



# REPORT ON PROMOTION CAMPAIGN IN POMURJE

AUTHOR: TOMISLAV TKALEC

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## 1. GOALS OF THE CAMPAIGN

Main purpose of project **REACH** – Reduce Energy use And Change Habits – is to reduce energy poverty in socially vulnerable households.

Objectives of the promotion campaign are related to the entire process of the project implementation in the Slovenian pilot areas. Main goals of the promotion campaign:

- Reaching the energy poor households and motivating them to apply for the REACH energy advising service. Increasing visibility and acceptance of the project among energy poor households.
- Increasing the visibility of the project REACH and the energy advising service. Visibility within general public, media and relevant actors and stakeholders is necessary and crucial for the success of the project.
- 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.
- Putting attention to the issue of energy poverty.
- Exposing measures and advices for efficient use of energy.
- Building on visibility of Focus and other actors involved as a socially responsible organizations and institutions.

Main goal – reaching the energy poor household – was successfully reached, as for now enough households applied for the energy advising service. Regarding other goals, they were also reached, as we have managed to gather all relevant local actors to join the project activities. Apart from that, more effort should be put to communicating activities of the project to broader public. That means more engagement with local media.

## 2. ACTIVITIES

No.	Activity	Where	When	Comments
1	Distribution of leaflets for households	Centre for Social Work Murska Sobota	October - December 2014	- Institution is providing information and leaflets for target group households
2	Distribution of leaflets for households	Local Energy Agency Pomurje	October - December 2014	- Institution is providing information and leaflets for target group households and broad public
5	Articles about REACH in various media (newspapers, portals, radio)	Regional (Pomurje) and national level	March - August 2015	Promotion of REACH for broader public and promotion of REACH to our target group households. Includes national and regional media (Finance, Radio Center, CNVOS, Mzi - Informacijski portal Energetika, Radio Slovenija, LRF za Pomurje, Energija doma, Energetika.net)
6	Presentation of REACH to interested students	SPTŠ Murska Sobota	May 2015	Presentation of project and its activities to students, interested in joining the project.
7	Workshop for reducing energy expenses	LEA Pomurje, Martjanci	13.5.2015	Event was attended by local authorities, energy experts, households and local actors; purpose of the event was to give information about EE measures and to present REACH project.
8	Events on national or regional level (National Energy Conference, Seminar for teachers, Seminar for NGOs, Lecture for households)	Portorož, Žalec, Ljubljana, Maribor	April - May 2015	Promotion of REACH for broader public, decision makers, potential stakeholders, experts, networks, teachers.
9	Meetings and communication with relevant stakeholders and actors (LEA Pomurje, Ministry of Infrastructure, Ministry of the environment and spatial planning, GI ZRMK, Ekosklad, SPTŠ Murska Sobota, Municipality Murska Sobota, Centre for Social Work Murska		April 2014 - August 2015	- Intended for cooperation and promotion activities,



	Sobota, Caritas			
10	Distribution of project leaflet/card (with thermometer and hygrometer)	To various stakeholders in Pomurje region	March - August 2015	REACH card was distributed on various meetings and events.
11	Social media activities	FB	October 2014 - August 2015	Posts about REACH: promotion of REACH for broader public and promotion of REACH to our target group households.
12	Web page activities	/	October 2014 - August 2015	Articles about REACH: promotion of REACH for broader public and promotion of REACH to our target group households.
13	Promotion of REACH videos (through various channels)	/	April - August 2015	Videos intended for promotion of REACH to broader public.

### 3. ACTORS

No.	Organization	Contact person	Role
1	Vocational and Technical high school Murska Sobota (SPTŠ Murska Sobota)	Principal Ludvik Sukič	To identify and select appropriate students for energy advising; and to promote the project through their channels
2	Centre for Social Work Murska Sobota	Nataša Meolic	Main channel for promotion and recruitment of households for energy audits
3	Local Energy Agency Pomurje (LEA Pomurje)	Bojan Vogrinčič	Cooperation in most of the project activities in Pomurje
4	Centre for Social Work Lendava	Erika Vrbančič	Additional channel for promotion the project to the households (if needed)
5	Caritas Murska Sobota	Jožef Kociper, Simon Slana	Additional channel for promotion the project to the households (if needed)
6	Red Cross Murska Sobota	/	Additional channel for promotion the project to the households (if needed)
7	Adult Education Centre Murska Sobota (Ljudska univerza)	Alenka Kučan	Additional channel for promotion the project to the households (if needed)
8	Local pensioners associations	/	Additional channel for



			promotion the project to the households (if needed)
9	Municipality of Murska Sobota	Aleksander Jevšek	Promotion of project to broader public, additional channel for promotion to households (if needed)
10	Other municipalities in Pomurje region	various	Promotion of project to broader public, additional channel for promotion to households (if needed)

## 4. TOOLS

No.	Activity	Target group	Channels	Reference
1	Leaflet for households	Households	Promotion of the project via local partners (Centres for Social Work, LRA Pomurje,...)	Deliverable D4.3
2	REACH leaflet/card (with thermometer and hygrometer)	Households, stakeholders, local and antional authorities, experts, broad public	Promotion of the project via meetings, events	Deliverable D7.4
3	Web page	Households, stakeholders, local and antional authorities, experts, broad public	Promotion through social networks, media and events	<a href="http://reach-energy.eu/si/">http://reach-energy.eu/si/</a> (Deliverable D7.7)
4	FOCUS FB profile and web page	Sstakeholders, local and antional authorities, experts, broad public	Social networks and media	<a href="http://focus.si/">http://focus.si/</a> , <a href="https://www.facebook.com/pages/Focus-dru%C5%A1tvo-za-sonaraven-razvoj/102712549764614">https://www.facebook.com/pages/Focus-dru%C5%A1tvo-za-sonaraven-razvoj/102712549764614</a>



5	REACH promotional video	Households, stakeholders, local and national authorities, experts, broad public	Promotion through social networks, web page, media and events	<a href="https://www.youtube.com/watch?v=PhkIk9N0Bc">https://www.youtube.com/watch?v=PhkIk9N0Bc</a> (Deliverable D7.3)
6	Additional video about REACH	Stakeholders, local and national authorities, experts, broad public	Promotion through social networks, web page, media and events	<a href="https://www.youtube.com/watch?v=sOvffbsWHbU">https://www.youtube.com/watch?v=sOvffbsWHbU</a>
7	Press release <i>Energy efficiency first</i> (published 5. March 2015)	Media	Local and national media	<a href="http://focus.si/index.php?node=27&amp;id=1510&amp;s=arhiv">http://focus.si/index.php?node=27&amp;id=1510&amp;s=arhiv</a>
8	Presentation of REACH	Households, stakeholders, local and national authorities, experts, broad public	Promotion on events, meetings	Deliverable D7.5

## 5. COMMUNICATION CHANNELS

For dissemination activities of the promotion campaign a variety of communication channels were used:

- local and national media (newspapers, journals, web portals, radios): Energetika.net, Finance, Radio Center, Mzi – Informacijski portal Energetika, Radio Slovenija, Poslovna akademija Finance, LRF za Pomurje, Energija doma, Deloindom,
- social networks and media (with promotion of the project web page): FB and Youtube profiles and pages from various actors (Focus, Greenpeace, SE-F, LKM, Environmental Centre),
- promotion of the project with leaflets and project card (with thermometer and hygrometer): via Centres for Social Work, Municipalities, Caritas, SPTŠ Murska Sobota, and on various events,
- participation and presentation of the project in various events,



- 'word-of-mouth' - households that received the visit were encouraged to tell their friends and acquaintances about the project and possibility of applying for free energy audit.

## **6. RESULTS**

Promotion activities in Pomurje had a slow start, since training for students - energy advisers - will be held in September 2015 (due to the fact that SPTŠ Murska Sobota has different agenda for practical training of their students - it is held in September - training activities could not be implemented in previous school year). (Promotional) Activities for students in school are ongoing and in September first generation of energy advisers in Pomurje region will be trained.

Also in September, first visits will be implemented. Until August 2015 about 35 households applied for the service. Most of them got the information in the Centre for Social Work Murska Sobota, where they also applied for the REACH service. Others got information from LEA Pomurje or through national or local media.

As most efficient way of informing the households and gathering the applications is through Centres for Social Work, we will strengthen the promotion activities there and continue with this cooperation until the end of the project. From experience in Zasavje region, we expect that enough households will apply for the first round of visits in Pomurje. If not, more effort will be put in the promotion of the visits in local media and through other organizations (Caritas, Red Cross).

For now, our target group - energy poor households can easily get information about the project in Centres for Social Work, but for accessing the broad public and promoting the project, more effort will have to be put in promotion of the project itself in national and local media.

Experience from visits in Zasavje region, carried out so far, is very good. All households have been satisfied with the service and have commended the project. So have all other stakeholders, included in the project so far.



## Partners



Focus – Association for Sustainable Development, Slovenia

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



DOOR – Society for sustainable energy development, Croatia

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



EAP – Energy Agency of Plovdiv, Bulgaria

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



MACEF – Macedonian Centre for Energy Efficiency, Macedonia

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

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