

Lessons of experience from effective awareness-raising campaigns

Well-researched messages and the right channels can promote better citizen choice on energy use

Behaviour change communication:

- Interactive process with citizens and communities to develop communication strategies that promote positive behaviors.
- Based on proven theories of human decision making and designed to enable people to initiate and sustain positive behavior outcomes.
- Begins with research on opinions and social norms, followed by communication planning, implementation, and monitoring and evaluation.
- Audiences are segmented, messages and materials are pre-tested, and channels are chosen for optimal reach.

Lessons learned:

- Understanding what motivates people and drives their behaviour is central to an effective communications plan
- Opinion research before and after a communications strategy is critical
- Two-way dialogue helps build trust and credibility – what does your audience care about most?
- Source credibility can make or break a communications plan – pick a trusted spokesperson

Designing and implementing a strategy:

- Conduct opinion research (What does our audience think/feel?)
- Determine objectives (What do we want our audience to think/do?)
- Design compelling messages (What do we want people to know/feel?)
- Identify optimal channels (Where do people get trusted information?)
- Assign spokespeople (Who is a credible deliverer of our messages?)
- Determine a timeline and budget
- Design tactics (What do we need to do to encourage/inform dialogue?)
- Set measurable goals (How will we know if we are succeeding?)

KOSOVO:

What does our audience think about energy efficiency?

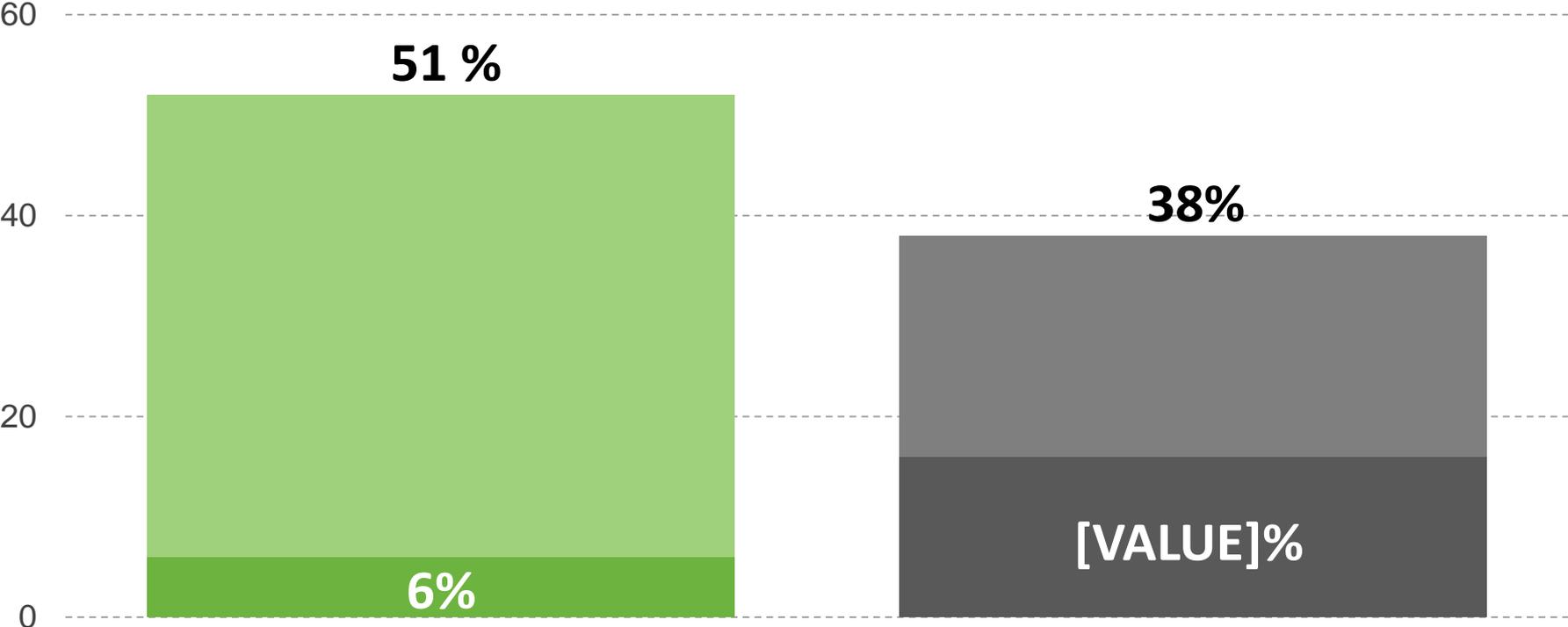
- Opinion surveys
- In-depth interviews
- Focus groups
- Literature and media review
- Stakeholder mapping
- Desk review of other agencies' opinion research

You should have a solid understanding of public opinion before you design a communication strategy.

Energy sector heading in the right direction

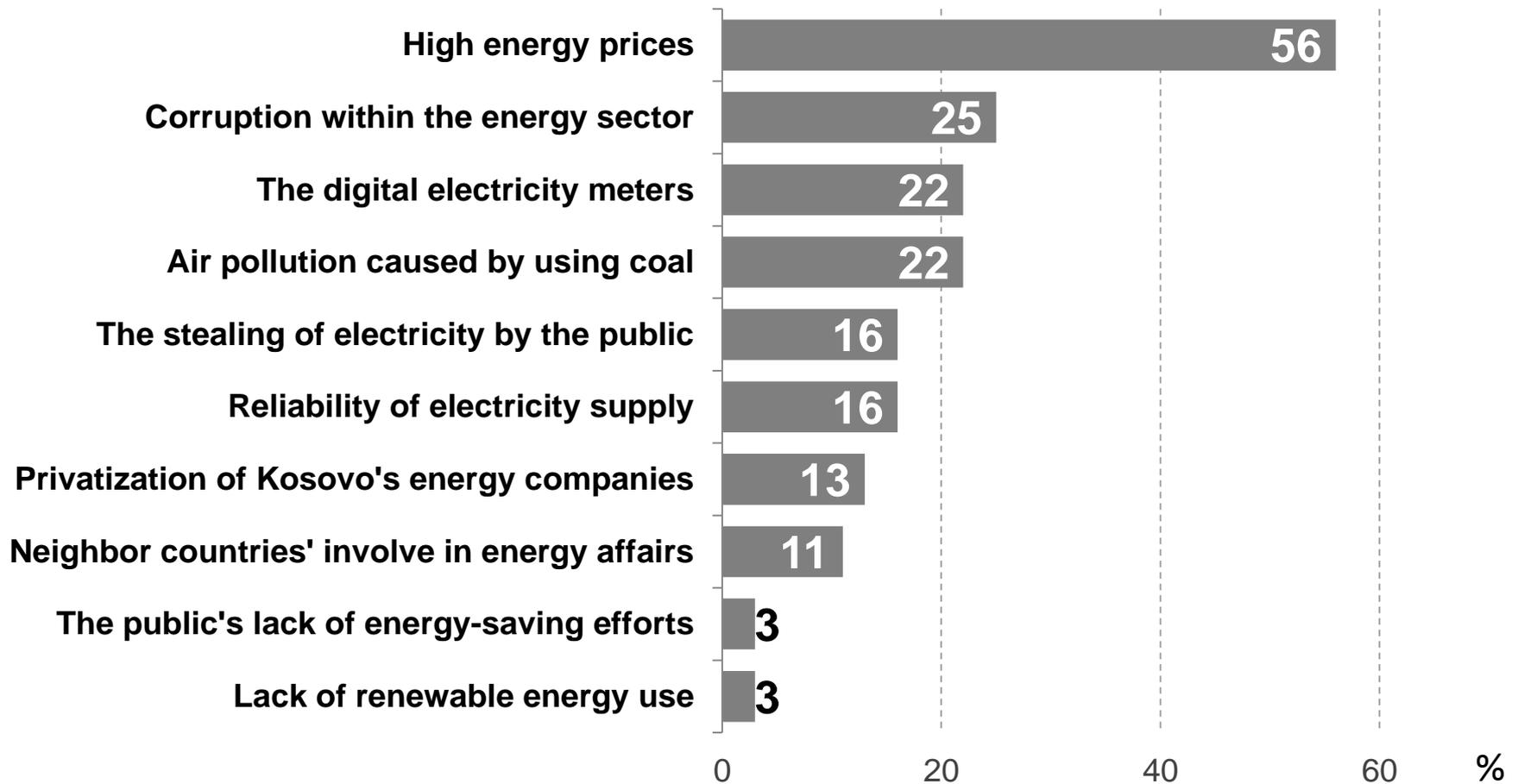
Generally speaking, do you think that the energy sector in Kosovo is going in the right direction, or do you feel the energy sector in Kosovo is going in the wrong direction?

- Right direction, strongly
- Right direction, somewhat



Prices dominate energy concerns

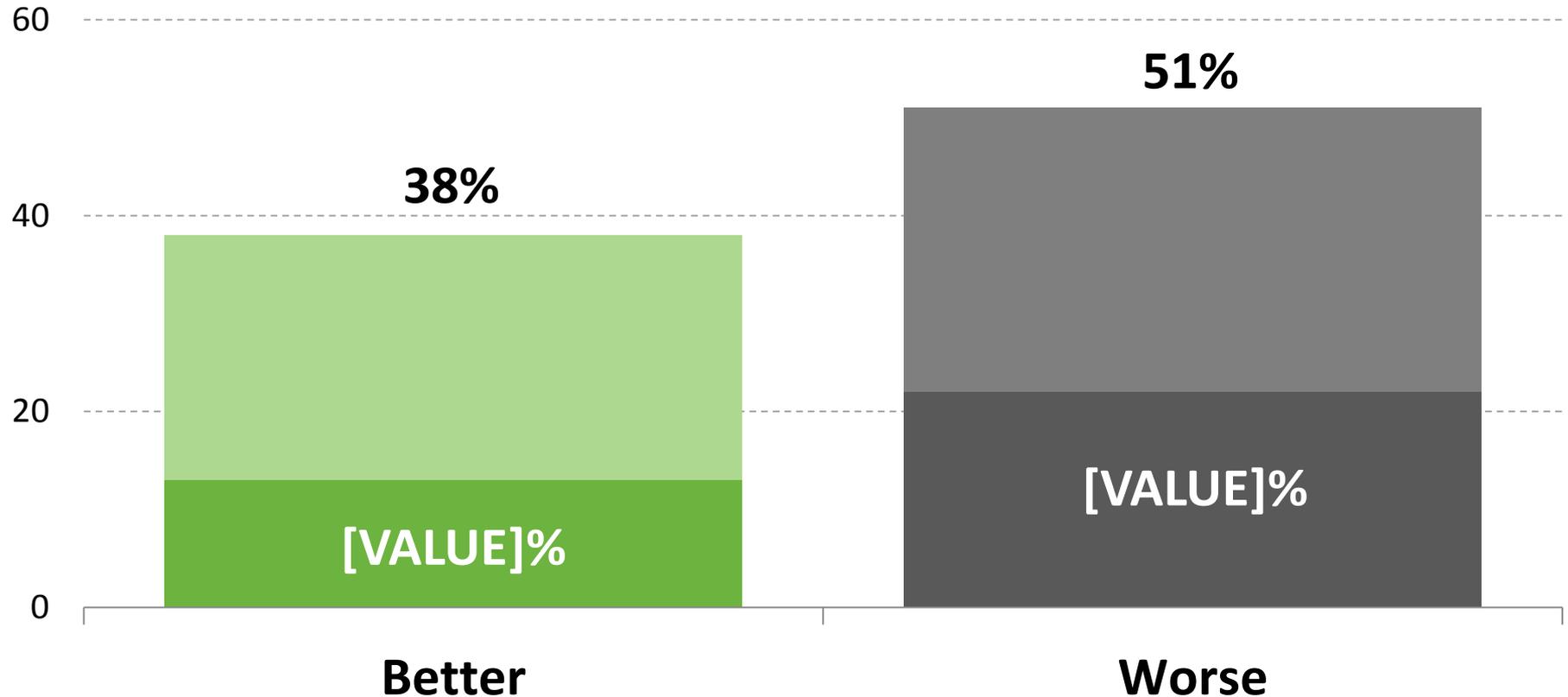
Now, I am going to read you a list of concerns that some people may have about the energy sector in Kosovo. Please tell me which TWO of these concern you the most.



Energy saving efforts seen as getting worse

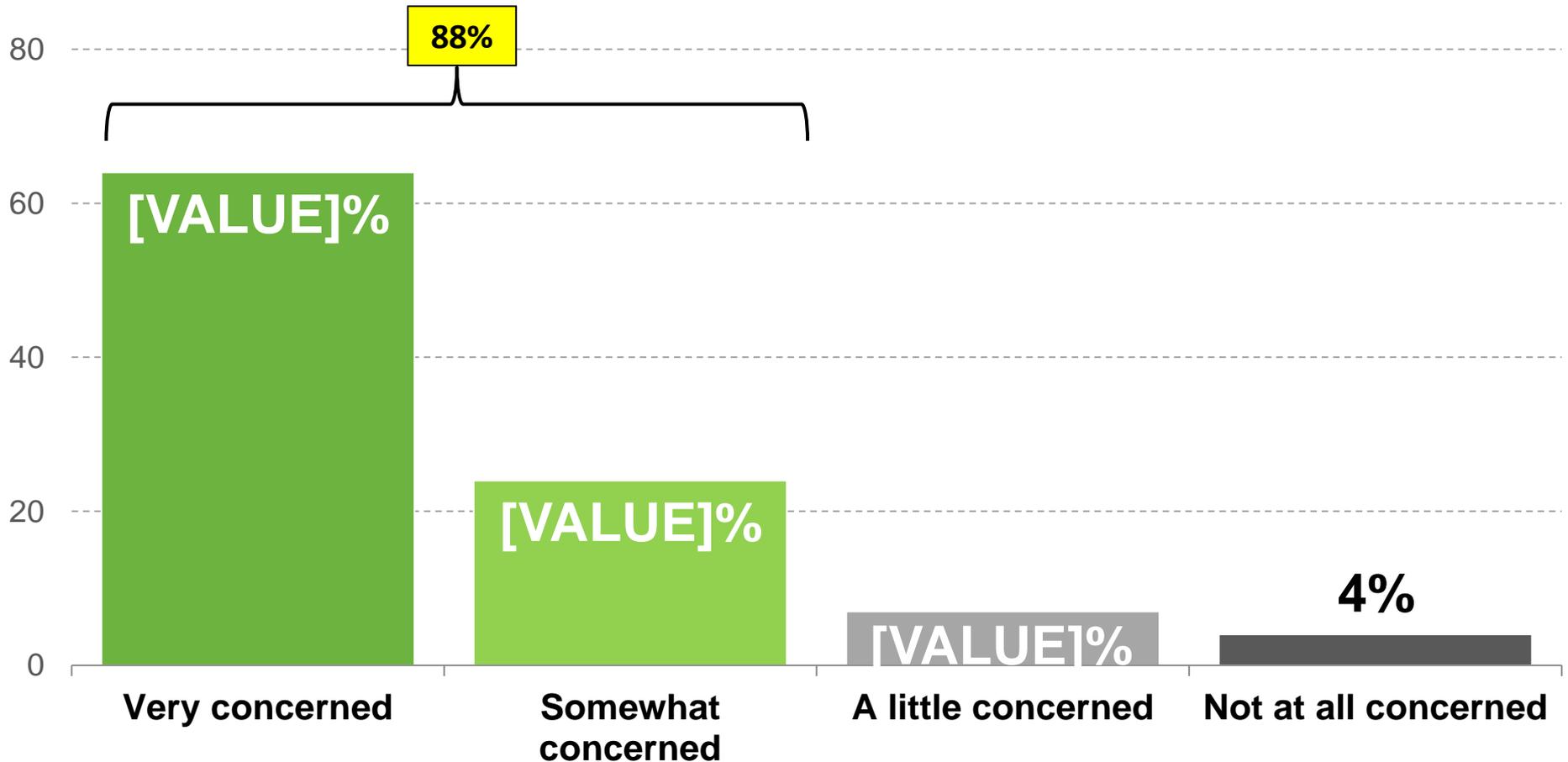
Now I will read you a list of issues concerning the energy sector in Kosovo. Please tell me if you think **Kosovar citizens' energy saving efforts** is getting better or worse in Kosovo.

■ Much better ■ Somewhat better ■ Much worse ■ Somewhat worse



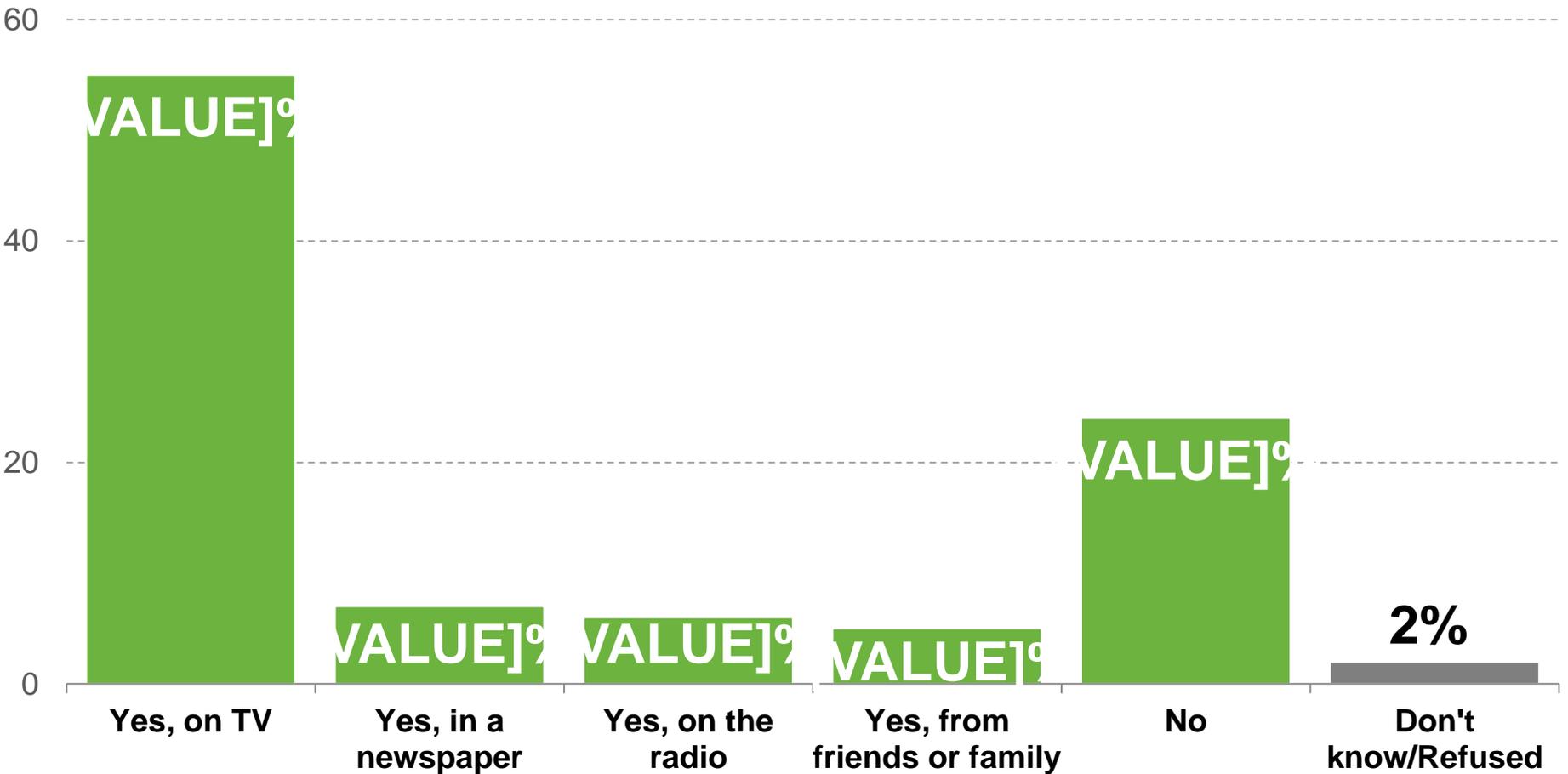
Most concerned about personal energy savings

Are you very concerned, somewhat concerned, a little concerned, or not at all concerned about saving energy in your home and place of work?



Awareness of government's energy efficiency outreach

Have you seen information from the government in recent weeks on energy efficiency?



Ukraine:

What does our audience think about energy tariff increases?

- Focus groups
- In-depth interviews
- Stakeholder mapping

You should have a solid understanding of public opinion before you design a communication strategy.

Understanding of Tariff Changes

- Consumers fear that increased energy tariffs will mean they can no longer afford energy services
- Consumers (and energy experts interviewed) do not associate tariff increases with a broader reform in the energy sector, but rather to EC and IMF requirements, the bad fiscal situation, and the need for the state to mobilize resources
- Consumers fear that prices of other basic goods will rise along with energy tariffs
- Lack of knowledge about how tariffs are determined gives rise to suspicions that tariffs are artificially raised to cover for losses or non-payment by other entities

Perception of Whether Tariff Increases are Necessary

- Respondents feel tariff increases can and should be avoided for the following reasons:
 - A belief that gas can be distributed at lower cost by using domestic sources. Respondents believe that Ukraine exports gas
 - A belief that there are losses and inefficiencies in the system that should be addressed – instead citizens are asked to carry the burden for these losses
 - A belief that average incomes are too low to allow citizens to pay “European tariffs”
 - Dissatisfaction with quality of gas and heating, and lack of trust that revenues from higher tariffs will be used to improve quality
 - Misunderstanding and/or objections to the terminology of paying ‘market’ or ‘commercial’ prices

Expectations of Government Response to Tariff Increases

- People wish that the Government could:
 - Support installation of meters for all energy services to allow for better savings and regulation of consumption
 - Remove bureaucratic obstacles to, and provide financial support for, transition to independent heating (including disconnecting from DH)
 - Explore alternative heating sources, including developing more domestic sources
 - Modernize heating and power infrastructure
 - Support wide-scale energy projects for residential buildings
 - Offer more communication and transparency in the formation of tariffs
 - Offer clear information in all media about details of the reforms and social support measures

Sources of Information

- The majority of respondents receive *energy-related information* from TV, local newspapers, bills, and the internet (less so for older generation)
- The majority of respondents receive *information on energy efficiency* from commercial advertisements on TV, billboards, newspapers, as well as information from sales consultants in electronic stores, friends and family
- Zhekhs are considered inactive and not competent to provide any communication or advice. A widespread view is that Zhekhs should be replaced with professional management companies

After research, develop clear and concise messages

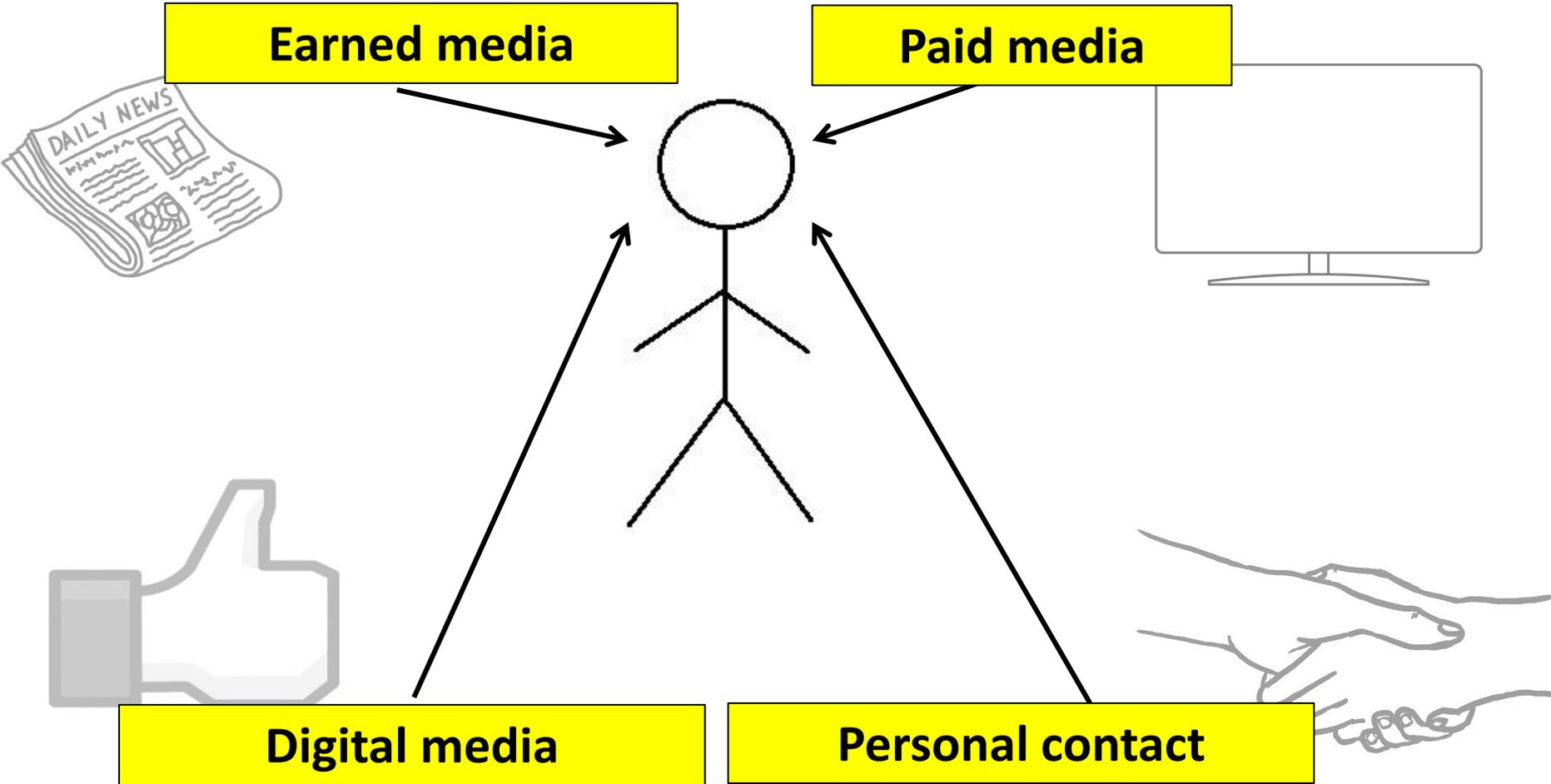
- Messages should be relevant, unique, and repetitive
- Appeal to principles – equality, individualism, ideals about government, patriotism, frugality
- Source credibility and trust are key to receptivity – your choice of spokesperson can make or break a campaign.

Message checklist

- Simple
- Concrete
- Credible
- Emotional
- Story

One of the worst things about having access to a lot of information is that we're tempted to share it all. Keep it simple and relevant to people's lives.

Getting your message to the people



Trainings for journalists

In January-March 2015, **7 trainings for journalists** were conducted in Regional Press Clubs

- Trainings for local journalists on energy tariffs reforms was organized in Kharkiv and Dnipropetrovsk (East); Lviv, Rivne and Vinnytsia (Center-West); Odessa (South) and Kyiv (Center)
 - Seven Oblast Press Clubs served as training hubs; journalists from all Ukrainian regions participated (except from Crimea and occupied territories in Donbas)
 - 278 journalists received training
- Local media in Ukraine started to cover tariff reform more professionally and informatively
 - > 260 print and electronic publications
actual # of publications is significantly higher: there is no efficient mechanism to monitor local media (e.g., newspapers/ radio stations in small towns/ district centers)
 - TV- and radio programs on 46 local TV and 16 radio channels
 - Population coverage of ~14 million Ukrainian adults (>30% of population)

Establishing objectives:

What do we want our audience to think/do differently?

- Objectives should be specific, achievable, and measurable
- Agreement should be reached among agencies about goals
- One year from now what behaviours would we like to see?
- Identify informational and attitudinal objectives
 - Awareness-raising campaigns are necessary, but will not change minds or behaviours.
 - You need attitudinal objectives as well.

Setting measurable goals

- **Outcomes:** what happened as a result of what you did? Are people changing their behaviours?
- **Outputs:** actions that have been taken by your communications team, events held, tactical activities.
- **Revisit your research:** have opinions changed?
Conduct a second survey after the campaign to (1) re-measure awareness levels; (2) track exposure to messages; (3) determine the reach and influence of your communication strategy

Tips for running an effective communication campaign

- 1) Develop a clear, concise message that is relevant to people's lives**
- 2) Create an organized campaign structure**
- 3) Get your message to the people**
 - **Paid media**
 - **Earned media**
 - **Digital media**
 - **Personal contact**
- 4) Organize and develop a strategic schedule**