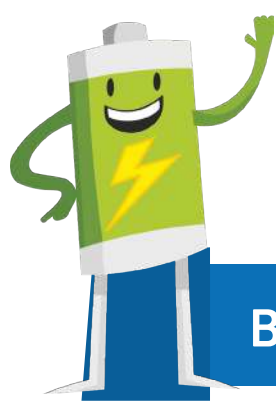




## EUROPEAN COMMISSION'S AWARENESS RAISING CAMPAIGN ON ENERGY EFFICIENCY IN THE CZECH REPUBLIC, ROMANIA, GREECE AND PORTUGAL

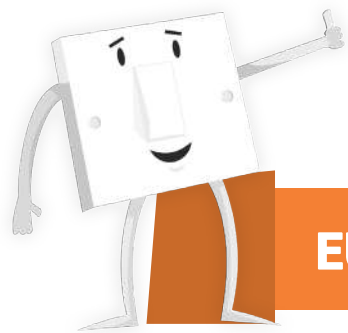


### Background and Objectives

DG Justice and Consumers (DG JUST) has launched a pilot campaign to show citizens how to lower their bills and improve daily life by taking steps to save energy.

The campaign runs until December 2018 and addresses budget-conscious households (especially young families and single parent homes). This is an effort to empower consumers to improve their daily lives with no-cost or low-cost energy saving improvements, or pursue more structural improvement using solutions and tools provided at national level. The campaign is a pilot covering four Member States: the Czech Republic, Romania, Greece, and Portugal. While overall objectives and messages are similar across the four countries, the Commission is working with local energy experts and communication agencies to adapt the campaign to national circumstances.



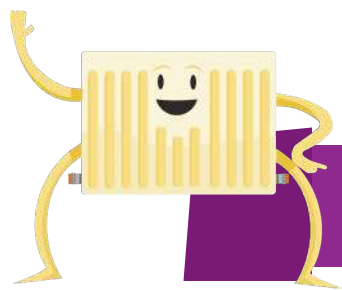


## EU policy relevance

Energy poverty levels are rising across the EU. In 2014, the lowest-income households in the EU spent close to 9 % of their total expenditure on energy. This is a 50 % increase compared to 10 years earlier, in comparison to a 20 % increase for an average household. Some 50 million households in the European Union are struggling to attain adequate warmth, pay their utility bills on time and live in homes free of damp and mould.

As part of the Clean Energy Package, the Commission proposed measures to address energy poverty through, for example, energy efficiency improvements, and effective definition and monitoring of the problem at Member State level. This is linked to the work of the Energy Poverty Observatory.

The awareness-raising campaign aims to build stakeholders awareness about energy poverty and to identify opportunities to tackle it. Stakeholders meetings take place in each Member State before the campaign is launched in order to understand the national situation, the policy context, and to identify opportunities to highlight national issues. Participants include - inter alia - government ministries, national regulatory authorities, consumer associations, industry representatives, authorities managing EU funding, and NGOs. The Commission encourages stakeholders to support the campaign through different levels of involvement, from dissemination to cobranding of materials.



## Communication tools

- **Website:** The campaign website in the four languages of the campaign is the main information hub. It includes important guidance and promotes free and low-cost energy saving measures as part of an interactive house feature. It also links to information on financial support schemes, linked to EU Structural Funds, in the area of energy efficiency related home improvements. These services are managed by state agencies.
- **Video:** 2D animation short video clips displaying easy energy efficiency tips will be shared on social media.
- **Leaflets:** leaflets, mainly addressing households, are distributed during the roadshow and through stakeholders' networks. The main messages contained in the leaflets are also promoted through social media.

The communication tools are made available in each of the campaign languages and are adapted to the national context.







## 'Energy Savings Team' roadshow



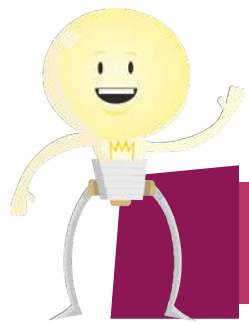
The Roadshow consists of a branded truck visiting two to three locations per Member State. The trailer is placed in strategic locations to attract the target audience. It contains an Interactive Touch Wall to engage with visitors, both young and old, while communicating relevant tips and advice on energy efficiency. A key activity for the roadshow is school visits. Multipliers (energy experts, consumer organisations, etc.) are present to provide further specialist advice. Launch events in each country aim to build awareness of the campaign and its messages such as how households can reduce their energy bills. Ministry and national regulatory authority representatives are invited to speak at the launch, as are consumer associations and local mayors.



Media relations follow the same localised approach, with targeted local and regional media covering the Roadshow in the different regions of the Member States, and throughout the campaign as a whole.

Social media represent another powerful tool to raise awareness about energy efficiency, providing a call-to-action to visit the website for energy saving tips. Through DG Justice and Consumer's and the Representations' social channels, messages are shared in the national language and target our audiences using the advanced tools provided by the platforms. The campaign also makes use of multipliers and influencers who can reach out to our target audiences.

The campaign is further supported through media buying, which is specifically tailored for each country, and ranging from online to social media buying, or out of home advertising when relevant.



## Roadshow Locations



**Member state**

Czech Republic

**Cities**

Brno, Ostrava, Ústí nad Labem

**Dates**

March-April 2018



**Member state**

Romania

**Cities**

Bucharest, Mioveni, Craiova

**Dates**

April-May 2018



**Member state**

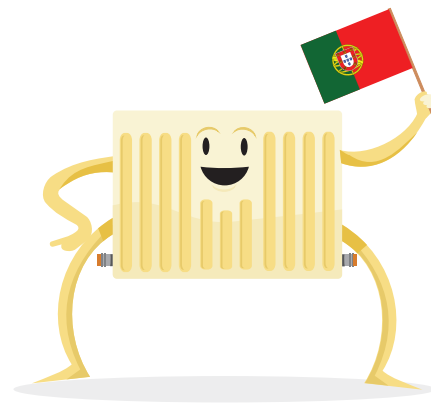
Greece

**Cities**

Faliro, Thessaloniki

**Dates**

May - June 2018



**Member state**

Portugal

**Cities**

TBC

**Dates**

September-October 2018



Find out more on our campaign website:  
[energypoverty.eu/energy-savings-team](http://energypoverty.eu/energy-savings-team)