



# REPORT ON PROMOTION CAMPAIGN IN Sisak-Moslavina County, Croatia

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## Goals of the campaign

Main purpose of project REACH – Reduce Energy use And Change Habits – is to reduce energy poverty in socially vulnerable households in the pilot areas chosen in the four project countries. Objectives of the promotion campaign are related to the entire process of the project implementation in the Croatian pilot area - Sisak-Moslavina County.

Goals of the promotion campaign:

Increasing the visibility and acceptance of the project among energy poor households and motivating them to apply for the visit; increasing the visibility of the project REACH and the energy advising service within general public, media and relevant actors and stakeholders; attracting interested actors and stakeholders to participate in the service and to motivate them for potential extension of the service; encourage and motivate students to take part in the practical training as a REACH energy adviser; warn on the issue of energy poverty: presenting measures and advice for efficient energy use; building on visibility of DOOR and other actors involved as a socially responsible organizations and institutions.

The main goal (reaching the energy poor households) was successfully reached and a sufficient number of households was reached and visited. Regarding other goals, they were also reached - relevant local actors joined the project activities, students were engaged in the visits, the project and the topic of energy poverty was communicated on local and national level. In the upcoming months, more effort will be taken to communicate the project activities to broader public.

## Activities

### 1. Promotional activities targeting the households:

- Leaflet / application form was distributed (500 pieces) from March to July 2015 – it was distributed through Centres for Social Welfare in Sisak-moslavina County, premises of several local NGOs, City offices of Sisak and Petrinja
- REACH thermometer was distributed to households during the visits
- REACH canvas bag was distributed to households during the visits
- REACH guidebook was distributed to households during the visits
- REACH was presented in national and local media

## 2. Promotional activities targeting the faculty students and professors:

- April 2015 - Faculty of Electrical Engineering and Computing, University of Zagreb - a training was held for the students to be taught how to perform energy advising visits to energy poor households
- May 2015 – Centre for Croatian Studies, University of Zagreb - the project was presented and students invited to take part in the household visits
- June 2015 – Faculty of Civil Engineering, University of Zagreb - the project was presented and students invited to take part in the household visits

## 3. Promotional activities targeting the stakeholders and broad public:

### a) Meetings and communication with relevant stakeholders:

- 16<sup>th</sup> of March 2015 a meeting with local stakeholders was held in City of Petrinja

### b) Events during which project was presented:

- A three-day seminar "Fighting energy poverty with energy efficiency" was held in Petrinja (May 2015) – project REACH was there presented, and the project experiences were shared with the participants; REACH guidebooks and thermometers were disseminated
- A study trip to Hamburg (May 2015) on the topic of "Fighting energy poverty" – project REACH was presented to participants
- An event organized by DOOR and Ministry of Economy (June 2015) debating on low carbon development in Croatia - REACH guidebooks and thermometers were disseminated

### c) Website / social media work:

- project website: Jan 2015 – September 2015 – articles published on project activities
- Social media (DOOR Facebook and Twitter) – posts and tweets published regularly from project start on project activities and energy poverty in general
- YouTube (DOOR's YouTube channel) – project video published and shared via website and social media; a short video was filmed during the seminar "Fighting energy poverty" in which project REACH was being mentioned
- media cooperation established and links exchanged (REACH website with 5 media – web portals)

d) Media work:

- project and the topic of energy poverty were presented to national and local media

## Actors

### Actors who participated in the promotional campaign:

Youth association New World, Luščani

NGO Civil Rights Project, Sisak

City initiative “My town Sisak”, Sisak

Sisak City office

Petrinja City Office

Croatian post office in Sisak Caprag

Department for social welfare of Sisak-Moslavina County

Centres for social welfare in Sisak-Moslavina County

Faculty of Electrical Engineering and Computing, University of Zagreb - students

Centre for Croatian Studies, University of Zagreb – students

Volunteering Centre Zagreb – volunteers

DOOR volunteers

## Tools

Several communication tools were developed, both for project in general and specifically for local communication and were all used during the local campaign:

- a leaflet on project REACH in general
- a thermometer / hygrometer with project related information
- a guidebook with energy saving advice
- a leaflet which was developed as an application form for applying for the visits
- a canvas bag (reusable, encouraging to save) with project visibility

All of the tools were used for the communication with the potential households and the chosen households that were visited. Project leaflet, thermometer and the guidebook are also being disseminated to all relevant stakeholders and public interested in the topic of energy poverty.

## Communication channels

For reaching households, the main channel used were leaflets/application forms that were disseminated via local actors - Centres for Social Welfare in Sisak-Moslavina County, premises of several local NGOs, City offices of Sisak and Petrinja. Households in which the visit was implemented were encouraged to tell their neighbours about the project and the possibility to apply for free energy audit and to recommend the neighbours that they believe should to be contacted. Centres for social welfare shared the lists with their beneficiaries to be contacted.

Above mentioned project tools were additionally used to better communicate the overall project.

Project website, social media and local/national media were also used to disseminate information about the project.

Reaching a sufficient number of households for implementing the visits wasn't easy, but through combining all the mentioned communication tools and channels, it was done in a successful way.

## Results

The visits were implemented in 300 households of the pilot region.

Local actors who participated in the promotional campaign were directly informed about the project and energy poverty in general.

Project and the topic of energy poverty gained visibility through the promotion on the project website, social media and local and national media coverage.

Project communication tools were and continue to be disseminated.

Media coverage with five web portals was established recently and therefore project visibility is expected to be enhanced in the period ahead of us.



## Partners



Focus - Association for Sustainable Development, Slovenia

[www.focus.si](http://www.focus.si)



Society for Sustainable Development Design, Croatia

[www.door.hr](http://www.door.hr)



Energy agency of Plovdiv, Bulgaria

[www.eap-save.eu](http://www.eap-save.eu)



Macedonian Centre for Energy Efficiency, Macedonia

[www.macef.org.mk](http://www.macef.org.mk)

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