

One of the main objectives of ADEME : CONVINCING & MOBILIZING

Inform and raise awareness in the general public

- ✓ *Contribute to the evolution of mentalities, behaviour and purchases by conducting communication campaigns*
- ✓ *Respond to the needs of various audiences by providing a resource centre (accessible via a web site, dedicated telephone lines and INFO Energie centres, among others)*

Information and training for professionals, companies, local authorities and national administrations

- ✓ *Encourage sharing of knowledge (scientific and technical conferences) and dissemination of information (publication policy, co-publishing partnership)*
- ✓ *Help professionals acquire new skills, through training schemes*
- ✓ *Contribute to a greater focus on energy and environment topics in higher education and professional training*

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Raising awareness about energy savings

Public awareness about energy & environment issues is growing. Not enough. People are just beginning to understand the real impacts of energy consumption on climate change but also on their money and on the budget of the country. In Turkey, for example, the cost of petroleum importations raised to 22 Bn euros last year. The impact of energy consumption is now visible.

And we, in public agencies like ADEME or EIE in Turkey, have to help people to understand their own responsibility and then to change their behaviour. So we have to convince everybody – general public without forgetting children – consumers, enterprises, professionals and municipalities – that it's possible to change, possible to do something and that energy savings are good for them and ... for the planet! And that it's not possible to continue on that trend.

In this context, public communication has a key role to play. I do insist on the importance of public communication, because we deliver a neutral information, without any link with private interest. And our messages must be of public interest. It's quite clear that informed and motivated people could help to achieve our goals in favour of sustainable use of energy. And if they are well informed and motivated, they could change their behaviour and convince others to change their mind.

Another very important point is **developing partnerships**, at different levels. Even if you are a public communication body (and probably because), you have to work with all kind of partners to prepare a good relay for your messages and acting. And when you develop theses partnerships, you will be nearer your “clients”, ie the population: this is one of the conditions of success for raising awareness.

To put in action this strategy, you will need of course a big tool box like we created for our three years energy savings campaign “Hurry up, its getting warmer”. Some of those tools – like a Winning Planet Club – can have their own life. Over all, in France, the success of our campaign was the lasting (3 years, for the first time since more than 30 years), the tax incentives and a very strong **network of “Info Energy Centers”**, we call them EIE: created in 2001, this network counts now almost 200 points in all the country with 350 counsellors able to explain what’s possible to do to save energy or to invest in insulation, performing heating systems : that needs of course a lot of documentations and a permanent training for the counsellors. But the results are here: more than 1 million people went in those energy information points last year.

Another essential action is in direction of the **press and the media**: in ADEME, we elaborate three years ago a special strategy to develop a strong relationship (and partnership also) with general and specialized media. What happens about climate change helps us because journalists need a lot of information on this topic. That needs a solid organisation and good speakers with a specific training, especially for television. Results: about 100 interviews every month, 100 press releases a year...

Complementary and compulsory: **the website**. The tools you need are often the same than for the media: press releases, documents and publications (no “langue de bois”). It’s a huge work to build a good website, adapted to different target groups: **general public, local and regional authorities, NGO’s, small and medium enterprises, professionals**. We are now preparing a special website for children and young people because we have also to convince the citizens of tomorrow. An exemplary website needs a lot of qualities that you have to check every day: good access, good design, reactivity. We were, on the site ademe.fr, at less than 10 000 visits a day three years ago. We are now at 40 000 visits a day and we make links with great national websites like meteo, railways, telecom and so.

Speaking to different target groups:

As I just say, we address to different target groups. The method is quite simple and should be applied inside the different tools we describe: information & communication campaigns, media, website, documents and publications, expositions, pictures, photos, cartoons, films, CDrom, DVD ... but also conferences. You have of course to adapt your speech to the different groups and try to bring them what they are waiting for or what

the have to discover. Municipalities, administration and enterprises are waiting for solutions, examples and best practises easy to realize. What about general public? They are also waiting for solutions, advices and precise information on what they are able to make real energy saving or to invest in renewable energies. We have firstly to learn them the rights practices at home or in a car and help them to change behaviour. The last campaign on climate change and biodiversity of our ministry of ecology and sustainable development said: **"Everything counts when we are 60 millions to do it"** ("Il n'y a pas de petits gestes quand on est 60 millions à les faire!");

One of our principal tools for this target group is a permanent **call center** (0810 060 050) able to give first and simple information for example on tax incentives for renewable energies. They can also explain that if very family buys just one or two economic *fluocompact* lamps in a country like France (or Turkey), they will save the electricity produced by a big dam! If the question is more precise or technical, they should give the contact of the nearest energy information point, where it will be possible to get more councils (?). Of course, a lot of practical information is also available on the website.

As you see, efficiency in communication and awareness needs a big tool box but the most important is to be convinced of the importance of the messages of public interest you will deliver. This is a part of a communication strategy but, of course, it has to be adapted to the socio-economic context of the country. And you imagine, this strategy has a cost. In my department, in charge of external and institutional communication, we are 23 with 10M€ annual budget. Almost half of this budget is for the campaign on energy savings and climate change, that I will show you now.

The new law on energy

Now, in Turkey, you have a new law that will help you in your mission. EIE (General Directorate) is responsible for raising awareness and providing information. Television and radio channels will broadcast the contests, short films or cartoons prepared by EIE, not less than 30 minutes monthly. EIE also organises activities for the "energy efficiency week", like now, with the ministry of Education The amount of the monthly consumptions of electricity and natural gas will be available for the customers with the correspondent values.

