

WP 4 Energy Supply

Energy Efficiency in apartment buildings - awareness campaign 2009

31.03.2010



SA KredEx

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Campaign

Time of campaign 2009 (week 44 to 48)

Goal To raise awareness of tenants about effects of renovation on energy efficiency of multi apartment houses

Tagline **If your home is cold then ... You lose money!**

Message Estonian climate is similar to Nordic countries but our energy consumption in heating multi apartment houses is significantly higher as to per square meter. This is a waste and you can help stopping it - **make your home more energy efficient!** Profit by cutting your annual heating bill up to 45%.
Ask us for advice or send us contacts of a person responsible of your house's maintenance and you will contact the person ourselves. In addition you can win your house one of free energy audits. The offer is valid until the end of campaign, 29th of November. **Every days win is money spared in your pocket!**

Channels ATL

1. Outdoor media - 40 posters in varying places
2. TV ad - 8 channels
3. Radio ad - 8 stations
4. Internet - banners in 5 portals
5. Print - 5 issues
6. Landing page for campaign - www.kredex.ee/kampania

Media

1. Press releases
2. Success stories in regional newspapers

BTL

1. Mini posters in public transport (busses, trolleys, trams) - Tallinn, Tartu, Pärnu
2. Posters in local centres of towns
3. Posters in supermarkets Konsum and A&O + large banners beside exits in malls of bigger cities
4. Communication using utility bills

Seminars

Seminars were held in several locations in Tallinn, Maardu, Jõhvi, Rakvere, Paldiski, Kuressaare, Paide

Activities and reach in detail

ATL

1. Outdoor media

Posters were situated in bus-stops and light-boxes in three bigger Cities, areas with multi apartment houses.

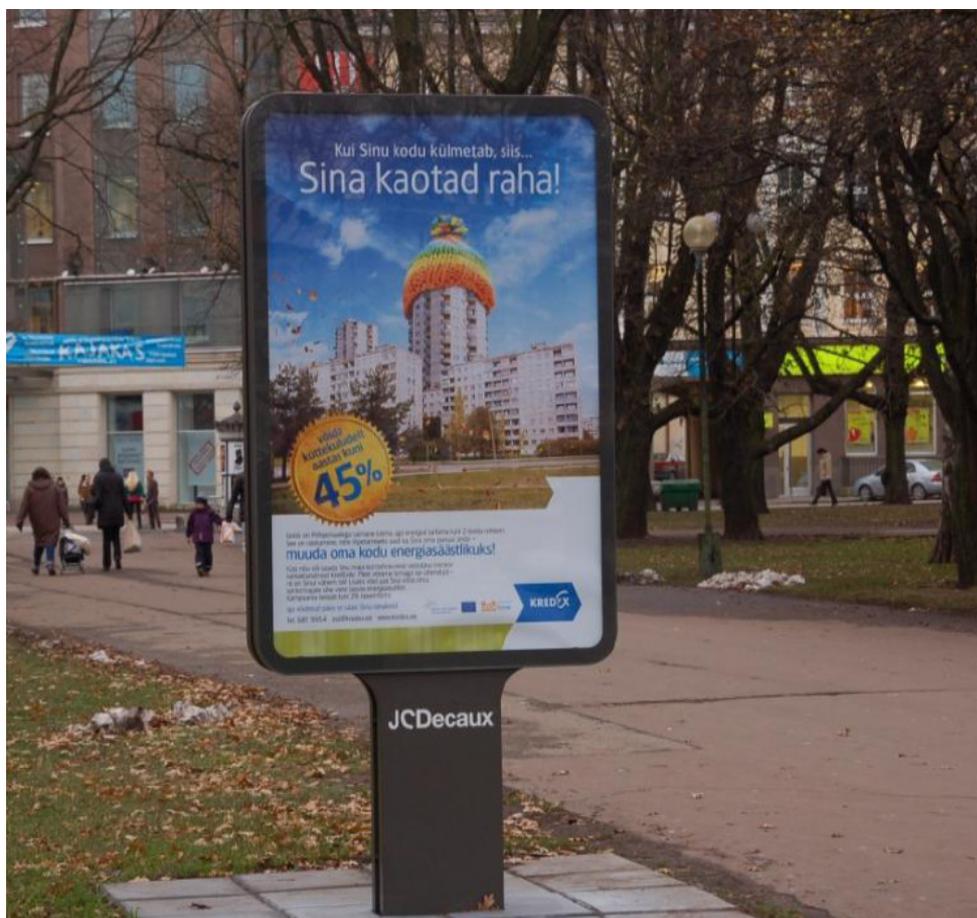
Week 44 - 8 posters in North Tallinn, 5 in Tartu, 1 in Pärnu

Week 45 - 12 posters in Nõmme and Kristiine (Tallinn), 5 in Tartu, 1 in Pärnu

Week 46 - 8 posters in Tallinn centre, 5 in Tartu, 1 in Pärnu

Week 47 - 8 posters in Mustamäe (Tallinn), 4 in Pirita (Tallinn), 9 in Tartu, 1 in Pärnu

Week 48 - 8 posters in Lasnamäe (Tallinn), 3 in Tartu, 1 in Pärnu



2. TV

In campaign 2009 we utilized last year's clip with updated ending where last previous visual and tagline were replaced with current ones. 8 Channels were used for airing: TV3, ETV (state owned), TV3+, Kanal 2, Kanal 11, TV6, PBK, Ren TV. Length of clip was 20 sec. Clips in both languages (Estonian and Russian) were aired 342 times. Overall reach was slightly higher than originally planned.

3. Radio

5 stations were used to broadcast the clips in two languages: Sky Plus (288 000 listeners), Russkoye Radio (180 000 listeners), Sky Radio (137 000 listeners), Star FM (250 000 listeners) and Power Hit Radio (115 000 listeners).
Length of audio clip was 20 sec. A new clip was produced for this campaign.

4. Internet

A banner linking to landing page was shown on 5 portals:

www.reporter.ee (flash news),
473 980 impressions, 254 clicks, CTR 0, 05%
www.ohtuleht.ee (evening newspaper),
1 574 413 impressions, 1182 clicks, CTR 0, 08%
www.kv.ee (classified real estate),
276 741 impressions, 125 clicks, CTR 0, 05%
www.neti.ee (general),
1 166 689 impressions, 3144 clicks, CTR 2, 7%
www.ehitusuudised.ee (construction news),
72 417 impressions, 228 clicks, CTR 3, 1%
www.ekspress.ee (weekly newspaper).
143 611 impressions, 162 clicks, CTR 1, 1%

Banner size was 728X90; 825X120 and 848X179 pixels.



5. Print

National newspaper Postimees (both in Estonian and Russian) and local newspapers Narvskaya Gazeta and Põhjarannik/Severnoye Poberezhye were used.

6. Landing page

A special landing page was attached to KredEx homepage with address www.kredex.ee/kampania. The aim of a landing page was for tenants to submit us contact data of persons responsible for maintenance of buildings. Afterwards KredEx should contact these persons and explain needs and possibilities of refurbishing respective houses.

The landing page was visited 5409 times.



7. Press

The first press release was from 23rd October declaring start of the campaign

During the campaign several success stories concerning complex refurbishing of apartment houses were produced and released in respective local newspapers. The stories were real and concentrated on feasibility of real economy in housing costs. All stories were complemented with comments from Mirja Adler, head of Housing Department of KredEx. The articles were composed by professional journalists. Altogether there were 9 stories published in 10 newspapers.

In addition to that national radio and TV broadcasted reports on the campaign featuring Mirja Adler.

BTL

1. Miniposters in Public transport

Two variants were used. Originally a sticker with tear able parts was used. After all parts were torn off then the sticker it was removed. Afterwards handout boxes with flyers inside were distributed into vehicles.



2. Communication using utility bills

Utility bills were printed with a message close to payable amount stating: “This amount could be significantly less. Go to www.kredex.ee or call 6819 954” and “How to reduce your heating bill by 45%? Go to www.kredex.ee or call 6819 954”.



50 big and small utilities and maintenance companies sent their bills with messages both in November and December.

AS Tallinna Küte
Punane 38
13819 Tallinn
Reg nr 10811060 KMK nr EE100726653
Arvestusarvud
aia 10020004128015 SEB
aia 221019227187 Sisebank
aia 332082380005 Sampo Pank
aia 8861000165018 UniCredit Bank
Arvestusarvud
610 7159
610 7162, 610 7185
610 7102 teks
klient@dalkia.ee

Arve number: 01.06.2009 - 30.06.2009
Arve kaupaev: 25.07.2009
Maksetähtaeg: 25.07.2009

Kauba nimetus	Uhk	Kogus	Hind	Maksumus km-ta	KM%	Käibemaks	Maksumus km-ga
Soojaenergia	MWh	0.410	671.14	275.17	18.00	49.53	324.70
Arve kokku:				275.17		49.53	324.70
Tasumisele kuulub:							324.70

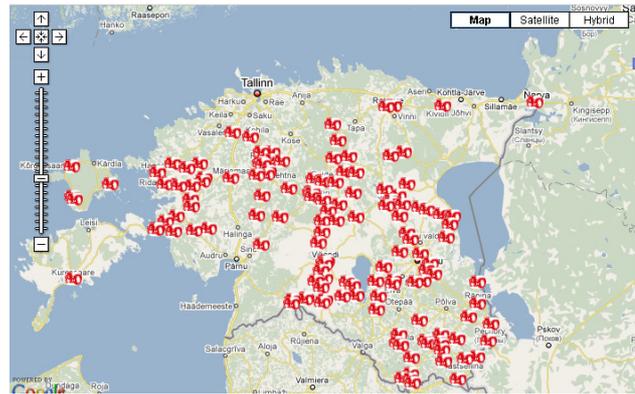
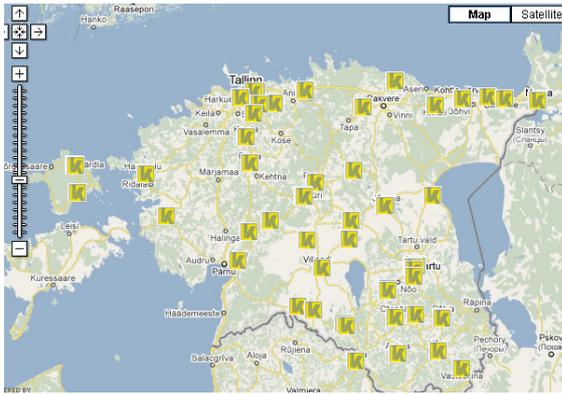
Kõikis võlga maha hõlmatudelt aastast kuni 45%!
Kui nõu tal 061 9954 või e-posti esk@redou.ee
Lisate: www.kredou.ee

Soojusarvestite näidud		Period: 01.06.2009 - 30.06.2009	
Tarbijakoha aadress:			
Arvestusploki nr.	Algnäit	Lõppnäit	Tarbitamine
4199073	529.74	530.15	0.41 MWh

3. Posters near exits of supermarkets and groceries ´.

63 large posters were placed in Konsum chain and 100 posters in A&O groceries chain outlets. In addition large free standing posters were placed near exits of six large supermarkets in Tallinn, Tartu and Pärnu.





4. Posters in centres of smaller towns

Posters together with flyer pockets were placed all over Estonia in centres of smaller towns e.g. in groceries stores and supermarkets, info stands, post offices, town council building etc. Altogether there were 89 posters placed in smaller towns and local centres.



Seminars

Seminars “State of multi apartment buildings and means of energy efficiency” were held in seven cities - Tallinn, Maardu, Rakvere, Jõhvi, and Paide. Paldiski and Kuressaare. Three of these seminars were held in Russian language. Specialists of Tallinn Technical University were involved as lecturers in seminars.



Results and conclusions

The main goal was achieved - awareness of a need to renovate multi apartment houses in order to economize on heating costs was raised. Also the new low interest loan for that purpose was introduced to the market. By the end of December already over 70 houses had received the loan. Number of loan applications is expected to rise substantially during the first months of 2010 for a reason that a number of housing associations have come to a stage where their preparatory activities for applying is completed and secondly.

As a result of interactive campaign a significant database of those housing associations that need advice and guidance in renovating, has been compiled. Already during active period of the campaign specialists of KredEx started consulting tenant organisations on benefits and ways of renovation and how the process of renovation should be financed. The consulting work is expected to continue in coming months.

During consultations with members of housing associations it was possible to draw some conclusions for further development:

1. It appeared that a concept of covering loan payments with resources economized on smaller energy bills is not widely acknowledged. This is something that should be considered in planning future awareness campaigns.
2. Strange as it seems and partly derived also from the abovementioned, people are more sceptical towards benefits of renovation during economic crises than they are during periods of booming economy
3. Housing associations tend not to maximize the result of renovation but rather to minimize costs while still realizing the need of “doing something”. As a result the refurbishment is not as complete as it should be and as a result of that no results are achieved which furthermore feeds scepticism. It is of great importance to stress the need to perform a complete renovation in order to have maximum gain

Energy Awareness Week 2009

Time	9. Nov -16. Nov 2009
Goal	To raise awareness of citizens about ways and possibilities to spare and save energy in all walks of life
Tagline	Saving is wise / Säätmine on tark tegu

Energy awareness week was structured as a conglomerate of different actions and activities. There was a core organizing group that summoned and coordinated all the activities which were on the responsibility of each participating organization or enterprise. There was no financial relation between organizer of particular events and the leading group or anybody else. The leading group provided media coverage and general coordination and also contributed with their own events.

The organizing group consisted of:

KredEx
Tallinn City Council
Estonian Energy
Stockholm Environment Institute - Tallinn
Estonian Union of Cooperative Housing Associations
Tartu Science Park

Altogether there were over 40 organizations or enterprises involved in activities and over 2000 people taking part in these activities. About half of the activities were one way or the other connected to energy efficiency in housing sector.

Direct contributions of KredEx were:

1. Developing logos and stationary for the Energy Awareness Week. Logo utilizes a stylized image of an owl as a symbol of wisdom. The name of the owl is "Energiatark" ("Energywise") which is also the name of special web-site.



2. Developing and maintaining a web site specially designed for Energy Awareness Week. The web-site will be used also in supporting similar occasions to come in the future.



3. A reasonable amount of giveaways that organizers of different events could use as they saw fit. The giveaways were - pens, badges, postcards and pedestrian reflectors. On all giveaways a logo with the owl is prominently displayed.
4. KredEx organized an open house at apartment house which was renovated in course of BEEN project. About 40 people visited the open house event, mainly those being chairmen of home owners associations of the same district - Õismäe.
5. Closing seminar of Energy Awareness Week. The seminar was held in hotel "Swissotel" and featured lecturers from Stockholm Environment Institute - Tallinn and Energy Awareness Centre of Estonian Energy.

The Energy Awareness Week received a large amount of attention in all forms of media including national TV and radio. A number of companies and organization expressed interest in participating in the same event if it be organized next year.

Imprint

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