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Programme of the European Union



WP6 – Communication

Prepared by Keep Britain Tidy
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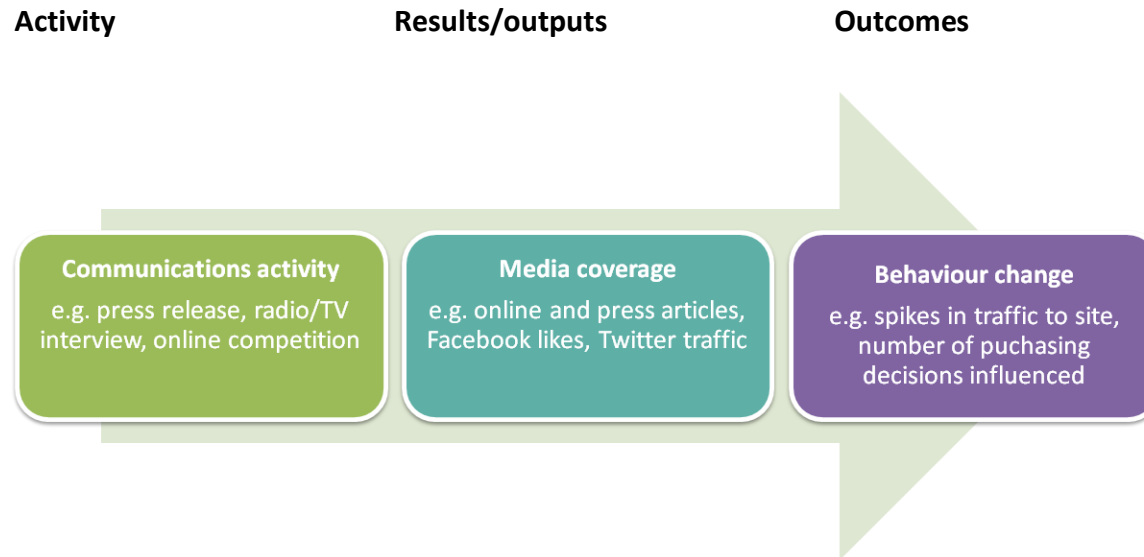
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1. Communications Work Package

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 January 2012 and December 2014 (inclusive).

1.2 Monitoring tools

As work package leader, 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)**
The Communications Activity Workbook captures information about what planned and unplanned communications activities each partner has undertaken in the previous six month period.
- **Communications Activity Workbook – Advanced Planning (covering six monthly periods)**
The Advance Planning Workbook is used to help plan and monitor the forthcoming communications activities for the next six month period and to act as prompt for all partners to think ahead in terms of their communications planning.
- **Communications Monitoring Workbook (January 2012 – December 2014)**
The Communications Monitoring Workbook captures information regarding the partner countries' media and online statistics for the entire project duration, divided into six month periods.

The workbooks capture a mixture of quantitative and qualitative data from partners about key performance indicators in addition to activity undertaken.

In 2014, Keep Britain Tidy also organised individual communications meetings with the majority of partners to discuss, advise and review communications practices. This was a useful in collecting a range of anecdotal evidence from partners about which communications activities had been effective and which less so. The findings from the meetings have been reflected throughout this report in our analysis

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:

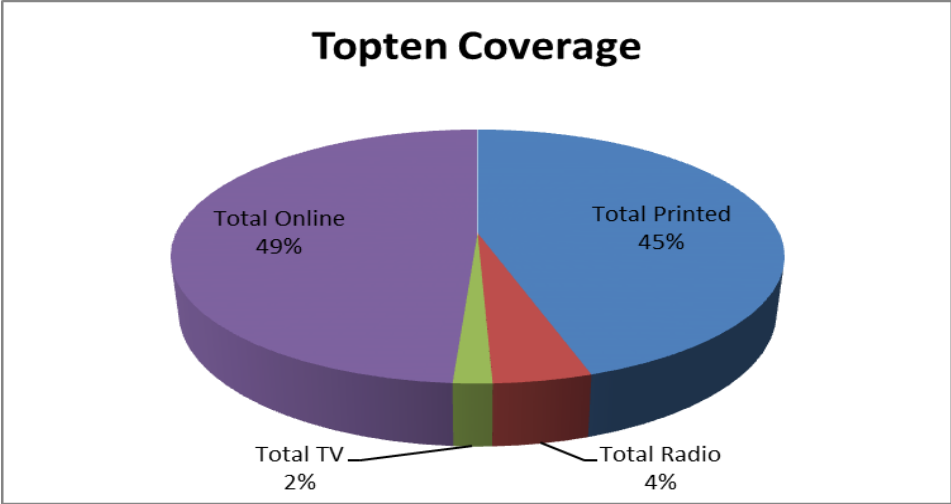
Aim	<ul style="list-style-type: none">• Was the strategic approach appropriate to meet the communications needs and objectives?
Audience	<ul style="list-style-type: none">• Who were the identified audience(s) and had the audience for the campaign been correctly identified?
Channels	<ul style="list-style-type: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

2. Communications Activities

In addition to work to secure coverage, partners undertook a range of other communications activity throughout the project. We have given an overview of some of the common activities undertaken and some more specific examples at a national level.

2.1 Press releases, media coverage and media contacts

The key communications goal for partners managing a website is to get Topten seen in the media. Most communication activities are therefore undertaken to with the primary goal of raising awareness of Topten. With this aim, the Euro-Topten Max project requires 100 press releases over the life of the project. At the end of December 2014, partners had produced a total of 126 press releases. This, combined with a variety of other communications activity resulted in Topten securing a total of 1,621 pieces of coverage in printed media, on radio, TV and online. Coverage was secured in a variety of media from generalist to specialist.



Printed media (729 pieces) and online (793 pieces) made up 94% of the total coverage of Topten with a much small number of features on TV (28 pieces) and radio (71 pieces). In communications meetings undertaken in 2014, partners identified that coverage often caused short-term demonstrable increases in site visits.

The vast majority of coverage about Topten was positive at 90.6%, with 9.2% neutral coverage and less than 0.2% negative coverage.

The majority of coverage about Topten was online with a total of 793 pieces published over the course of the project. This was diverse ranging from articles on media sites and online newspapers through to journals, NGO and consumer sites, blogs and social media:

01 Jun 2012

En fait, George Clooney vend des frigos

Like 101 Tweet 100 +1 6 Share 10

Bon je l'avoue, je suis anti-machines à expresso et capsules en tout genre. J'y peux rien, cette supercherie commerciale a le don de m'énervier. Faire la queue sur un trottoir pendant des plombes pour acheter des capsules qui polluent comme jamais* et coûtent trois fois plus cher qu'un bon café traditionnel, je ne comprends pas la logique.

Mais comme le café est la première boisson au monde, et vu que ces machines se vendent comme des petits pains, il faut croire que je ne suis pas une connaisseuse... alors je me suis dit que le dernier classement du guide TopTen pourrait vous intéresser: pour éviter la surchauffe, ce comparateur d'achat a mis en ligne ce semaine le classement des machines à café les moins énergivores :

Marque	Modèle	Classe	Classe	Classe	Classe	Classe	Classe	Classe	Classe	Classe	Classe
Siemens	TK1000	1	2	3	4	5	6	7	8	9	10
Philips	HD7462	1	2	3	4	5	6	7	8	9	10
De'Longhi	ESAM3200	1	2	3	4	5	6	7	8	9	10
Smeg	CFE1000	1	2	3	4	5	6	7	8	9	10
Siemens	TK1000	1	2	3	4	5	6	7	8	9	10
Philips	HD7462	1	2	3	4	5	6	7	8	9	10
De'Longhi	ESAM3200	1	2	3	4	5	6	7	8	9	10
Smeg	CFE1000	1	2	3	4	5	6	7	8	9	10
Siemens	TK1000	1	2	3	4	5	6	7	8	9	10
Philips	HD7462	1	2	3	4	5	6	7	8	9	10
De'Longhi	ESAM3200	1	2	3	4	5	6	7	8	9	10
Smeg	CFE1000	1	2	3	4	5	6	7	8	9	10

Pourquoi un tel classement ?

Parce que ces machines ont un succès croissant: "l'offre est vaste et la qualité du café obtenu n'est plus à démontrer. On estime qu'il y a actuellement 3,5 millions d'appareils installés. Il s'en est vendu 1,36 millions en 2010 et 1,64 millions en 2011, ce qui représente une augmentation de 18%", explique le communiqué.

Notizia Consumi Detrazioni Irpef Risparmio energetico

Come acquistare elettrodomestici efficienti: la guida del WWF

GREENSTYLE.IT TV Ecomondo 2014: intervista a Diego Levati di Siemens

Aiutare i consumatori a orientarsi tra le migliaia di articoli presenti sul mercato degli **elettrodomestici** e a interpretare al meglio le etichette di **efficienza energetica**. È l'obiettivo del WWF con il sito **Topten**, già consultato da 3 milioni e mezzo di persone nel mondo.

Più in dettaglio, Top Ten è una guida online gratuita, realizzata nell'ambito del programma Intelligent Energy for Europe della Commissione Europea, per la scelta degli elettrodomestici più efficienti. I prodotti sono suddivisi in 11 categorie e 50 sottocategorie, per ciascuna delle quali gli utenti possono agevolmente individuare i 10 articoli con le migliori performance energetiche.

Facebook
Twitter
Google

Shutterstock nuotr. / Buitiniai prietaisai, į kuriuos nusiaitė ES direktyva

Invazija į lietuvių namus: kokius prietaisus naudosite – spęsite nebe jūs

Rūta Levickaitė, www.GRYNAS.lt 2014 m. gruodžio 13 d. 15:02

Tai, kokius daiktus norite matyti savo butyje, sprendžiate ne jūs pats. Arba tik iš dalies. Europos Sąjunga (ES) yra priėmusi direktyvą, kurios tikslas priversti buitinių prietaisų gamintojus pereiti prie įrengimų, kurie naudojami mažiau elektros energijos. Pirmasis žingsnis – galingų (daugiau kaip 1600 vatų) siurblių uždraudimas, įsigaliojęs nuo šių metų rugsėjo mėnesio. Toliau dairomasi į virdulius, skrudintuvų ir plaukų džiovintuvų rinką. Po jų turėtų įsigaliooti naujos taisyklės ir dideliems televizoriams bei monitoriams. Tačiau ar tikrai viso to reikia?

Online coverage has the benefit of being more dynamic than traditional print media. Articles and blogs can be shared easily via email or social media such as Facebook, Twitter or Google+; links can be provided straight through to the respective Topten site enabling consumers to click through and immediately driving up traffic; and pieces can be easily linked to respective Topten social media accounts, driving up the number of followers interested in keeping up to date with new products or general domestic energy information.

Printed media also made up a substantial proportion of coverage about Topten. It is worth noting that the quality of coverage in printed media was high, with Topten featured in a number of high-profile national and regional publications across the EU:



Examples of Newspapers and publications featuring printed pieces about Topten

It is worth noting the amount of effort and resource that has been exerted to enable such a significant amount of coverage about Topten overall. Whether or not a journalist chooses to write about or feature Topten depends on a huge number of external factors over which

partners can have no control, mainly, what else is going on in the news that day or week. In spite of this, coverage has been secured in a wide range of outlets, and partners have taken advantage of other non-traditional communications channels where they have been able to.

Overview of coverage by country

Country	Number of press releases	Printed Media	Online Media	TV and Radio	Total pieces of coverage	Media contacts
Austria	2	33	15	2	50	4,286,389
Belgium	1	12	2	2	16	1,605,851
Czech Republic	9	26	49	3	78	1,628,000
Germany	2	456	94	10	560	54,211,572
Greece	1	8	10	5	23	1,622,788
Spain	10	0	47	26	73	-
Finland	10	15	10	0	25	6,136,562
France	5	37	32	0	69	31,288,470
Croatia	0	0	9	0	9	639
Italy	15	22	293	17	332	71,241,420
Lithuania	16	9	21	6	36	3,838,608
Luxembourg	11	42	13	13	68	4,656,266
Norway	7	6	7	0	13	6,119,581
Poland	3	7	46	0	53	198,415
Portugal	19	15	91	12	118	4,050,000
Romania	7	23	35	2	60	261,530
Sweden	5	17	8	1	26	5,268,200
UK	4	1	11	1	12	77,175,208
Total	126	729	793	99	1,621	273,589,499

Through all coverage, media contacts were achieved. The project required a total of 100,000,000 media contacts to be made, this was significantly exceeded with a total of 273,589,499 media contacts made over the course of the project.

2.1.1 Value of Coverage

Paid-for advertising can be extremely expensive, and whilst it can be effective in raising the profile of products and services, it was not affordable, nor feasible for partners to produce and place adverts in papers, online or with TV or Radio. Through creating press releases and building relationships with journalists and multipliers however, it was possible for partners to secure coverage about Topten and thus lever-in value to the project. This is sometimes known as 'Advertising Value Equivalency' e.g. what the editorial coverage would cost if it were advertising space or time. Editorial or coverage is also intrinsically valuable to the project, as it is seen as more independent by readers, listeners and viewers than paid-for advertising or self-generated pieces of coverage. In spite of difficulties in obtaining data about the value of coverage, we can conservatively estimate that no less than €749,000,000 worth of additional value was brought into Topten through securing coverage.

Through the project, data was collected about the value of coverage where this was available. Calculating the value of printed media, TV and radio coverage is quite straightforward where data about circulation, viewers and listeners and the cost of advertising per square inch or second is available. Online coverage is more challenging to calculate given the diversity of coverage received and because it is more dynamic in nature and pieces tend to stay live for long periods of time. Partners occasionally had difficulty in obtaining the relevant information to enable them to calculate the value of coverage or indeed the number of media contacts generated through coverage.

Case Study: Value of Printed Media Coverage in Germany

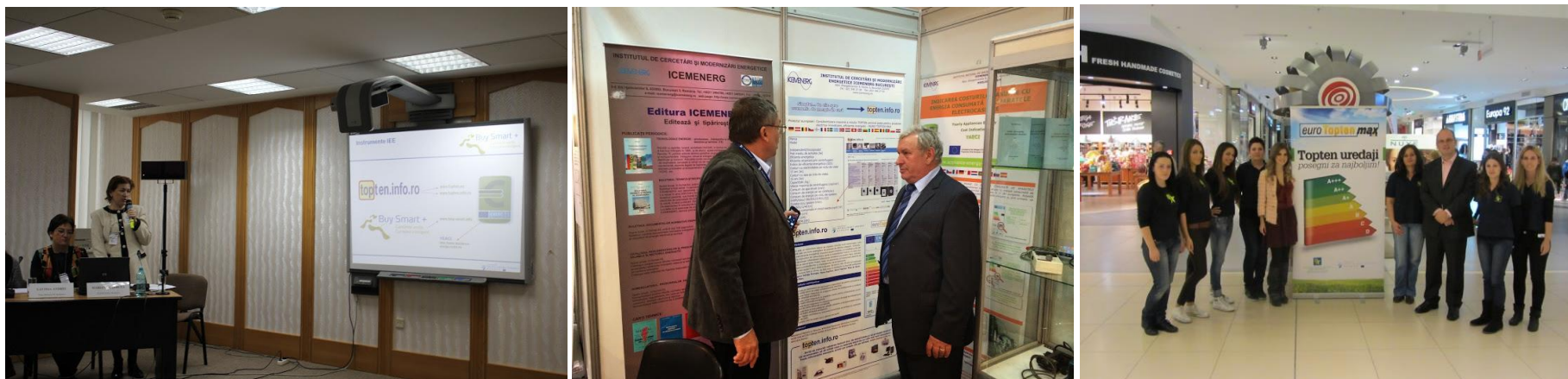
Germany was particularly successful at both securing coverage and in obtaining data about the value of coverage overall. A total of 456 pieces of coverage in printed media were secured. Overall, 91.1% of this coverage was positive about Topten, 0.2% negative and 8.7% neutral. We have chosen to look at the additional value brought into Topten through coverage in print media in Germany.

Germany has particular success in securing multiple pieces of coverage about one news items using regional news outlets. This enabled more value to be leveraged with small amount of input. Coverage was gained consistently throughout the project and on numerous occasions coverages was received in a variety of publications on one day including one day in February 2013 where nine pieces were secured across Germany about Topten.

Germany was successful in gaining repeat coverage with large national and regional publications such as *Frankfurter Rundschau*, *Hörzu* (a weekly television listing magazine), *Rheinische Post* and *Süddeutsche Zeitung*. This coverage significantly contributed to the media contacts and additional value secured by Germany through printed media. Features in printed media are valuable, with full page spreads in national newspapers often costing tens of thousands of euros. Across the 456 pieces of printed coverage secured, the average value of this worked out at €10,327 per piece and overall, the total value of printed coverage about Topten in Germany was €4,233,881. This represents a huge amount of added value to the project both in Germany and overall.

2.2 Events and Presentations

A total of 117 events were attended through which Topten was promoted resulting in 17,796 direct contacts with key stakeholders and consumers. These included professional events and those promoting Topten directly to consumers through roadshows in shopping centres and stands at Home Fairs. In addition, a total of 216 presentations were given to professionals and other stakeholders about Topten.



2.3 Brochures and Publications

A range of brochures, publications and other promotional material was developed throughout the project. Over the course of the project a total of 124,770 pieces were disseminated to consumers as follows:

Period	Number of leaflets distributed
Jan - Jun 12	34,550
Jul - Dec 12	3,250
Jan - Jun 13	6,300
Jul - Dec 13	4,410
Jan - Jun 14	3,740
Jul - Dec 14	72,520
Total	124,770

Through communications meetings carried out by Keep Britain Tidy in 2014, partners reported in general that they found developing and producing promotional materials the least effective in terms of having a discernible impact on visits to sites. However, it can be seen as useful to develop materials which explain the energy label and how to use appliances most efficiently at the point at which consumers are looking to purchase, for example in retailers. Promotional materials may also be useful where they are used in conjunction with a face to face interaction with a consumer rather than being distributed on an ad hoc basis.

2.4 Examples of Communications Activity by Partner

We have chosen one example per country to show the range of activity undertaken over the course of Topten:

Austria: Energy Saving Fair, Wels (March 2012)

The topprodukte.at team informed consumers about efficient appliances and the new label on the Klima-Aktiv booth (Austrian Ministry of Environment). A total of 2500 topprodukte.at flyers were distributed. Local TV hosted a talk on one day of the fair called "topprodukte.at - one click to the most efficient product" The host talked with the topprodukte.at team and the marketing manager of retailer Expert about the website and efficient products.

Belgium: Inspectuer Decaluwé Programme, Radio 2 (March 2013)

Topten was mentioned as part of a consumer programme giving people tips on how to save money and energy at home. This resulted in a peak of visitors to the website.

Czech Republic: Google Advertising (2014)

The team utilised google adwords to promote the site which resulted in a demonstrable increase in visits to the site.

Germany: Featuring Topten products on price-comparison site Idealo (2014)

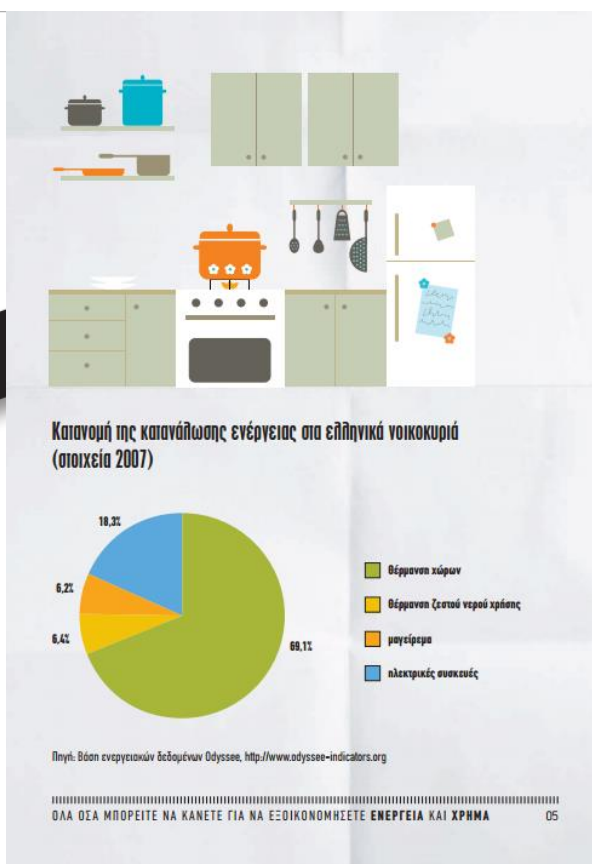
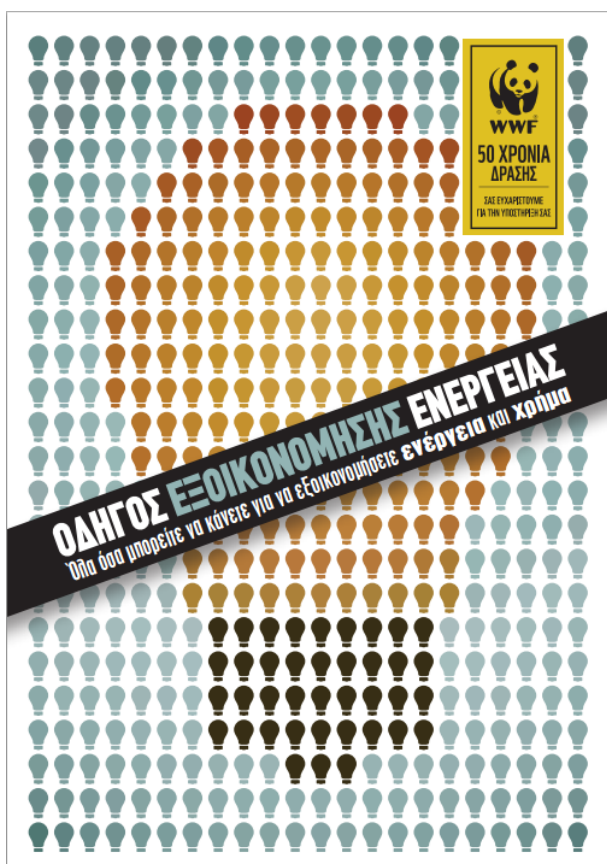
EcoTopTen products are highlighted on idealo.de a price comparison website enabling consumers to view up to date information on the prices of products which are featured on Topten. This also promotes Topten products to consumers who are using the Idealo but may not have come across the Topten site:



Belgium: Inspectuer Decaluwé Programme, Radio 2

Greece: WWF Energy Efficiency Guide (2012)

As part of a wider WWF energy campaign, an energy efficiency guide was published including tips and advice for householders to implement at home. Part of the guide was dedicated to efficient home appliances and promoted www.ecotopten.gr. The guide was promoted and distributed through the WWF Newsletter (130,000 recipients), IKEA distribution points, via social media, WWF's Direct Dialogue Team in Thessaloniki and at a Climate Change Workshop in Crete.



Φωτισμός

Οι οικονομικοί λαμπτήρες έχουν 10-15 φορές μεγαλύτερη διάρκεια ζωής και καταναλώνουν έως 80% λιγότερη ενέργεια από τους αντίστοιχους λαμπτήρες πυρακτώσεως. Η απόσβεση γίνεται σε λιγότερο από 1 χρόνο.

Ένας λαμπτήρας LED 7 Watt αποδίδει όσο ένας κοινός λαμπτήρας 60 Watt. Η απόσβεση γίνεται σε λιγότερο από 2 χρόνια.

- 1 Αν δεν το έχετε κάνει ήδη, αντικαταστήστε τους λαμπτήρες πυρακτώσεως με λαμπτήρες εξοικονόμησης.
- 2 Βάλτε λαμπτήρες μικρότερης ισχύος σε διαδρόμους, βοηθητικούς χώρους και χώρους που δεν χρησιμοποιείτε συχνά.
- 3 Μην ξεκινάτε να σβήνετε τα φώτα όταν εξέρχεστε από ένα δωμάτιο.
- 4 Μην ξεκινάτε να ξεσβήνετε τακτικά τα φώτα του σπιτιού. Η απόσβεσή τους βελτιώνεται και έτσι δεν χρειάζεται να ανάψετε περισσότερα φωτιστικά.
- 5 Προτιμήστε το φυσικό φωτισμό έναντι του τεχνητού όπου είναι εφικτό. Τοποθετήστε γραφείο και τραπέζι κοντά στο παράθυρο για να αξιοποιήσετε το φυσικό φωτισμό.
- 6 Μην χρησιμοποιείτε περισσότερο φως απ' όση πραγματικά χρειάζεστε.
- 7 Σκεφτείτε να βάλτε αισθητήρες κίνησης ή φωτός, για παράδειγμα στο διάδρομο παλκοταξίδιας ή στην εξώπορτα.

ΟΔΗΓΟΣ ΕΞΟΙΚΟΝΟΜΗΣΗΣ ΕΝΕΡΓΕΙΑΣ 16

Greece: WWF Energy Efficiency Guide

Spain, Topten Promotional Postcards and Thermometers, (September – December 2014)

In order to promote Topten, WWF produced 66,000 printed postcards which showed the efficiency of different energy consuming devices and the Topten website under the heading *Wake up to Energy Efficiency*. These postcards were distributed to over 500 locations in Madrid, Barcelona and Bilbao such as cinemas, theatres and bars. A total of 53,600 postcards, or 88% of the total were picked up by consumers. WWF Spain also produced 10,000 credit-card sized thermometers promoting the website and the ‘Super Topten’ character who had featured in a promotional video the team produced. The thermometers indicated ideal indoor temperatures for summer and winter to encourage people to change their thermostat accordingly and save energy. The thermometers were distributed in 19 municipalities.

Finland: Own Home Fair (April 2012)

The team participated manned a booth giving energy advice at this event which had almost 53,000 visitors. The event was used as a way to give visitors information and to ask them to complete a questionnaire and over 1,000 visitors to the stand were counted.

France: Topten Anniversary Event (December 2014)

To mark the 10th Anniversary of Topten, an event was organised to compare how the market for appliances has changed over the last decade. The event included five speakers with a well-known energy expert acted as a moderator. Presentations included: an analysis of the Topten data over the last ten years; a presentation from the lighting manufacturer UnionSpoke about the LED revolution; and a presentation about market surveillance from environmental NGO CLER. A generic guide to Topten and an infographic illustrating the evolution of best products in the last 10 years were distributed at the event.

Croatia: Partnership with Technical Museum, Zagreb (May 2013)

As part of an ongoing partnership with the Technical Museum in Zagreb, articles and exhibits about Topten appliances were included in a permanent exhibition about energy efficient appliances at the museum.

Italy: Promoting Topten through WWF Italy (2012 – 2014)

Topten Italy was well promoted using the WWF Italy homepage and news section of the website. Topten Italy was able to take advantage of the volume of traffic to the WWF site and its profile with the media. In



Italy: Promoting Topten through WWF Italy

addition to linking Topten Italy to key WWF campaigns such as Earth Hour, a number of additional topical features and news pieces were published. In December 2014, Topten Italy was directly promoted with an advert and link to the site on the WWF Italy Homepage, one of only a few features to feature alongside a New Year's statement from the President of WWF Italy. The advert read 'Take back the power! Choose more energy efficient products and save money on bills!'

Lithuania: Promoting Topten and energy saving tips on YouTube (March 2012)

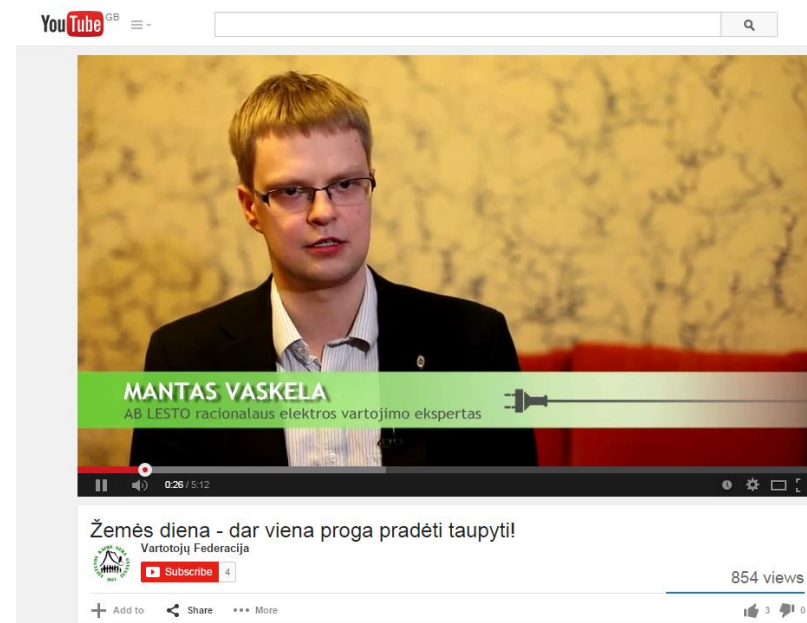
The team developed a short, attractive five minute video which promoted Topten and included simple tips from an energy expert about saving energy at home. This was uploaded for distribution to consumers on YouTube during Earth Week, 13 – 20 March, and this resulted in a significant increase in visits to the site during that week. To date, the video has been viewed over 850 times.

Luxembourg: Promoting energy efficient vehicles at a Car Festival (Annual)

Each year at the Annual Car Festival, any vehicles featured on the Topten site have been labelled with an OekoTopTen sign. In 2013, 51 car retailers participated.

Norway: Promoting Topten to Naturvenforbundet members (2012 - 2014)

Naturvenforbundet has over 21,000 members across Norway and over 100 local branches. This provided an excellent opportunity to promote Topten throughout the project. Relevant information was sent out to local branches and directly to members throughout. This included promoted the launch of a new-look for the pages.



Lithuania: Promoting Topten and energy saving tips on YouTube



Luxembourg: Promoting energy efficient vehicles at Car Festivals

Poland: Participation in a live web chat on ‘green public procurement’ (December 2014)

Topten Poland was invited to be one of the experts participating in a two-hour web chat organised by The Lower Silesian Regional Development Agency (Dolnośląska Agencja Rozwoju Regionalnego S.A). The Topten Poland site was promoted throughout the chat with a particular focus on the product guides and Topten as a source of useful information.

Portugal: Topten article published in the online version of a national weekly newspaper ‘Sol’ (January 2012)

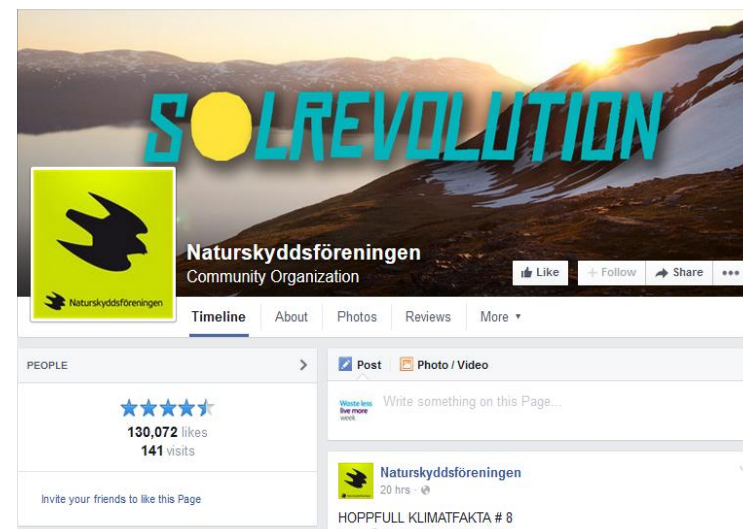
Portugal was very successful at gaining coverage online and in the printed media throughout the project. This started with the first piece about Topten Portugal being published in online weekly newspaper, Sol following giving an interview to a National News Agency. As well as being important for raising the profile at the project right at the outset, the article generated almost 6,000 visits to the website.

Romania: Campaign in collaboration with ICEMENERG, Electrolux and RO-REC (March 2012)

A two-week campaign was organised in collaboration with ICEMENERG, Electrolux and RO-REC (a recycling company) which included a competition to compare the electricity consumption of four obsolete refrigerators versus a new efficient one. In addition to showing some real-life examples of the differences in energy consumption, the campaign resulted in an increased number of visitors to the website, over 60 comments on the Facebook page and a good model for joint working between the partners.

Sweden: Promoting Topten using Facebook

Taking advantage of the significant profile and the more than 130,000 followers Naturskyddsforeningen has, Topten was promoted on Facebook. One post about the launch of Topten was shared over 100 times.



Sweden: Promoting Topten using Facebook

United Kingdom: Series of articles in the Guardian Online 'Live Better' section (Spring 2014)

The Guardian Online is the most-read online paper in the UK with over with approximately three million daily visits to its website. In 2014, The Guardian Online ran a nine-month long 'Live Better' campaign encouraging readers to take action to improve their wellbeing and decrease their environmental impact. As part of their focus on energy in Spring 2014, Keep Britain Tidy was invited to produce a series of articles about energy using appliances. Five pieces were produced which included facts about appliances, tips on how to buy and use efficient appliances and links to the Topten website. All five articles were viewed enough by readers to be displayed on the homepage (part of which are generated by the articles which are most-read. Articles were shared widely and many comments were made on the articles and there was a demonstrable increase in site visits during the period:

The screenshot shows a Guardian Online article page. At the top, there is a navigation bar with categories like 'UK', 'world', 'sport', 'football', 'opinion', 'culture', 'economy', 'lifestyle', 'fashion', 'environment', 'tech', 'money', and 'travel'. Below this, a sub-navigation bar shows 'home > lifestyle' and other sub-categories like 'food', 'health & fitness', 'love & sex', 'family', 'women', and 'home & garden'. The article title is 'Eco appliances: energy-saving hints for televisions' by Lizzie Kenyon, published on Thursday 24 April 2014 at 11:45 BST. The article content begins with the text: 'We use most household appliances every day but how can we reduce the energy they consume? Today we're looking at TVs'. Below the text is a photograph of a woman sitting on a white beanbag chair in a modern living room, watching a large flat-screen TV. The TV screen shows a landscape with a path and flowers. A caption below the photo reads: 'How can you tell if your flatscreen TV is energy efficient? Photograph: Marcel Mettelsiefen/Getty Images'. The article continues with the text: 'In the UK we spend, on average, three hours and 55 minutes watching TV every day. That's more than 27 hours a week, or 59 days a year. Since 2004, we've bought 60m flatscreen TVs and we have an average of 1.86 televisions per'.

United Kingdom: Series of articles in the Guardian Online 'Live Better' section

3. Identifying communications best practice

Following the partner meeting in London in March 2014, Keep Britain Tidy held communications meetings with individual partners. Meetings were secured with fifteen partners in total and the results from the meeting were presented at the partner meeting in Brussels in September 2014. The meetings were useful both to gather data from partners about best practice but also give immediate feedback on work was working and immediate dissemination of best practice to those participating.

The following areas were discussed in each meeting:

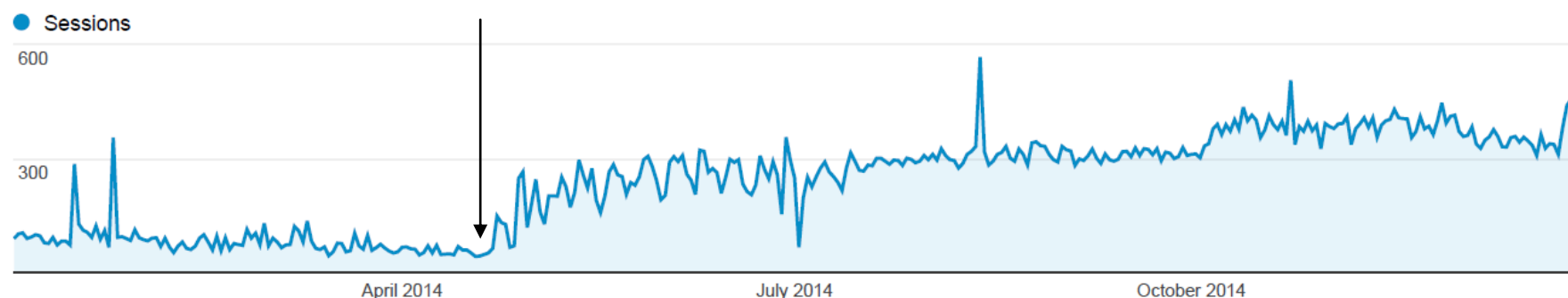
1. Review of communications staff and resources
2. Online media and social media
3. Printed media
4. TV and Radio communications
5. Physical promotion of Topten and events and with retailers
6. Partnerships and networks
7. Communications plans and procedures
8. Main successes and failures

The findings from the meetings have been reflected throughout this report in our analysis. Additional useful insights and recommendations from the communications meetings are as follows:

Google Adwords

Five partners (Czech Republic, Greece, Lithuania, Norway, and the UK) have used Google AdWords. Adwords allow tailored adverts for Topten to appear on numerous internet searches, at or near the top of the results. In some cases this was paid for, some partners used Google Grants to obtain free AdWords. Google Ad Grants (www.google.com/grants) allows non-profit organisations in eligible countries up to \$10,000 (approximately €8,932) per month in free advertising via Adwords.

All partners except Norway reported considerable success, with a sustained increase in the number of visitors to the site as a result. From April 2014 for example, the UK site has benefited from a Google Adword Grant and saw in the following months a three-fold increase in visits. In Norway the high price of online advertising, exacerbated by manufacturers and retailers, was given as a possible reason for the failure of Topten's AdWords to attract an increase in visitors.



Uplift in visits to UK Topten website after securing Google Ad Grants

Through the communications meetings in 2014, all eligible project partners were encouraged to register for Google Ad Grants in order to increase visits to their sites.

We can conclude that Google Adwords paid or via Google Ad Grants is extremely effective in driving up traffic to Topten sites. Google Adword grants are only available to charitable organisations which excludes some partners and in other cases, partners may wish to use some or all of their grant to promote other campaigns or activity. However, in instances where it has been used it has proved effective. What is not yet clear is the extent to which consumers clicking on Google Adwords for Topten are finding the information they are looking for once they arrive on the sites. In future, it may be useful to do some analysis of the behaviour of consumers coming to sites via Google Adwords when they arrive at the site to assess whether these click-throughs to the sites result in consumers spending time looking at products or if they move on quickly.

Social Media

Use of social media to promote Topten varied considerably both across partners and across the project. Generally, posts or tweets which linked with existing campaigns, competitions or used fun and quirky content resulted in the most engagement from social media and online users.

In some instances, the host organisation used existing social media accounts to promote Topten such as WWF Italy and Naturskyddsföreningen in Sweden. One benefit to using this approach was taking advantage of being able to share messages with an already-established base of followers and this worked well in the majority of cases. Possible downsides to this approach include the potential for targeting one audience and not building networks with new audiences and also not being able to talk solely about domestic energy efficiency but rather competing with the host organisations' other campaigns and priorities. In other instances, specific social media accounts were established to promote Topten. These enabled partners to focus entirely on the topic of energy efficiency, however without significant advertising or marketing budgets, it was a slow process to build a following or supporter base.

Social media will continue to grow in use over years to come and represents a significant opportunity to partners to promote their respective sites to new audiences.

4. Website Use

Generating increased traffic to the Topten sites was a main objective for the project.

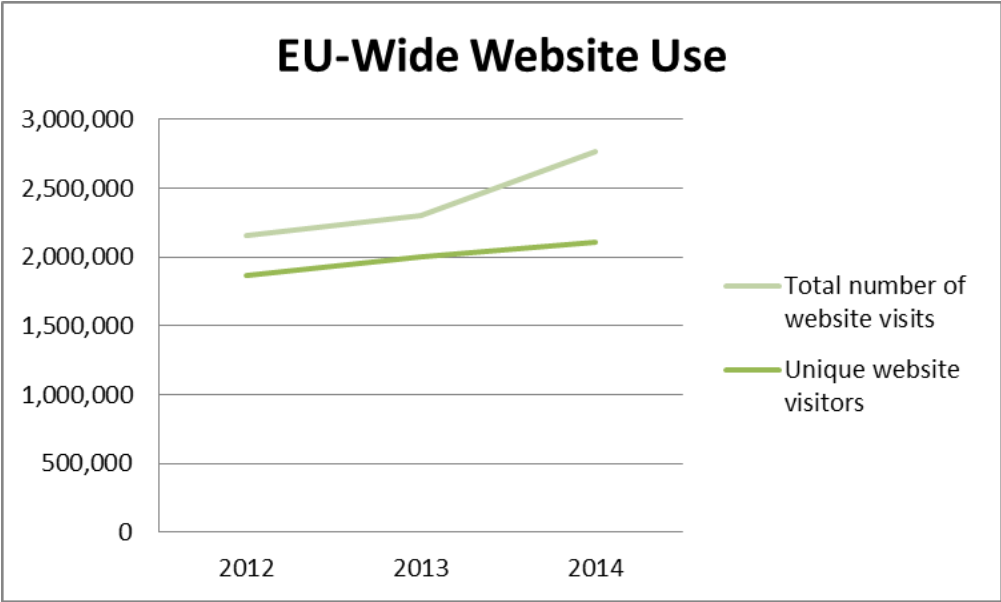
Until 2015, Topten Switzerland, could not be a formal partner in the Intelligent Energy Europe project. However, Topten Switzerland was the founder of Topten concept and has played an important role in the Topten network throughout the course of the project. The two tables below show the number of website visits over the course of the project, the first without data from Topten in Switzerland and the second including data from Topten in Switzerland:

Website Use (without data from Topten Switzerland)				
Outputs achieved	2012	2013	2014	Total
Unique website visitors	1,422,307	1,594,570	1,704,408	4,721,285
Total number of website visits	1,507,336	1,728,943	1,842,956	5,079,235

Website Use (with data from Topten Switzerland)				
Outputs achieved	2012	2013	2014	Total
Unique website visitors	1,867,682	2,003,641	2,109,266	5,980,589
Total number of website visits	2,153,901	2,302,011	2,765,808	7,221,808

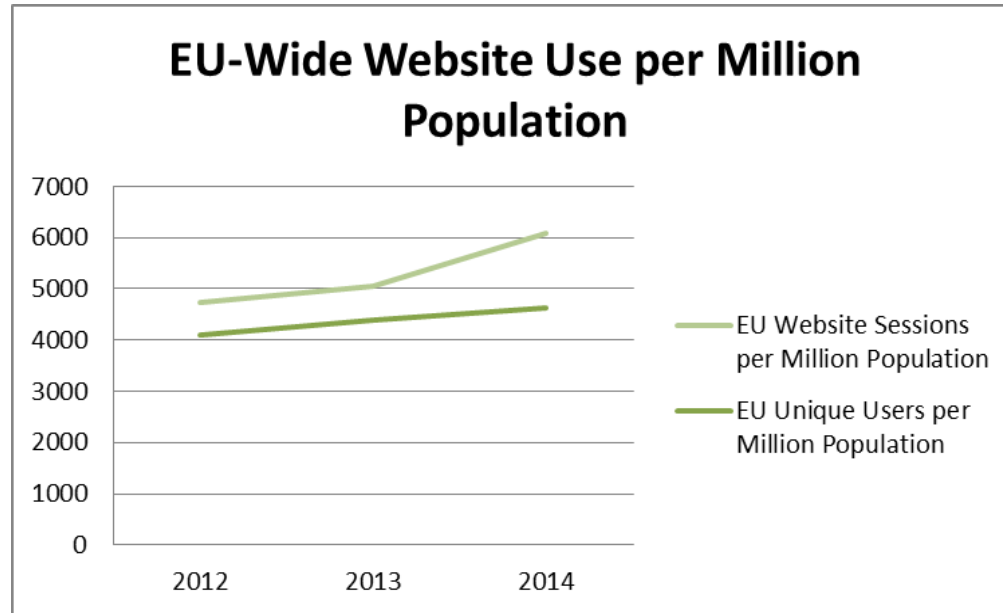
The total number of visits to Topten websites over the course of the project including data from Topten in Switzerland was 7,221,808 from 5,980,589 individuals as shown. It is likely that the total number of actual visits to Topten sites was in fact higher than stated, as some partners were only able to measure the number of unique visitors to their sites, meaning that visits from consumers who returned to the sites were not captured.

In spite of national and seasonal variations, there has been an upward trend on both the number of unique visitors to the sites at an EU-level and to the total number of website visitors:



In addition to looking at the total number of visits, it is useful for us to look at both the number of visits in comparison to the population and at the rate of visits per year.

Austria, Switzerland, Luxembourg and the Czech Republic gained the highest number of visits per million of population per year with an average of 91,900, 77,682, 15,384 and 4,945 respectively. Other countries performing well in terms of rates per million population were Belgium, Denmark, Lithuania and Portugal who all achieved over 3,000 visits per million population on average over the project. The average rate of visits per million of population per year at an EU-level was 5,287, having grown year on year over the course of the project as follows:



Again, positively, we can see an upward trend in the total number of visits per million of population. Finally, Topten requires a rate of 2,000,000 hits per year to be achieved. The total number of visits received in 2014 was 2,765,808 from 2,109,266 unique visitors, well exceeding the target.