000	150	610,538	1,550,118	0	330,500	7,200	719,000
Total value of coverage (€)	€ 1,611,480.53	€ 0.00	€ 0.00	€ 4,080.00	€ 1,489,203.23	€ 0.00	€ 0.00	€ 7,909.05	€ 7,781.00	€ 0.00		€ 120.00	€ 24,766.80	€ 13,617.75	€ 0.00	€ 0.00	€ 2.70	€ 0.00
Average % positive coverage	77.21	100.00	0.00	100.00	84.96	0.00	0.00	0.00	68.75	0.00	100.00	100.00	100.00	100.00	100.00	100.00	37.50	0.00
Unique website visitors	702,275	325,467	18,953	17,170	171,555	12,998	14,358	5,110	63,562	99	5,532	3,647	4,966	3,773	3,040	34,822	3,923	13,300
Visits	401,589	0	21,620	18,483	162,408	14,558	15,967	5,622	74,715	161	6,842	4,117	7,081	4,531	4,077	40,552	4,605	16,250
Downloads	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 contacts.

**Table 5: Press releases and media contacts generated July – December 2012**

Country	Number of press release	Media contact
Austria	1	330,000
Belgium	0	60,000
Czech Republic	2	568,000
Germany	0	14,599,456
Greece	1	Not specified
Spain	4	Not specified
Finland	1	111,399
France	0	11,914,500
Croatia	0	133

Italy	3	2,731,000
Lithuania,	0	150
Luxembourg	4	610,538
Norway	0	1,550,118
Poland	2	Not specified
Portugal	7	330,500
Romania	0	7,200
Sweden	1	719,000

### 2.2.2 Summary of communications activities

The table below shows the range of communications activities that took place during the period from July to December 2012. Please note that we chose only one example per country and that, unfortunately, not all the partners were able to provide the same level of detail of their actions with the same details.

**Table 6: Summary of communications activities July – December 2012**

Country	Communications activity	Date	Output
Austria (AT)	Article in Panda Magazin on “Clever App”	August 2012	Readership of 240,000
Belgium (BE)	Article in La Libre Belgique: “C'est beau, une ampoule qui s'éteint”	30 December 2012	Readership of 60,000
Czech Republic (CZ)	Article in MF Dnes on “the dusk of light bulbs”	5 September 2012	Readership of 568,000 and a value of €3,000
Germany (DE)	Radio slot on Deutschlandfunk on the programme “Informationen am Morgen”	28 November 2012	1,500,000 listeners
Greece (EL)	Article in Mekadonia newspaper: “Fuel costs that we are not aware of”	1 October 2012	n/a
Spain (ES)	Online article on mundoenergia.com: “Presentamos a	12 December 2012	n/a

Country	Communications activity	Date	Output
	SuperTopTen, el héroe de la eficiencia energética		
Finland (FI)	Article in Ammattiautot: "Van according to use"	August 2012	46,000 readers, a value of €980
France (FR)	Article in Modes et Travaux: 'Bons plans : Je m'équipe "économies"'	2 August 2012	Circulation of 444,183
Croatia (HR)	Launch of website in Arena shopping mall in Zagreb	5 November 2012	n/a
Italy (IT)	Featured on RTL 102.5 on "SOS Ambiente"	28 July 2012	300 seconds to 6,630,000 daily listeners
Lithuania (LT)	Featured in catalogue "It is good to live in the villages of Lithuania 2012"	December 2012	2000 copies sent
Luxembourg (LU)	Featured in the Luxemburger Wort newspaper: "Kaffeetinken ohne Reue"	14 November 2012	182,100 readers and a value of €4,611.60
Norway (NO)	Article in Vi i Villa: "Tenk strømforbruk ved nyanskaffelser"	15 November 2012	1,500,000 readers and a value of almost €8,000
Poland (PL)	Promotion of Topten on various national websites	August 2012	n/a
Portugal (PT)	Featured on "Green Minute" on RTP1 TV channel	29 November 2012	500,000
Romania (RO)	Featured on radio programme "Pro Natura" on Radio Romania Cultural	21 November 2012	n/a
Sweden (SE)	Article in Göteborgsposten	8 December 2012	576,000 readers

## 2.2.3 Case study - Spain

Euro Topten Max partner Spain produced a video, “SuperTopTen: despierta a la eficiencia” that can be viewed on their website. The video demonstrates the financial benefits of buying energy efficient products. The video can be seen at <http://www.youtube.com/watch?v=9xfMa1e2yhE>.

The Topten project has also linked in to another project run by WWF concerning the increase of the energy efficiency in homes. WWF started 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 will be very useful for the dissemination of Topten.

## 2.3 January – June 2013

### 2.3.1 Media coverage

The Topten Max project requires 100 press releases over the life of the project. Between January and June 2013, 12 press releases were issued. To June 2013 Topten had achieved a total of 70 press releases.

The most outstanding countries in terms of media coverage in this period were Germany with 90 pieces of media coverage (66 print press and 24 online); Italy had 43 pieces of coverage while Luxembourg and Czech Republic had 14 and 13 pieces of media coverage respectively.

**Table 7: Media coverage January – June 2013**

Metric	EU-wide total	AT	BE	CZ	DE	EL	ES	FI	FR	HR	IT	LT	LU	NO	PL	PT	RO	SE
Total pieces of coverage	213	10	5	13	90	1	8	0	7	0	43	5	14	2	1	7	2	5
Total media contacts	17,180,300	1,090,000	1,320,000	64,000	9,032,772	0	0	0	1,239,849	0	864,686	400,800	1,173,400	1,044,647	0	0	146	950,000
Total value of coverage (€)	1,607,837	0	0	6,075	1,481,608	0	0	0	18,000	0	0	783	94,617	6,754	0	0	0	0
Average % positive coverage	60.09	100.00	0.00	76.92	98.89	0.00	0.00	0.00	57.14	0.00	0.00	0.00	100.00	0.00	100.00	0.00	0.00	0.00
Unique website visitors	355,819	0	17,512	23,113	148,691	9,535	15,667	3,861	61,697	0	28,803	4,456	5,717	4,389	2,507	12,641	6,730	10,500
Visits	402,995	0	19,904	28,220	159,808	10,992	17,099	4,213	72,030	0	34,070	4,935	7,721	5,218	3,329	14,620	7,636	13,200
Downloads	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

**Table 8: Press releases and media contacts January – June 2013**

Country	Number of press release	Media contacts
Austria	1	1,090,000
Belgium	0	1,320,000
Czech Republic	1	64,000
Germany	0	9,032,772
Greece	0	Not specified
Spain	0	Not specified
Finland	2	Not specified
France	1	1,239,849
Croatia	0	Not specified
Italy	1	864,686
Lithuania	2	400,800
Luxembourg	0	1,173,400
Norway	1	1,044,647
Poland	0	Not specified
Portugal	2	Not specified
Romania	0	146
Sweden	1	950,000

### 2.3.2 Summary of communications activities

The table below shows the range of communications activities that took place during the period from January to June 2013. Please note that we chose only one example per country and that, unfortunately, not all the partners were able to provide the same level of detail of their actions with the same details.

**Table 9: Summary of communications activities January – June 2013**

Country	Communications activity	Date	Output
Austria (AT)	Article in Kurier: “LED Test”	April 2013	610,000 readers
Belgium (BE)	TV appearance on “On n’est	13 February 2013	400,000 viewers



Country	Communications activity	Date	Output
	pas des pigeons” on RTBF		
Czech Republic (CZ)	Article in Metro: “Energy labels: how do they work?”	13 March 2013	Circulation of 350,000 and a value of €3,000
Germany (DE)	Online article on <a href="http://www.badische-zeitung.de">www.badische-zeitung.de</a> : “Es gibt noch Zuschüsse für Elektroartikel”	19 February 2013	112,770 visitors and a value of €2,255
Greece (EL)	Online article on cosmopolitan.gr: “take care of your pocket and the environment”	19 April 2013	n/a
Spain (ES)	Radio spot on Radio Euskadi: “Mas que palabras”.	23 March 2013	n/a
Finland (FI)	n/a	n/a	n/a
France (FR)	Article in Famille et Education: “Réduire sa facture d'électricité avec des gestes simples”	2 February 2013	Circulation of 801,849
Croatia (HR)	n/a	n/a	n/a
Italy (IT)	Article on <a href="http://tgcom24.mediaset.it">tgcom24.mediaset.it</a> : “Green”	22 March 2013	465,000 visitors
Lithuania (LT)	Online article on <a href="http://balsas.lt">balsas.lt</a> : “Noting Sustainable Energy Week, experts advise how to save in choosing devices”	June	400,000 visitors
Luxembourg (LU)	Featured on “De Journal” on RTL Tele Letzebuerg	22 January 2013	322,400 viewers for 820 seconds – a value of €184,500
Norway (NO)	Online article on <a href="http://www.nrk.no">http://www.nrk.no</a> : “Komplisert å velge	13 June 2013	994,529 visitors

Country	Communications activity	Date	Output
	miljøvennlig”		
Poland (PL)	Online article on <a href="http://www.chronmyklimat.pl">http://www.chronmyklimat.pl</a> : “Topten Pro: Information about green public procurement”	2 February 2013	n/a
Portugal (PT)	Article in Quercus Ambiente on a new category in Topten	Jan-Feb 2013	Circulation of 10,000
Romania (RO)	Featured on “Mugur de verde” on Romania TV	3 February 2013	50 seconds duration
Sweden (SE)	Featured on TV programme “Rapport” on STV2	13 June 2013	500,000 viewers, 300 secs duration
United Kingdom (UK)	n/a	n/a	n/a

### 2.3.3 Case study – Germany

EcoTopTen’s “Save 1000 Euro campaign” entered a competition for the GreenTec Award 2013 in the Communications category and was nominated with two other participants (see <http://www.greentec-awards.com/wettbewerb/nominierte.html>). The awards show will be at the end of August 2013. The campaign “Save 1000 Euro electricity” will be continued. In the autumn, activities with a number of organizations are planned.

Links to EcoTopTen:

- The website [www.die-stromsparinitiative.de](http://www.die-stromsparinitiative.de) on electricity saving from the federal environmental ministry links to EcoTopTen: <http://www.die-stromsparinitiative.de/stromsparinitiative/partnerprojekte/oeko-institut-ecotopten-uebersicht/index.html>
- It also links to the campaign “Save 1000 Euro electricity” that runs within EcoTopTen: <http://www.die-stromsparinitiative.de/stromspar-tipps/aktion-1000-euro-strom-sparen/index.html>

The cooperation with the German retailer Saturn continues with an expected broadening of the presence of EcoTopTen in shops. Until now the focus was on the Online shop of Saturn.

## 3. Advance planning for communications

### 3.1 July – December 2013

#### 3.1.1 Summary of planned activities

**Table 10: Summary of planned communications activities, July – December 2013**

Country	Communications activity	Date	Expected outputs/outcomes
Austria (AT)	6 newsletters to be published	July-Dec 2013	promotion of topprodukte-service
Belgium (BE)	Newsletters Press release	August, October, December September	3,000 contacts for newsletters
Czech Republic (CZ)	Adwords and text ads via Google Press release on criteria Articles in media	July-Dec 2013	Increased hits on website
Germany (DE)	3x press releases on TVs and white appliances (+1 other) 3x newsletters Flyer: eco topten clothing Optimisation of website for search engines	Jul, Sept, +1 more July, Sept, Nov Jul-Oct	Media response Awareness rising, consideration in procurement Media response More visits to website
Greece (EL)	Press release on new category (lighting) Press release on Topten Pro Use of WWF Greece social media (twitter & FB)	TBC	
Spain (ES)	Presentations for	Sept-Oct	Reduction in energy consumption

Country	Communications activity	Date	Expected outputs/outcomes
	neighbours' communities Training of consumer organizations' officers Press release	Sept-Oct August	Reduction in energy consumption
Finland (FI)	4x press releases on: lamps, relaunch of website, product development and product updates Press article on relaunch of Topten website Participation in Consumer Energy Advice programme event Web marketing campaign on relaunch of the Topten website	Sept-Dec September September September	Not specified
France (FR)	Press release Dissemination in Professional buyers' networks Presentation at the Pollutec fair Improvement of the website Integrate Topten Pro in ADEME's communication means	October 2013 Continuous December 2013 Continuous Continuous	5 articles in the general press Mentions in 3 to 5 networks and 3 to 5 presentations before the end of the project Direct contact with the target groups (we will possibly couple this with a press release) More visitors, longer time on the site More professional visitors on the dedicated page (and also more direct contacts and questions from the target groups)
Croatia (HR)	2x newsletters TOPTEN public consultation and exhibition as part of Sustainable Energy Finance and	Sept & Dec October	Over 3,000 contacts per newsletter Awareness raising

Country	Communications activity	Date	Expected outputs/outcomes
	Investment Summit: CROENERGY 2013 in Tuhelj Preparation and broadcasting of TOPTEN Croatia introductory video News updates on the Topten site Organisation of workshop with Croatian Association for Consumer Protection Preparation and printing of TOPTEN Croatia 2013 brochure Preparation and printing of TOPTEN Croatia leaflet	October October Continuous November October October	Awareness raising   Cooperation with NGOs in TOPTEN promotion and awareness raising
Italy (IT)	2x press releases: air conditioners and TVs Topten banner Topten app Newsletter	July & September July October December	Media response  Media response Media response
Lithuania (LT)	Seminars for schools  Top-10 cartoon Top-10 game	Quarter 4  August December	At least 100 participants and 1000 leaflets Enlarge number of top-10.lt visitors to at least 1000 per campaign At least 1000 visitors per campaign
Luxembourg (LU)	Presence at the "Oekofoire" ecological fair	27 September 2013	Number of flyers distributed
Norway (NO)	n/a	n/a	n/a
Poland (PL)	Reconstruction of e-learning platform Promotional leaflets	Sept –Dec Sept-Dec	Increase knowledge

Country	Communications activity	Date	Expected outputs/outcomes
Portugal (PT)	Develop a Pro section	Not specified	n/a
Romania (RO)	n/a	n/a	n/a
Sweden (SE)	Participate in "Almedalsveckan", Sweden's biggest platform for political meetings, seminars and discussions Participate in "Elmiamässan Fastighet", a big conference on buildings and property, energy, recycling	30 June – 7 July  24-26 September	increase knowledge about top ten and environmental effects from engines, show the better alternative electrical engines.  increase knowledge about top ten and energyefficient products.
UK (UK)	Promotional video explaining Top10 site Launch of site Articles in national newspapers – daily and Sunday editions Press release Use of Keep Britain Tidy and Waste Watch social media TV and/or radio activity	August  2 September September  September September  September	Completed in time for launch  Articles in 1 national daily and 1 national weekend paper  Further press coverage Increase visitors to site  At least one tv or radio appearance promoting Top10 UK
ICLEI	Training for all Topten partners with a "Pro" section on their website on the LCC CO2 tool Training on energy efficient public procurement, Slovenia	November  November - December	Promotion and use of the LCC CO2 tool  Use of topten selection criteria by GPP2020 partners

### 3.2 Survey of national 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”

### 3.3 Communications planning

In the next reporting period Waste Watch will also ask the partners to provide us 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	Evaluation
<b>Aim</b>	Was the strategic approach appropriate to meet the communications objective?	The objective is to increase public awareness of the Topten websites	The majority of the Euro Topten partners appear to have achieved an increase in public awareness, through quantifiable figures for readers, viewers and listeners of the various communications channels.
<b>Audience</b>	Who were the identified audience(s) and had the audience for the campaign been correctly identified?	Primary audience is the general public.	The strategic approach taken by most countries appears to be too broad and needs to be narrowed. Greater segmentation will improve targeting and positioning strategy
<b>Channels</b>	How effective was the communications mix?  Were the communications channels selected appropriate in terms of reach, audience and	The Euro Topten Max partners used a good mix of communications channels: <ul style="list-style-type: none"> <li>• Press release</li> <li>• Website</li> </ul>	Following a more integrated marketing communications approach should increase the effectiveness of communications as channels will be working together as a unified force rather than in isolation.

	frequency required?	<ul style="list-style-type: none"> <li>• Events</li> <li>• Newsletter on and offline</li> </ul>	
<b>Monitoring and Evaluation</b>	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

## 4. Lessons learnt and actions taken to address them

### 4.1 Outputs versus outcomes

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 partners 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.

Both at the partner meeting in June 2012 (in Zagreb, Croatia) and in January 2013 (Wuppertal, Germany), Waste Watch reiterated the need to make a clear distinction between these along with clear definitions and examples (see below).

Output	Outcomes
<p>Outputs can usually be <b>seen, measured and moved about</b>.</p> <p>Example: At a home exhibition on the 1 March 2012, we distributed 150 leaflets to visitors.</p>	<p>Outcomes <b>are the expected consequences</b> 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>



This will be revisited in the next partner meeting in Lisbon in September.

## **4.2 Assessment of readership of press articles**

The difference between the “circulation” of a newspaper or magazine and its number of readers is interpreted differently by different partners. The guidance in the workbooks suggests that the number for “circulation” is multiplied by 3 to obtain the readership. While some partners are doing this, others are reporting the same number for both, while others are multiplying it by a different number. This has an impact on the total number of media contacts reported.

Waste Watch suggests that if a partner quotes a different number for the readership, it should state the reason for this difference.