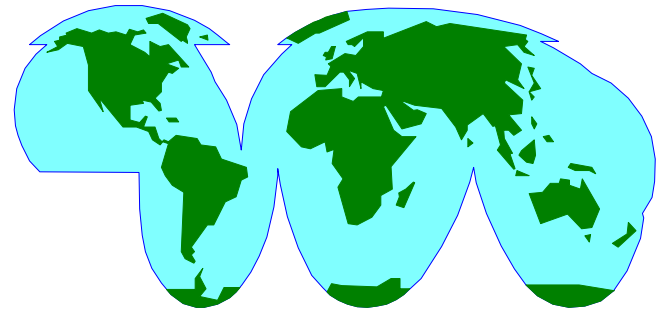


Energy Efficiency Communication

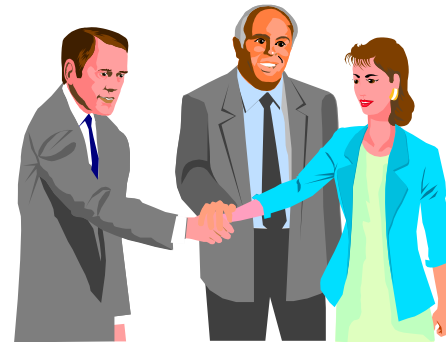
Antoinet Smits, SenterNovem, NL

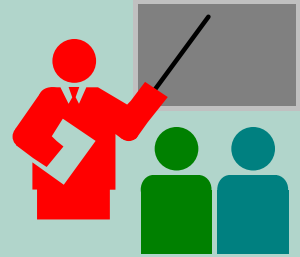
training course, EIE Turkey

Novem



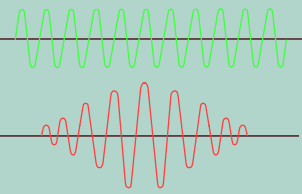
“The road of society towards a sustainable living is a learning process. It’s a question of people !”





This presentation....

- Communication as an Instrument
- Why is Communication necessary?
- Communication dilemma's on
EE/Environmental issues
- Planning Communication
- Communication Manual/Checklists
- Implementation



Communication as an instrument for implementing policy

- **legislation and regulation**
 - laws, directives, conventions, restrictions
- **financial incentives**
 - subsidies, deposits, fees, taxes, compensation
- **communication and information**
 - research, information, promotion, education, training
- **technical measures**
- **demonstration projects**
- **behavioural and organisational measures**

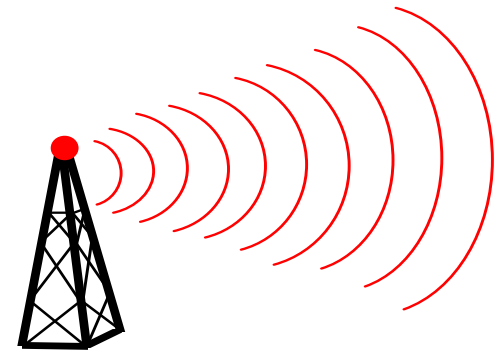
Why is Communication necessary?

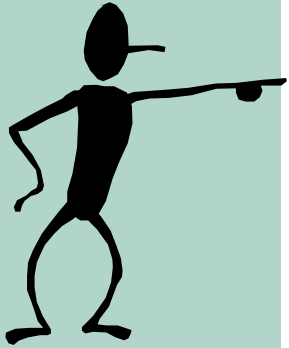
- to announce and explain adopted policy
- to promote acceptance of policy
- to improve democratic decision-making
- to provide public service
- to stimulate change of attitude/behaviour
- to maintain good contacts with targetgroups/PR
- to ensure policy and activities are implemented



Communication model

- *“Communication is a process by which a sender conveys information to a receiver through a channel in order to bring about a certain response in the receiver”*
- **cyclic process: sender>message>receiver
receiver<message<sender**
- **internal communication**
- **external communication**





Communication dilemmas

- collective versus individual interest
- short term versus long term results
- the “here and there” effect

Risks for failure:

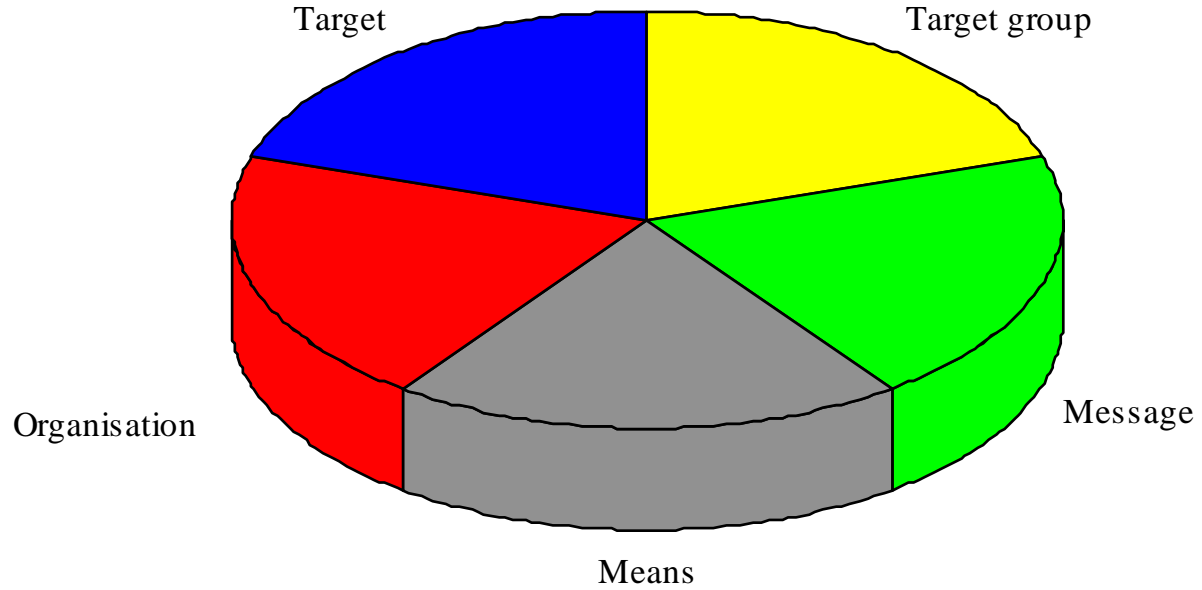
- lack of knowledge
- contradictory messages causing information confusion
- the “after you, sir” effect

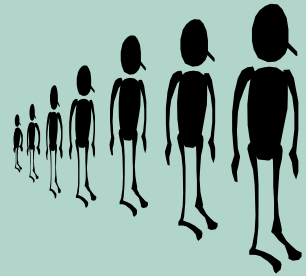
Planning Communication

- **Communication strategy design**
- **Defining Policy issues and their central targets**
- **5 important elements:**
 - **Target group**
 - **Target**
 - **Message**
 - **Means**
 - **Organisation**



The Communication cycle





Defining Target groups

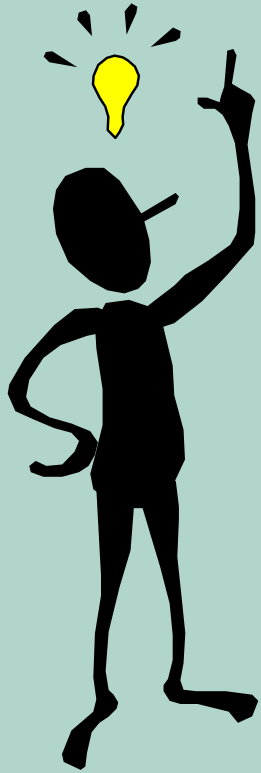
- Who? public, industry, intermediate groups, decisionmakers, press
- overview, be specific:
- place/role, position, networks, influentials, accessibility
- feasibility for influencing
- ranking in order of importance

Defining Communication targets

- attention
- awareness, knowledge, understanding
- willingness, motivation
- behaviour and skills

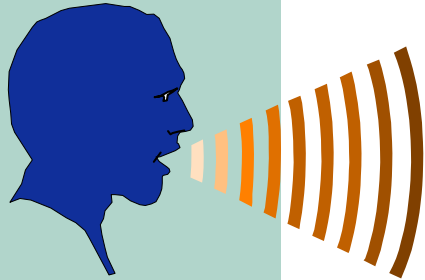


Defining Messages



- Core message
- Main theme, specific sub-themes
- Tone of voice: do making/do braking
- problem or solution
- rational approach or emotional
- arguments for saving energy

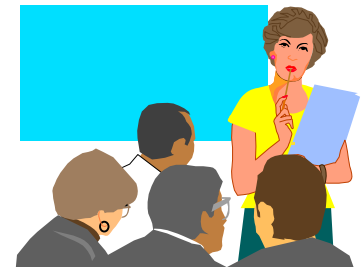
Defining Means of Communications



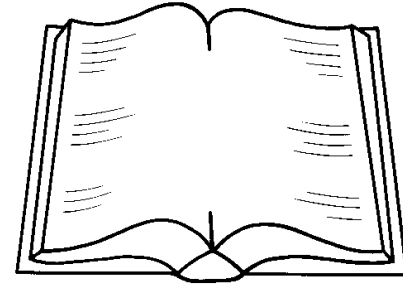
- personal communications
- written communications
- mass media
- media consumption of target group
- available budget
- available means and media
- sender: agency, government, NGOs

Organisation for Implementation

- tasks and responsibilities
 - structure, management, division of tasks
 - co-operation: effectiveness, efficiency
- Budget
 - additional sources, phasing, alternatives, priorities
- Planning
 - who has to do what and when



Communication plan



- Communication on EE: the local policy
- Communication strategy: in general
- Specification communication activities
- Implementation
- Evaluation activities (what, when, how)

Implementation



- Coordination
- Set an example to your target groups
- Give feedback on results
- The importance of intermediaries
- Make use of the checklists

Evaluation: Have you reached your aim?

Evaluation

- communication activities
 - informal contacts, analysis messages, interviews, registration complaints/questions, panel discussions, questionnaires, evaluation meetings
- co-operation with partners (the 5 E's)
 - effectivity, efficiency, equity, enhancement, excitement

Golden rules for communication (1)

- No communication without good products, no products without good communication
- Communication is working with people, not a technical process
- Analysis: never ending starting point
- Select target groups: impossible to communicate with everybody
- Core message: heart of your communication



Golden rules for communication (2)

- Communication = repetition of the message
- See the press/media as your colleague
- Execution: management, flexibility, creativity and skills
- Learn from what you are doing: evaluate
- Use your common sense

