

Information campaigns French case study

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Information campaign on energy savings



- Name : « Economies d'énergie faisons vite, ça chauffe ! »
(« Energy savings, hurry up, it's warming ! »)
- Objectives 2008-2010 :
 - To improve awareness of the link between energy savings and climate change
 - To promote and support actions implementation namely with tax credits and all others existing incentives
 - To improve awareness of the tools set up to answer questions (dedicated hotline, Internet, network of local offices for energy information)
 - To mobilize and embed professionals of building sector
- Cost : ~6 M€ (without advertising panels and inserts)

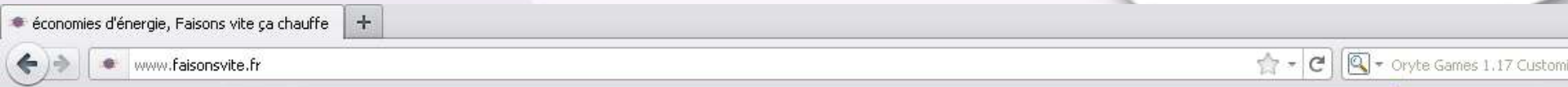


Promoted tools



- One dedicated Web site : www.faisonsvite.fr
 - For public
 - For private sector: mainly commercial and tertiary sector
- Spots and messages focusing on 4 tools :
 - Energy performance certification for buildings
 - Interests-free loan (“eco-prêt”) for building reburishment
 - Network of local offices for energy information (“Espaces Info Energie (EIE)”)
 - Ecological bonus for vehicles (bonus/malus)

Screenshot of Website



ECONOMIES D'ENERGIE FAISONS VITE ÇA CHAUFFE

AUJOURD'HUI ON PEUT AGIR

Chacun à son niveau :

PARTICULIERS

ENTREPRISES

L'ACTU

31/08/11
31 aout 2011 : exit les lampes à incandescence de 40W!

POURQUOI AGIR?

MALUS

Bonus ECOLOGIQUE

TOUT SUR LA CAMPAGNE

GENÈRELL ENVIRONNEMENT
ENTRONS DANS LE MONDE D'APRES

Plan du site • Mentions légales • Espace Presse • Crédits • F.A.Q. • Glossaire

Facebook icon

Logos for French Republic and ADEME (Agence de l'Environnement et de la Maîtrise de l'Énergie)

Campaign progress



- 2008:
 - Public (June) on Web, radio, TV
 - Energy performance certification and Bonus/malus for vehicles
 - Call for projects to professionals through dedicated funds (heating systems with renewable energies)

- 2009 :
 - Public (April, June, November) on Web, radio, TV
 - Interest-free loans and Local offices for energy information (EIE)
 - Private sector : Call for projects (November, February) on Web, radio

- 2010 :
 - Public (February and September) on Web, radio, TV, newspaper
 - Focus on Interest-free loans and Local offices for energy information
 - Private sector : 2nd call for projects

Monitoring and indicators



- Targets: public and professionals of building sector
- Indicators :
 - % of people remembering advertising spots
 - % of people having appreciated the campaigns
- July 2008: measures are known and the campaign is well seen
 - Good reputation : 35% for EP certification and 46% for bonus/malus
 - 53 % of French people remember at least one advertising spot
 - 76% of French people say “this campaign says important things”
- May 2009 : efficiency in terms of impact, approval and incentive to act
 - Have seen or listened the radio or TV advertising spot: 70%
 - Have liked the spot (between who have recognized it) : 81%
 - Makes people want to act: 72%
 - Are aware about tax credit: 70%, about free-interest loans: 62%

Monitoring and indicators



- December 2009 : good visibility, word-of-mouth appears
 - Have seen the spots : 76%
 - Are aware about the free-interests loan: 72% (77% for owners)
 - Have known the campaign through word-to-mouth: 38%

- October 2010: good efficiency of the campaign
 - Are aware about tax credit: 90% (70% in May 2009)
 - Are aware about free-interest loans: 73% (62% in May 2009)
 - Are aware about EIE: 31% (30% in May 2009)

Thank you for your attention



CONCERTED ACTION
ENERGY SERVICES
DIRECTIVE



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