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## WP6 – Communication

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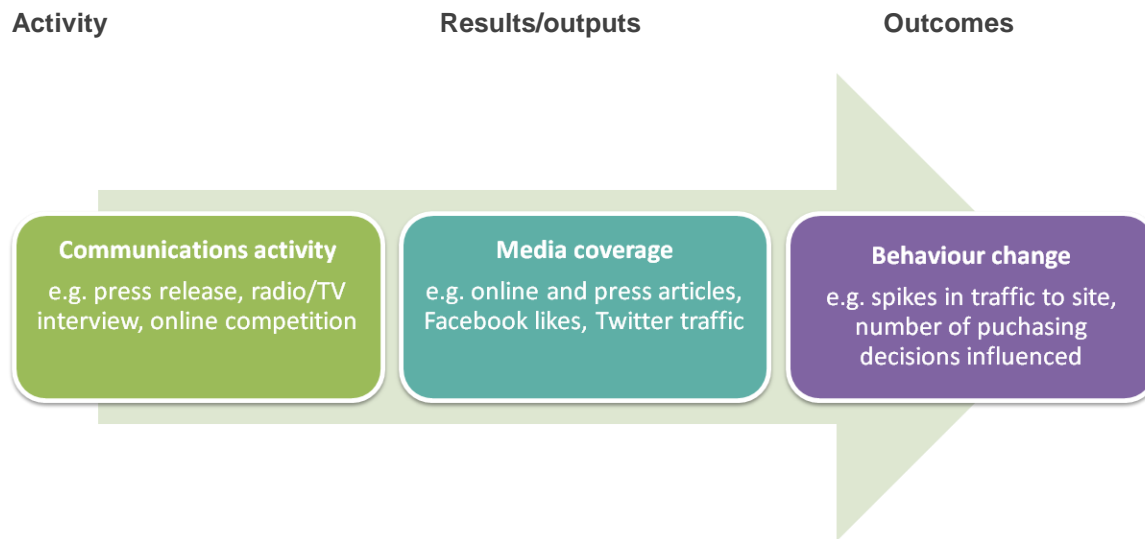
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# 1. Communications Work Package

## 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.

This can be summarised as follows:



This report reviews the communications activities of Euro Topten Max partners between July 2013 and March 2014 (inclusive). This is an interim report and will be followed in July 2014 by a report summarising best practice in communications across the duration of the project.

## 1.2 Monitoring tools

As work package leaders, Keep Britain Tidy is responsible for undertaking an audit of the communications activities of all partners. This is achieved via three 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 2014)

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. 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.

## 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, Keep Britain Tidy'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>

## 2. Monitoring and evaluation

### 2.1 Media coverage

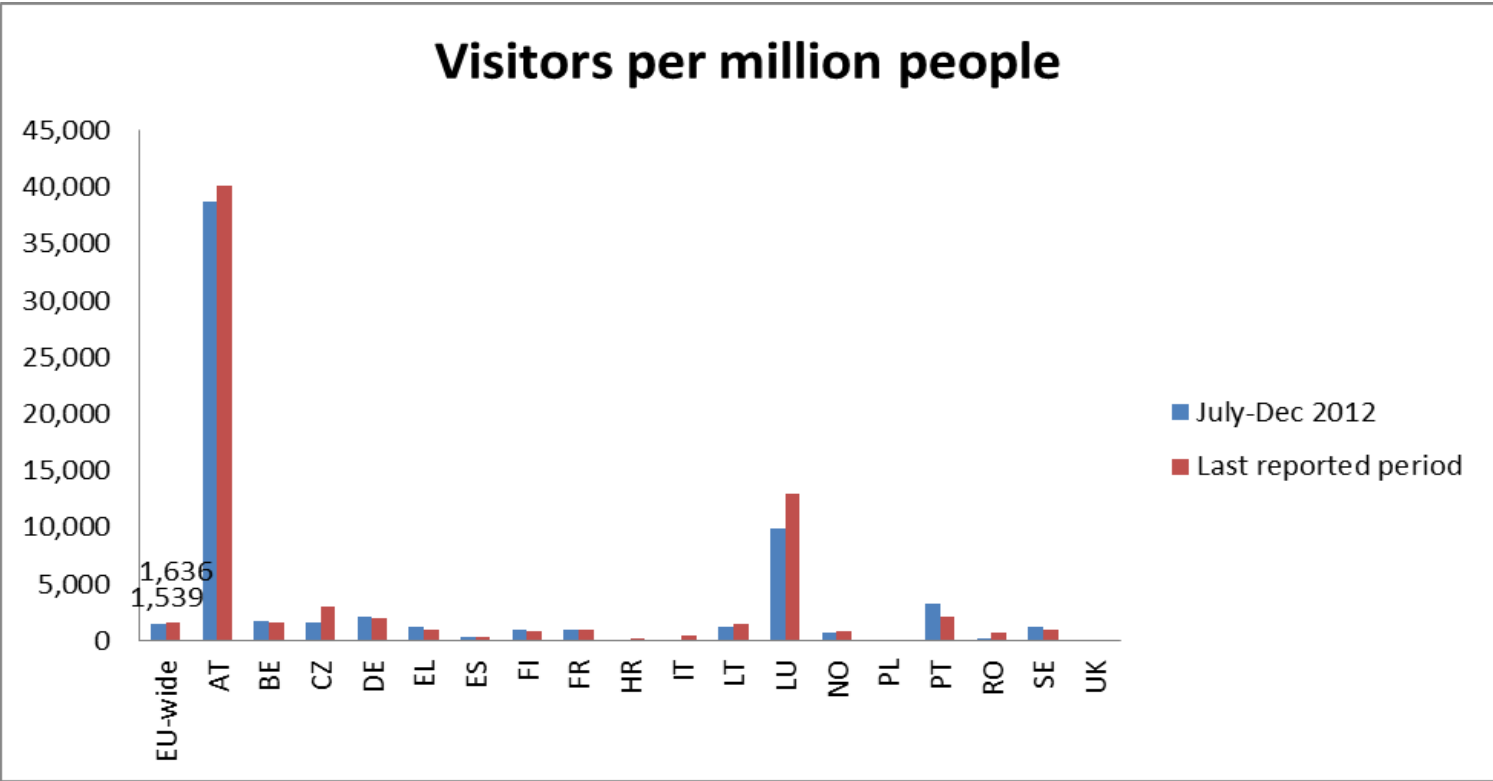
The Euro-Topten Max project requires 100 press releases over the life of the project. To March 2014 Topten had released 91 press releases. The Topten project has received coverage in a variety of media (from generalist to specialist).

The most outstanding countries in terms of media coverage to date have been: Germany with 412 pieces of media coverage (308 print press, 94 online, 3 TV and 7 radio); Portugal had 99 pieces including press, radio, TV and online; while Italy had 90 pieces including press, radio, TV and online. The table below shows the number of press releases produced and the resulting media contacts.

Country	Number of press release	Media contacts
Austria	2	4,286,389
Belgium	0	1,565,000
Czech Republic	8	1,628,000
Germany	2	39,876,738
Greece	1	1,622,788
Spain	8	
Finland	8	298,597
France	4	15,584,349
Croatia	0	133
Italy	5	3,616,506
Lithuania	7	2,537,608
Luxembourg	11	3,683,466
Norway	4	6,119,581
Poland	3	33,400
Portugal	16	3,050,000
Romania	4	219,341
Sweden	4	5,189,500
UK	4	1,192
<b>Total</b>	<b>91</b>	<b>89,312,588</b>

## 2.2 Site visits

In terms of site visits per capita, Austria and Luxembourg continue to perform best among the partner countries. Encouragingly, a majority of partners have increased their number of visits, and the overall site visits for the project show a slight increase between the second half of 2012 and the equivalent period in 2013: from 1,500 visits per million people to 1,600 – a 6% increase. This is expected to increase further in the final reporting period as the UK site grows its user base.



## 2.3 Summary of communications activities

The table below shows the range of communications activities that have taken place to March 2014. Please note that we chose one example per 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)	Television feature on RBTF "on n'est pas des pigeons": 7 minutes on Topten	13 February 2013	400,000 viewers and biggest peak in visitors to site to date
Czech Republic (CZ)	AdWords and text ads via google	July-December 2013	Increased visits to the site
Germany (DE)	Collaboration with retailer (Saturn): produced a brochure on choosing efficient appliances	Ongoing	Brochures available in all stores and online
Greece (EL)	Energy efficiency guide	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
Finland (FI)	Article in Taloustaito magazine: "How to Choose a Quality Lamp"	April 2013	Circulation of almost 250,000
France (FR)	Deployment of a social media expert and launch of a GuideTopten twitter feed	February 2014	37 followers on Twitter; a greater range of communications options and contacts
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)	Press conference to present	January 2013	Huge impact on site visits: 647 visits on the 22th

Country	Communications activity	Date	Output
	the new design of www.oekotopten and of the mobile version of the website		January compared to an average of 40 visits a day.
Norway (NO)	Press and online article in Dagsavisen	11 June 2012	60,000 web visitors and circulation of 67,000
Poland (PL)	Information about Green Public Procurement – article in the Climate Coalition newsletter	February 2013	n/a
Portugal (PT)	Press release: Learn which equipment will use less energy	29 January 2012	Generated 5900 visitors to the Topten website
Romania (RO)	Presentation at Roman Mayoralty, Neamt County, Romania during an Environmental meeting at Roman City Hall: "Reducing the environmental impact by replacing old appliances"	July 2013	Positive feedback from the participants
Spain (SP)	Earth Hour: WWF annual event on energy consumption and public awareness	March 2013	An increased number of municipal authorities to use sustainability and energy efficiency criteria in their public procurement documents
Sweden (SE)	Launch of printers as a new product category, with associated press release	November 2013	Increased number of site visitors in December
United Kingdom (UK)	Feature on televisions related to Christmas: "Top10's Top Ten Telly Tips"	December 2013	Doubling of site visitors over the next two days



### 3. Advance planning for communications

#### 3.1 Planned activities by country

The table below shows highlights of planned communications activities by various partners from July to December 2014. These have been discussed in communications meetings with partners and, as these are ongoing, not all partners are represented.

Country	Communications activity	Date	Expected outputs/outcomes
Belgium (BE)	Creating promotional video for Topten	By end 2014	Reaching a greater number of people than by other means due to the viral effect of videos
Germany (DE)	Redesign and relaunch of the EcoTopTen website to present the content more accessibly	July 2014	A sustained increase in visitors to the site
Greece (EL)	Add new product category (LED lighting) with accompanying press release	TBC	Press interest and an associated increase in visitors to the site
France (FR)	Continue to develop social media and the GuideTopten blog	Ongoing	A larger number of people accessing the site via content posted on social media and the blog
Croatia (HR)	Creating promotional video for Topten	By end 2014	Reaching a greater number of people than by other means due to the viral effect of videos
Lithuania (LT)	Promotional activities around notebooks to coincide with the start of the school year	September	Increased visits to the site and purchases of efficient notebooks
Norway (NO)	More frequent press releases linking to seasonal events	July-December 2014	Greater press interest and more visits to the site
Poland (PL)	Launch new category (windows) to coincide with	By October	Promotion of Topten by associated manufacturers, press interest, visits to the site

Country	Communications activity	Date	Expected outputs/outcomes
	competition for manufacturers, who will be awarded the use of the Topten logo		
Portugal (PT)	Attendance at wedding fair to promote the purchase of efficient new appliances	October	Experience of speaking to a new audience; interest in the site and purchasing decisions
United Kingdom (UK)	Joint competition with the Energy Saving Trust promoting LED light bulbs	August	Profile of Top10 raised through being promoted by EST and PremiumLight; increased visits to the site to access the competition

## 3.2 Broader communications

### 3.2.1 Google Ad Grants

Google Ad Grants (<http://www.google.com/grants/>) allows non-profit organisations in eligible countries up to \$10,000 per month in free advertising via Adwords. Adwords allow tailored adverts for Topten to appear on numerous internet searches, at or near the top of the results. From April 2014 the UK site has benefited from this and have seen a three-fold increase in visits; the Czech Republic site had previously paid for Adwords and seen similar benefits.

Over the remainder of the project period, all eligible project partners will be encouraged to register for Google Ad Grants in order to ensure the benefit is maximised.

### 3.2.2 EcoGator mobile application

The EcoGator mobile app (<http://www.myeconavigator.eu/>) has been developed by the IEE-funded Efficiency 2.1 project. There is considerable overlap with Topten, both in that several partners are involved in both projects, and that the project overall aims to influence and educate consumers in the purchase of efficient projects. The app will launch in June and will become an important promotional tool that can be linked to Topten in the nine countries involved.

### **3.2.2 Communications best practice**

Following the partner meeting in London in March 2014, a series of individual communications meetings with partners was undertaken. This will be completed in June 2014 and a subsequent report, due for release in July, will highlight:

- The full range of communications activities undertaken by partners
- The range of staff and budgetary resources available for communications across the project
- Main successes and failures in terms of communications activities and approach
- Recommendations for best practice for all partners for the remainder of the project period and future Topten activities