

Good practice factsheet

Core Theme 6

Information campaign for promoting energy efficiency in Croatia

Core Theme and topic	<i>CT6 Informing and advising final consumers, WG1 – The importance of trust</i>
Name of work programme/project	Information campaign for promoting energy efficiency in Croatia
Project scope and description	
Short description of the programme & what it hopes to achieve	<i>At the time the ESD came into the force, the level of awareness and knowledge about energy efficiency in Croatia was very low. Energy efficiency was not a part of public discourse, which was serious and probably the most important barrier to fulfilling ESD targets. Therefore, the Ministry of Economy, in cooperation with United Nations Development Programme (UNDP), started a comprehensive project “Removing barriers to energy efficiency in Croatia”. A national information campaign for promoting and educating citizens was launched as a part of this project. The main aim was to make the general public more aware about energy issues and provoke them to change behaviour towards more energy efficient decisions.</i>
What is the scope of the project? e.g. - National/regional/local - Building type/owner	<i>The national campaign targeted the general public, i.e. citizens. However, it was supported by local activity such as establishment of local EE info points within local administration.</i>
Who are the key people involved? e.g.: - Installers - Local Authorities	<i>The UNDP project office was responsible for running the media campaign. Besides the media, local authorities and producers of energy efficient equipment were also involved. Simultaneously to the media campaign, EE info centres and offices were established all over Croatia within the local administration as energy advising points for citizens. A network of companies offering EE products was established and these companies equipped the EE corners placed in shopping malls to demonstrate practical solutions to the citizens.</i>
Who was the target audience?	<i>The campaign was aimed at citizens. The communication approach is summarised by the campaign slogan “Energy in our home – live better, pay less”. This way the citizens were told – if you are more energy efficient, you can spend less money and improve the quality of your life.</i>
How was this work programme/project financed?	<i>The campaign started with financial support from the UNDP/GEF, but afterwards was mostly supported from Croatian Environmental Protection and the Energy Efficiency Fund with more than 1 million EUR. This is a special purpose, extra-budgetary Fund which collects various charges on polluters and spends it on targeted projects for environmental protection and energy efficiency.</i>
What was the cost of the work programme/project?	<i>The total costs of the campaign were approximately 1.6 million €. The sources of funding were UNDP/GEF (approximately 17%), the Fund (82%) and Ministry of Economy (1%).</i>
When did it start and end?	<i>The media campaign was launched in January 2007 and lasted until April 2010. However, activities supporting the campaign are still operating today including the EE info offices, info centre and websites ensuring continuity of information availability.</i>
Project Outcomes & Communication	
What were the key achievements?	<i>The campaign has achieved its aims – energy efficiency has become a ‘hot’ topic in public discourse. Awareness levels of citizens have increased, which was confirmed by the subsequent yearly public opinion</i>

	<p>surveys. The number of citizens that believe they can reduce their energy consumption by implementing energy efficiency measures has increased from 27,9% in 2007 to 47,7% in 2010.</p>
What were the outcomes and expected benefits?	<p>The interest in energy efficiency has significantly increased as well as implementation of EE measures by citizens. Public opinion surveys have revealed the following:</p> <ul style="list-style-type: none"> • number of citizens familiar with energy efficient products available on the market has increased from 33,4% to 43,9% • number of citizens using CFLs increased from 48% to 67,4% • number of citizens using A+ appliances increased from 22% to 30,8% • number of citizens using low-e windows increased from 14,8% to 23,4% <p>In addition, the number of requests for subsidies from the Fund has increased significantly since the start of the campaign.</p>
What were the key lessons learned?	<p>First of all, it is important that the institution that leads the campaign has credibility among citizens. In this sense, it was very useful to have an independent international institution promoted as a leader of the campaign rather than the Government itself.</p> <p>Secondly, the campaign needed to be thoroughly prepared and a complex system for information dissemination had to be designed which included media (national and local, electronic and written), a dedicated website and various types of advising points for citizens. When broadcasting nationally it is necessary to provide additional information to those who are interested. This is also the way to ensure lasting availability of information to citizens.</p> <p>Thirdly, a gradual approach was very important for Croatian circumstances - the campaign started with simple facts and clear messages that everyone could understand, and later on the more detailed messaging and content were gradually developed over time.</p>
Is there anything you would do differently in future?	<p>No, not really. However, it 'hurts' a bit that we are not able to attach energy savings to these activities; hence it would be useful to learn how to measure the impacts of these 'soft' measures in terms of energy savings.</p>
What makes this a good practice example?	<p>We believe that the information given above and numbers speak for themselves. It needs to be emphasised that in Croatia we now have almost 90 EE points (centres, offices, corners) where citizens can get competent advice on how to improve energy efficiency in their homes. Energy efficiency is slowly rising on the political agenda and people are increasingly aware of the possibilities to reduce energy bills. Additionally, the media campaign itself was replicated in Montenegro with great success.</p>
Web links to further information	<p>http://ee.undp.hr/</p>
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Please indicate if you can give a short (15 minute) presentation at a Plenary Meeting or other event	<p><u>Yes/No</u></p>
Please indicate if this case study can be made available to the public?	<p><u>Yes/No</u></p>