



EIE
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How to produce an effective public campaign ?

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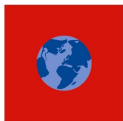


The challenge

Convince & mobilize

- *Inform and raise awareness in the general public*
- *Contribute to the evolution of attitudes, behaviours ...and purchases by conducting communication campaigns*
- *Respond to the needs of various audiences by providing a resource centre*

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The National Climate Change Plan (in France)

National campaign on energy savings was included in
the

French Climate Change Plan (2004)

Objective : increasing public awareness to save
energy

in relation with climate change

A 3 years campaign for the first time in Europe

In 2007, another 3 years campaign

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Objective

The initial finding (2004)

People understood (73%) that changing lifestyles is important for climate change. But 10 % only were really aware of the impact of energy use on environment

The aim

- > **Make a link between energy use and climate change**
- > **Increase awareness of environmental impacts of energy use**
- > **Increase awareness of the cost of over-consumption**
- > **Change people's behaviour about energy savings**
- > **Give practical solutions**

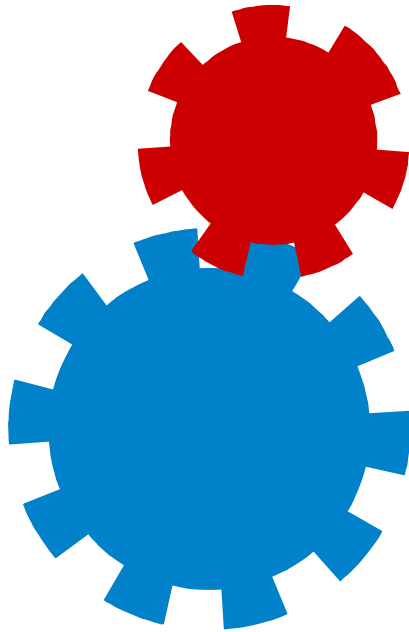
The Strategy

- > **Gather partners in a Club (*Winning Planet Club*)**
- > **Launch an *Earth Challenge* and promote local initiatives**

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Developing a communication plan



Key points

- > **Understand the situation**
- > **Conduct socio-economic surveys**
- > **Set clear and achievable objectives**
- > **Define message(s) and channel(s)**
- > **Plan the campaign management**
- > **Monitor and Evaluate the results**

Every plan is unique, it should be adapted

- **Elaborate a communication plan ... to carry your ideas**
- **Define the socio-economic context of the campaign**
- **Define overall objectives and time frame**
- **Define your target audience**
- **At this stage, you can brief a communication agency**

Setting specific objectives

- **Make realistic objectives**

Example: cut household energy use by 10% in 3 years

- **What changes do you expect : awareness, attitude, behaviour ?**

The three steps together or just one, or step by step changes ?

- **Identify the different audiences and set priorities**

- **Define two or three specific audiences rather than « the public »**

- **Involve stakeholders to give them a sense of ownership**

Strategic approach

- **Describe how you will achieve your objectives**
- **Review alternatives and choose !**
- **Set different elements of general budget**
- **Create the « business case » of the campaign : why it is the best approach ?**
- **Test the campaign on a small audience**

Set a central message carefully adapted to your audience

- Be creative! You can choose « real people » as speakers
- Keep an unifying thread along the campaign, like a special logo
- Adapt your message to different audiences
- Create an emotional relationship with your audience

Selecting appropriate Channels

- **Good Impact depends of communication channels**
- **Choose different channels for different audiences**
- **Newspapers, advertising, radio, tv, internet ?**
- **Choice depends on budget... but non only**
- **Contact Journalists of medias : low cost & efficiency**
- **Social networks, NGO's, professional organizations ...**

Management & implementation

- **No success without a good implementation**
- **Role and responsibilities of leading organization and partners**
- **Make link with other national or local events**
- **Steering group is in charge of strategy but not of day to day decision**
- **Develop a overall project management process**
- **Develop a crisis management scheme if ...**

Measurement & Evaluation

- **Monitoring and evaluation allow to know if objectives are achieved**
- **Adapt monitoring methods: process, outcome and impact**
- **Make sure you choose the right indicators for the right objective**
- **What feedback from you audience(s) ?**
- **Document and report evaluation : simple tools ...**
 - **web site traffics,**
 - **number of attendees at events,**
 - **media coverage,**
 - **public opinion surveys for awereness levels,**
 - **number of requests for informations,**
 - **also consider changes in strategic priorities, if any occurred**

Five points for the best use of your plan

- **Make the plan always accessible to all team members**
- **Update the plan when significant change occur**
- **Give regular updates to the team, to key partners and stakeholders**
- **Ask partners and stakeholders if they consider information useful**
- **Develop the story of the campaign to form a checklist:**
 - **On what issue are you communicating? Why it's important?**
 - **Yours partners? Your messages, how they will reach the audiences?**
 - **Who is managing the campaign, how long it will last?**
 - **How you will know if the campaign is a success ?**

Key obstacles for a public campaign

- **Change in Administration can change priorities for communication ... and lead to less support and fewer resources...**
- **Consistency between words and action is a key**
Communication should be consistent with policy
- **Jargon always is a barrier to successful communications**
Test all messages with your personal circle
- **Lack of funding: a constraint and a barrier to effective communication**

Campaign targeting attitude change can shift public opinion
It's a step to behaviour change