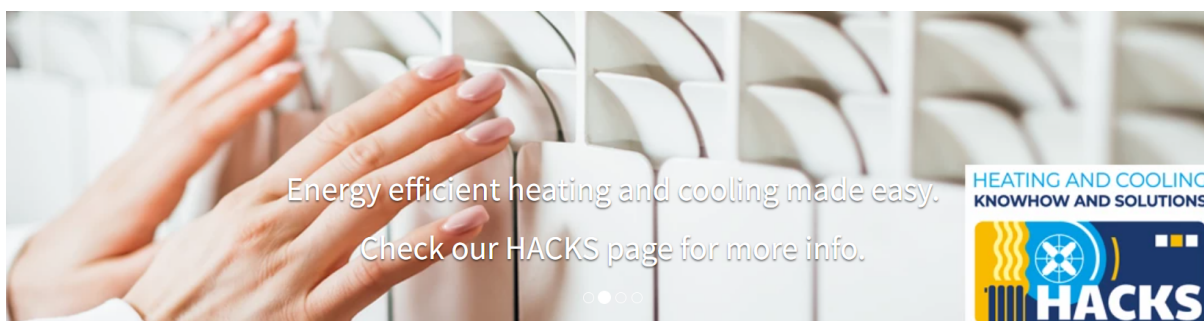




D4.7 – Final Report on the media outreach campaign and its results across Europe



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March 2023

HACKS coordinator: ADEME – www.ademe.fr

European portal www.topten.eu/hacks

Project partners and websites

Austria, AEA
www.topprodukte.at

Belgium, BBL
www.topten.be

Czech Republic, SEVEn
www.uspornespotrebice.cz

France, Guide Topten
www.guidetopten.fr

Germany, co2online
www.co2online.de

Italy, Eliante
www.topten.it

Lithuania, LNCF
top-10.lt

Luxembourg, Oeko-Zenter
www.oekotopten.lu

Norway, Naturvernforbund
www.besteprodukter.no

Poland, FEWE
www.topten.info.pl

Portugal, Quercus
www.topten.pt

Spain, ECODES
www.topten.wwf.es

Sweden, SSNC
www.toptensverige.se

Switzerland, Bush Energie
www.topten.ch

UK, EST
www.toptenuk.org

Politecnico di Milano
www.eerg.polimi.it

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About HACKS

The objective of the Heating and Cooling Knowhow and Solutions (HACKS) project is to achieve market transformation for heating and cooling (HAC) appliances and improve comfort and health of European citizens.

Across the EU almost half of all buildings have individual boilers that were installed before 1992 with efficiency of 60% or less. The expected energy savings from a speedy replacement are immense.

To achieve this goal, 17 HACKS partners in 15 countries worked together, thanks to the financial support of the European Horizon 2020 programme.

After scanning market actors, current policies and most commonly used products in each country, starting from April 2020 the HACKS partners have implemented involvement campaigns to raise awareness of the economic and environmental benefits brought by good HAC products and solutions:

1. HACKS has motivated households equipped with old and inefficient devices – boilers, water heaters, air conditioners, certain types of boilers and stoves, etc. – to replace them with new super-efficient equipment.
2. In each country, partners have set-up dedicated on-line platforms to assist consumers in their purchasing process. The platforms propose: tools to assess households' needs and provide customised information; best product lists with technical specifications; direct links to suppliers of most efficient products; and advice on how to use and maintain equipment.
3. For those households who need to improve their situation because they feel too hot, too cold, or too humid but who cannot invest in new equipment or can avoid getting equipped, HACKS proposed simple and low costs solutions. It is possible to reduce energy consumption and energy bills while improving winter and summer comfort, air quality and health conditions through the installation of shading devices, thermostats, water saving taps and showerheads, etc.

Beyond households, HACKS has targeted all relevant stakeholders (“multipliers”) that participate in the decision-making process of consumers by setting up strategic partnerships to facilitate the purchase of energy efficient appliances. HACKS placed a strong emphasis on installers but also retailers and consumer organisations because of their proximity to consumers, their capacity to involve them and bring them guidance on energy efficient equipment.

More information on the HACKS project can be found at www.topten.eu/hacks. Most national HACKS website will remain active after the end of the project.

Executive summary

The document provides an overview of the media outreach campaigns across Europe over the last two years of the HACKS project (from April 2021 till February 2023). It follows up on the previous report which presented activities undertaken in the first part of the project (between September 2019 and March 2021). It reports the main strengths but also barriers partners faced during that period. The document outlines examples of successful activities that have been carried out by partners.

There are many successes to report on, shifting focus away from the COVID-19 pandemic and more towards how we address the climate emergency, especially considering the war in Ukraine and rising cost in household energy prices.

There have been good opportunities to engage with press across Europe with seasonal and product campaigns, as well as stories around air pollution and energy efficiency, especially within the home.

In the second part of the project (April 2021 – February 2023), the programme partners achieved the following results:

- Online visits to HACKS pages: 1,580,672 page views and nearly 2.6 million over the 3.5-year project)
- Media contacts covering listeners, readers and viewers: 61,255,459 and over 70 million during the 3.5-year project.

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1 Media Outreach Objectives

All partner marketing plans included a strategy on media outreach. Each plan aimed to reach online and offline publications across partner countries, informing consumers about the HACKS campaign and that take action from the information they've received.

Partners have been assigned the following objectives in relation to media outreach:

Collectively, all Partners had to reach 20 million media contacts (listeners, readers and viewers) in the final year of the project (revised to September 2021 – February 2023). With the objective of reaching a media coverage worth half a million Euro if partners had to pay of it, most partners tried to gather, from the media themselves or using media monitoring platforms such as Meltwater, the equivalent economic value of coverage received in journals, magazines, newspapers and websites.

In the second part of the project, i.e. once the project was well installed (between April 2021 and February 2023), **61,255,459 listeners, readers and viewers were reached with information on HACKS - over 70 million during the 3.5-year project.** Though the extent of the media coverage speaks in favour of a high equivalent monetary value, it was not possible to gather actual equivalent prices because of the variety of the media involved, the variety of the media clips (from mentions of the HACKS/Topten websites to full papers or TV interviews), the fact that they were often on line with interlocutors more difficult to reach.

Regarding the media contacts, each partner has produced at least one press release every year of the project and used at least one social network to reach consumers. In the second part of the project (between April 2021 and February 2023), **1,580,672 page views were generated on HACKS-related content on partner websites, and nearly 2.6 million over the 3.5-year project.**

2 Successful activities carried out by partners

Media outreach activity highlights



Partner: Bush Energie, Topten.Ch, Switzerland

Activities: From September 2021, the team has generated good media coverage across TV, online and print publications. This included two TV slots on SFR1. The first was a piece called 'FOKUS: Power guzzlers in daily life' and the second 'Practical advice for saving as home during an energy crisis.'



Four national raffles have been organised by the team, with three humidifiers and two comfort fans offered as the prize. The latest raffle, held in November 2022, generated 9,175 entries.

Web page views in the second part of the project: 706,864 / Over the whole project: 1,202,139.

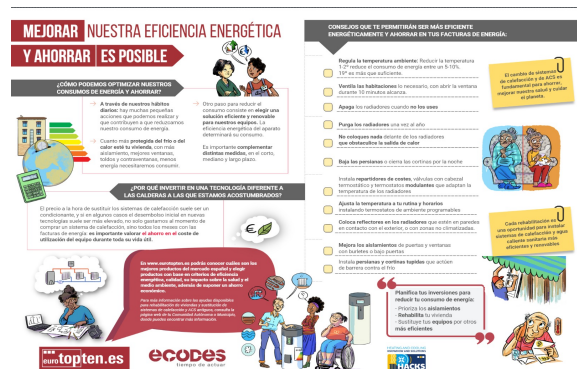
Media reach in the second part of the project: 10,677,000 / Over the whole project: 13,195,000.

Image: A screenshot from a news piece on SRF1 featuring HACKS.



Partner: ECODES, Spain

Activities: ECODES ran communication campaigns that were focused on summer and winter seasons, but also with a focus on specific audiences. Content related to fuel poverty were incorporated and campaigns were linked to multiple topics related to energy efficiency. There was also a campaign produced to reach groups including those with a disability and the elderly. Infographics and videos showing everyday tips and low-cost measures were published, as well as complementary measures such as improving insulation or renovating the home. Information related to everyday advice have had the greatest impact.



Web page views in the second part of the project: 68,983 / Over the whole project: 84,885.

Media reach in the second part of the project: 64,763 / Over the whole project: 93,648

Image: One of the advice infographics produced by ECODES.



Partner: Eliante, Italy

Activities: Eliante secured [six radio interviews](#) (Radio Popolare), one television interview (TV9), one article in a trade newspaper (Grossetonotizie) and had a regular column in an [online newspaper](#) (IL Guinco). The main opportunities were related to the increased media interest in the topic of energy saving. It should be noted, however, that this interest was predominantly related to aspects of 'solutions' to save money, rather than to the definition of efficiency criteria for products. Particularly noteworthy is the success of videos on saving tips posted on Eliante social networks during the winter of 2022-23. Twenty five news article were published on Eliante's website during the final eighteen months of the programme.

The team also created a leaflet targeted at low-income households that was distributed via key stakeholders (for example, trade unions, craft associations, pensioners, schools) and at energy-themed events.

Web page views in the second part of the project: 38,701 / Over the whole project: 63,560.

Media reach in the second part of the project: 494,405 / Over the whole project: 523,548.

Image: A screenshot of media coverage received by Eliante.



Partner: Guide Topten, France

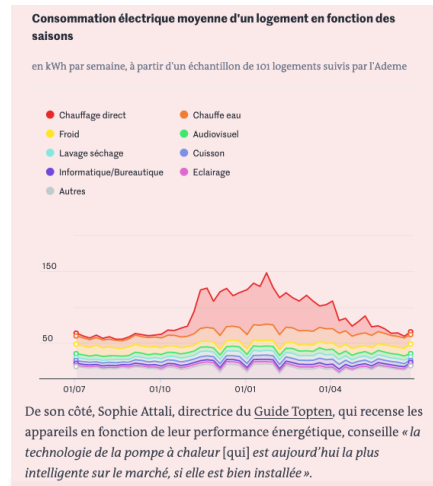
Activities: Guide Topten issued press releases on heat pumps and water savings to trade press. When the energy crisis deepened in autumn 2022, the team conducted interviews with a number of journalists, including a factchecking piece for [le Monde](#), which was featured several times on the landing page.

The team also ran two display and Facebook paid campaigns on water savings and advice on preparing for winter. The display campaign included banners on a range of online media websites targeted to specific geographical areas) on water savings and how to get through winter Two competitions were promoted on social media in the summers of 2021 and 2022, with a fan offered as a prize.

Web page views in the second part of the project: 120,333 / Over the whole project: 191,057.

Media reach in the second part of the project: 4,364,518 / Over the whole project: 5,195,292.

Image: An infographic from an article on the energy crisis that featured in le Monde.





Partner: Austria Energy Agency (AEA)

Activities: The Austrian Ministry for Climate Protection (BMK, Bundesministerium für Klimaschutz, Umwelt, Energie, Mobilität, Innovation und Technologie) has been running the large klimaaktiv programme for many years, topprodukte.at is a service of this programme and the HACKS activities are embedded as an integral element in topprodukte.at. The BMK launched the promotion campaign 'get out of oil' aiming at the accelerated phase-out of fossil fuels such as oil for heat generation in buildings. The campaign is intended to contribute to replacing all oil heating systems in Austria with alternative heating systems by 2030. Media activities have been undertaken by the BMK itself (operated by media agencies) with support and follow up activities by the programme klimaaktiv itself. The room for manoeuvre has been limited somehow, as HACKS driven activities as these activities needed to be coordinated with the klimaaktiv strategy and in any case should only complement all activities on higher level. Focus had been set to those HACKS media activities conveying information via topprodukte.at and klimaaktiv channels directly (email newsletter, social media posts and online articles).

Web page views in the second part of the project: 256,599 / Over the whole project: 362,002.

Media reach in the second part of the project: 12,480 / Over the whole project: 705,597.



Partner: Swedish Society for Nature Conversation (SSNC), Sweden

Activities: The team ran a series of LinkedIn ad campaigns with a focus on heat pumps and energy efficiency. The campaign indirectly led to a record number of page visits to Topten Sweden in September 2022 when conversation around the energy crisis increased. Articles have been published with advice on saving energy, as well as a collaborative quiz competition with Norwegian partners, Naturvernforbund.



Bra Miljöval
1,488 followers
1yr • Edited •

+ Follow

Sverige vs Norge i energisparande!

Bland det viktigaste vi kan göra här i Norden för att bekämpa klimatförändringar är att minska vår energianvändning. Hur mycket vet DU om att spara el? Vet du nän en norman? Gör Toptens energispararquiz på 10 korta frågor, testa din energikunskap och plocka poäng åt Sverige! I Norge görs samma quiz på norska. Vilket land får högst poäng? Hjälpt Sverige segra i energibesparingskampen!
<https://lnkd.in/efv2mQB9>

Web page views in the second part of the project: 51,738 / Over the whole project: 62,839.

Media reach in the second part of the project: 1,850,307 / Over the whole project: 2,162,307.

Image: A LinkedIn post promoting the energy quiz created by Swedish and Norwegian HACKS partners.



Partner: Lithuanian National Consumer Federation, Lithuania

Activities: On November 21, 2022, Lithuanian National Consumer Federation was interviewed by LNK (Lithuanian Independent Channel, lnk.lt) on energy efficiency of domestic appliances. Rimantas Zabarauskas demonstrated how to meter power consumption in a simple household environment. This interview was delivered under the HACKS' umbrella. The channel has on average 104,000 viewers for each broadcast.



Web page views in the second part of the project: 4,047 / Over the whole project: 5,132.

Media reach in the second part of the project: 354,842 / Over the whole project: 359,337.

Image: Rimantas Zabarauskas is interviewed by LNK.



Partner: Quercus, Portugal

Activities: Quercus ran a lot of activity across their Facebook, Twitter and Instagram platforms. Information included benefits of an energy efficient home and low-cost tips for those in fuel poverty. The team also secured TV coverage on Rádio e Televisão de Portugal on a segment titled [Green Minute](#).



Web page views in the second part of the project: 34,056 / Over the whole project: 61,697.

Media reach in the second part of the project: 3,228,200 / Over the whole project: 5,228,200.

Image: Sara Campos from Quercus featuring on Green Minute.



Partner: Oeko-Zenter, Luxembourg

Activities: Oeko-Zenter used infographics with information about heating and cooling product groups on their Facebook and Instagram channels. The team also engaged with eleven 9 environmental organisation Mouvement Ecologique and consumer organisation Union Luxembourgeoise des Consommateurs Nouvelle Asbl (ULC). Six articles were



published on HACKS-relevant topics on the team's website homepage and shared with municipalities.

Web page views in the second part of the project: 19,903 / Over the whole project: 37,062.

Media reach in the second part of the project: 88,169 / Over the whole project: 184,369.

Image: One of the cartoon creatives used by Oeko-Zenter on their Topten website.



Partner: FEWE, Poland

Activities: FEWE used social media and their website to provide advice, guidance and information about the HACKS project. The team engaged with industry media, [securing coverage](#) in a number of publications. In November 2021, the team developed a Google Adwords campaign to increase web traffic to the Topten website. The team also attended face-to-face energy events to promote the HACKS project, creating a saving energy at home flyer that was distributed to attendees.



Web page views in the second part of the project: 20,284 / Over the whole project: 23,378.

Media reach in the second part of the project: 252,019 / Over the whole project: 301,727.

Image: A screengrab of a Facebook post highlighting an energy event attended by the FEWE team.



Partner: Naturvernforbund, Norway

Activities: Most of Naturvernforbund's focus has been on getting more visitors to their energi smart website via their social media channels. The team have been running a research programme alongside [Enchant](#). The focus has been on getting visitors to use the energy specialist scheme on the website and participating in the Enchant programme where they are encouraged to actively use the website over several weeks. The HACKS project also featured in Naturvernforbund's member magazine.



Web page views in the second part of the project: 36,479 / Over the whole project: 164,083.

Media reach in the second part of the project: 6,535,000 / Over the whole project: 8,320,049.

Image: An article referencing the HACKS project in Naturvernforbund's member magazine.



Partner: SEVEN, Czech Republic

Activities: SEVEN delivered nearly forty pieces of media coverage in the final year of the project. There was a definite split in coverage before and after Russia's invasion of Ukraine. Before, the team focused on HACKS main topics and published dozens of articles, for example about selection of electric water heaters, air conditions, efficient taps, efficient solid fuel boilers, selection of heat pumps. After the Russian's invasion to Ukraine, the general energy crisis culminated. Energy (electricity and especially gas) prices were increased significantly. The energy crises raised the interest about energy efficiency and energy saving measures. SEVEN started a campaign on these topics in spring 2022 and the peak of the campaign started in autumn 2022. It consisted of infographics with direct and simple advice, a range of tips and an update of a leaflet originally designed for people at risk of energy poverty (published on social media channels). The infographics were then offered to and multiplied by several more municipalities, organisations and ministries (Ministry of Environment, Ministry of Labour and Social Affairs). There were also other important part of campaigns: radio spots two times in Czech public Radio 2 (called Dvojka) during whole week and once in Prague city Radio 1 (alternative music radio), podcasts appearance [Pod Proudem](#), Czech public TV call during news and specific energy advices based on HACKS project were presented during series of webinars organised by Ministry of Labour and Social Affairs (more than 700 participants).



Web page views in the second part of the project: 35,343 / Over the whole project: 58,528.

Media reach in the second part of the project: 850,941 / Over the whole project: 1,126,039.

Image: A screen grab from SEVEN's appearance on the Pod Proudem podcast.



Partner: Energy Saving Trust, United Kingdom

Activities: Energy Saving Trust ran three Google Adwords and paid Facebook campaign. The first in the summer of 2022, promoting cooling products on Topten UK, and two winter campaigns in November 2022 and February 2023 promoting heating products. The team also ran a series of blogs with partners including National Energy Action for fuel poverty awareness day, Macmillan on keeping people with cancer warm over the winter, the Stove Industry Alliance on tips for using a wood burning stove, and Unified Water Label on committing to less water usage in the home. The team also sent a press release on consumer usage of the online calculator, which was reported by some regional press.



Web page views in the second part of the project: 41,397 / Over the whole project: 52,234.

Media reach in the second part of the project: 310,897 / Over the whole project: 324,294.

Image: A screen grab of a blog written by Stove Industry Alliance for Topten UK.



Partner: Good Planet, Belgium

Activities: Good Planet initially tried to engage with traditional media to promote the HACKS project but found it difficult to secure coverage on heating and cooling topics in an already busy context. As a result, the team changed their approach, using Twitter, LinkedIn and Instagram to promote their activity. The team also placed an advert with Livios, the website for the construction sector. Topten also featured on Energywatchers, the website of the federal government. The federal structure of Belgium proved a challenge in reaching a large audience in Wallonia. This was exacerbated by the flooding that the Wallonians suffered in 2021, when communities lost their homes. The team also learned that heating solutions differ between regions. Another challenge came with the energy crisis: it brought an explosion of new sites being developed on energy related issues resulting in an overload of information and websites, making it more difficult for Topten to stand out.



Web page views in the second part of the project: 7,400 / Over the whole project: 21,433.

Media reach in the second part of the project: 625,552 / Over the whole project: 625,552.

Image: A Twitter post promoting the central HACKS competition to win an Airthings 2930 Wave



Partner: co2online, Germany

Activities: For media activity, co2online focused on heating and cooling solutions that consumers buy without professional consultation. For example, consumers are well consulted by heating installers which heating or cooling system and technology is the best fitted to their building, but smaller solutions like ventilators, ACs or heating fans are bought by consumers directly in specialist shops or supermarkets. Therefore, consumers need further information on the energy efficiency and energy costs of those products besides the obvious information like price, features and functions. In July 2022, co2online launched a social media campaign to raise awareness, give advice on energy costs and efficiency and promote HACKS content and product lists on ventilators and ACs. A press release on efficient ventilators was well received by the media and was picked up by 282 media outlets with a reach of 30.1 million impressions. In Winter 2022 the HACKS content on heating fans was promoted by the co2online-newsletter and accompanying social media content.

Hitzeschutz in der Wohnung: Effiziente Abkühlung durch energiesparende Ventilatoren

Ventilatoren energieeffizienter als mobile Klimaanlage / Durch Zirkulation wird feuchte Luft verdrängt und Abkühlungsprozess beschleunigt / Geräte schon ab 20 Euro in der Anschaffung



Berlin, 1. August 2022. Um sich vor der sommerlichen Hitze zu schützen, sind Ventilatoren kosteneffizienter und besser geeignet als mobile Klimaanlage. Darauf weist die gemeinnützige Beratungsgesellschaft co2online (www.co2online.de) hin.

Web page views in the second part of the project: 4,082 / Over the whole project: 4,742.

Media reach in the second part of the project: 31,546,366 / Over the whole project: 31,808,280.

Image: A screen grab of a news article produced by co2online.

3 Conclusions

The lifting of COVID-19 restrictions and the war in Ukraine put more emphasis on rising energy costs on the news agenda. This resulted in more effective media activities for partners in the second part of the HACKS project.

HACKS partners ensured that press communications were sent at times when they would be most impactful. For example, in the UK, communications around the online calculator and heating products were sent at times when the Office of Gas and Electricity Markets (OFGEM) made announcements in relation to the energy price guarantee. Coverage was closely monitored to ensure the most relevant audiences were being reached.

Social media continued to be an effective platform to promote the HACKS project, and more thought was given to the social media strategy. For example, In the UK and France, a paid Facebook campaign promoted heating products to specific audiences in terms of their geography and their interests (for example, energy saving and home improvement). Italy found the diffusion of their DIY video on Facebook worked better than more institutional communication.

On all partner websites, product lists and selection criteria were updated regularly, and regular blog content was included and add more value to user experience. Working with relevant stakeholders on content (for example, in Switzerland with manufacturers, in the UK with the Stove Industry Alliance and Unified Water Label, in Norway with installers) meant content could be amplified beyond a partner's own reach.