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D 5.5: Update on national campaign activities in FRANCE

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The European Enterprises Climate Cup

The European Enterprises Climate Cup (EECC) is an EU-funded project that aims to support small and medium sized enterprises (SMEs) in their goal to be front-runners in energy efficiency management. By participating in a Europe-wide competition, they are provided with by cost-free energy advice and good-practice sharing. In addition, their engagement for climate protection in terms of Corporate Social Responsibility (CSR) will become visible all over Europe.

The European Enterprises Climate Cup (EECC) has been launched on the 28th of April 2015 and will end on the 31th of May 2016. Small and medium sized enterprises with a separate office space and up to 250 employees in 10 European countries (Austria, Bulgaria, Denmark, France, Germany, Ireland, Italy, Latvia, Malta and Spain) are encouraged to enter into the competition on a national as well as on a European level. Over the following 12 months, participating companies will be supported to implement energy saving measures in their offices and motivating their employees to undertake energy efficient behavior.

1. Introduction to the Campaign

The national EECC campaigns will focus on different campaign activities, such as:

- Involvement of endorsements (company recruiting and dissemination)
- Recruitment of companies as participants
- Workshops with energy agents
- Energy audits at companies
- Internal communication activities within companies
- External communication (media activities, events, publications)

In the following the French campaign approach will be introduced according to the above mentioned campaign activities. Best practices and their effects as well as challenges will be pointed out.

2. Recruitment of SMEs

- Recruitment of SMEs

The main approach in France has been to use existing contacts, either for a direct contact to SMEs or for a contact with a multiplier. An effort has been made to circulate the information through existing networks and the media.

- Contact details of SMEs have been asked to colleagues. These contacts were either professional or personal. Then the validity of the contacts has been checked (Is it an SME? A private organisation? Are there offices, and no public received? This has drastically reduced the list. The remaining contacts have been approached directly, proprietarily by phone and when impossible by email.
 - Contact details of multipliers have been asked to colleagues and looked up on the Internet, proprietarily on HESPUL's geographical action area (Rhône department). Multipliers have then been contacted directly, by phone when possible, otherwise by email. One multiplier has been met face to face (Lyon's Chamber of Commerce).
 - To circulate the information to more general targets, HESPUL has used its own contact database (3 newsletters sent to different targets). A press release has been sent to over 500 journalists at national level. The information has also been sent to networks HESPUL is a member of, at regional (IERA) as well as national level (CLER, négaWatt).
 - Some attempts have been made to directly contact companies without any prior relation to them.
- Major problems encountered and lessons learned

To sum up, we could say the major problems encountered are of three types: misunderstandings, willingness to commit, and HESPUL's estimated legitimacy by the targets or multipliers.

- Misunderstandings, or need for clarification. A lot of work and time has been spent explaining to colleagues, multipliers and companies the conditions to participate. The message seems rather complex to transmit: number of employees, being a private organisation, activity should take part in offices, and these offices should not receive a public. As a consequence, organisations have signed up though they were not eligible, and

the initial list of contacts given by the colleagues has been drastically reduced. However, these “wrong” inscriptions have been used to feed a “2nd circle” of organisations interested by the Challenge but not as participants. Lesson to be learnt: the simpler the conditions, the easier for everybody to check them.

- Willingness to commit. For the companies we have been able to contact by phone, one of the major barriers to participate in the Challenge was the commitment they estimated. Clearly, they were afraid they would not have enough time available and/or did not feel to commit for such a long period. Lessons to be learnt: with the experience gained with the Challenge, we are able to estimate the time as 2 hours per week. This can be a lot for some employees/energy agents, even more when they are doing more than their job. Plus: some persons and companies are more comfortable with the idea of punctual events rather than a long commitment. It could be interesting to check if companies signing up for a punctual event would then be willing to commit to a long commitment on the same topic.
- HESPUL’s estimated legitimacy, or HESPUL’s image. HESPUL is an Energy Info Point (Espace Info-> Energie) among other missions. This particular mission is to provide, at local level, advice and awareness campaigns to individuals and public bodies. On other activities we are partners with companies, but it is the first time companies are our targets. For companies, we are not identified as a possible partner/facilitator. For some multipliers or stakeholders, it seems that it has been confusing to see HESPUL in that position. Please note that with the Challenge, we don’t overlap the missions of other organisations providing support to companies on the energy field: the Chamber of Commerce, for example, specifically helps companies reducing energy consumption on industrial processes. The recruiting phase has been a first occasion to clarify all this, but a second round of discussions will be held to better envision how our roles are complementary. Lesson to be learnt: previous to the beginning of such a project, it is necessary to take the time to talk and clarify the project, if possible face to face, with the different stakeholders.
- Brief overview of participating companies and (Name, SME branch/sector, number of employees, motivation to take part, challenges) See *list of contacted SMEs*.

3. Involvement of Endorsers and Synergies with other Campaigns

- Use of multiplier organizations in relation to the recruiting of/communication with the SMEs
In complement of what has been written above: multipliers have each had a different way to circulate the information around them. Most of the companies could not tell us how they had had the information about the Challenge, so it is very difficult to make conclusions as to the efficiency of the different ways to circulate the information. What is sure is that they have appreciated to have texts and images available for them to simply copy/past or adapt to their communication.
- Cooperation/interaction with other local and regional campaigns/initiatives
 - Mobility Challenge, June 2015. We have thought of making this mobility challenge an opportunity to recruit companies. The mobility Challenge is targeted to companies, and locally coordinated by HESPUL. However, the public authority we provided the communication material would rather have a very clear communication on one Challenge at a time. So we have not been able to use this opportunity.

4. Communication with participating SMEs

Several means of communication have been experimented and implemented during the challenge to raise awareness on energy savings in the companies, to help and facilitate the energy agents and to make energy savings easier.

- **Newsletters:**
 - During the challenge, 9 monthly newsletters have been sent: all the articles are available on the French EECC website (24 articles in total). It was sent to 29 persons each time (participants of the challenge + 2nd circle)
 - The newsletters were one of the important tools developed to inform energy agents. They also can send the newsletters to their colleagues
- The **French EECC website** was used to gather all the news sent to the participants: articles published in the newsletters, information on the challenge, news, links to Hespul social media and to the iESA. All this content was also available for journalists when they needed to write an article on the challenge. One missing element was that we did not have access to the statistics of the French EECC website so we were not able during the challenge to measure the impact of the information spread and the impact on 2nd circle companies.
- **Energy Weeks:**
 - Energy survey on eco-habits: this survey has been sent to all the participants and the 2nd circle and all the employees were invited to answer. This survey, sent in September 2015, aimed at identifying which were the eco-habits yet done in the enterprise, the one that employees were ready to test, the one they were not ready to do or the one that couldn't be done. This identification of potential drivers and barriers gave the energy agents a starting point to raise awareness on energy in the company. 129 answers were collected, each company had a synthesis of its own survey and a summary has been done including all answers and questions of the respondents. All the elements are available in French upon request.
 - Action cards. HESPUL has provided 7 action cards to the participating companies. Each card describes an action that can be implemented in the company to inform about the Challenge, to raise awareness about energy consumption in the company and to motivate the employees to participate in the Challenge. For example, it is recommended to set up a physical board to collect all information related to the Challenge. The topics of the action cards were: creating a notice board and an energy leaflet, doing an survey on energy habits, doing an energy survey of the offices, drawing up an action plan, organising a convivial meeting with colleagues, setting up a energy working group, organising a game night. These action cards were a principal material to organize the energy weeks in the companies.
 - Advices cards: 8 topics have developed in the action cards: office equipment, heating, cooling, lighting, eating area and coffee break, ventilation, water and mobility. The aim of the action cards was to give useful advices on energy savings.
 - Guide on "Eco-habits at the office": due to the good feedback of the companies as the serious of the advices provided and the friendly vocabulary used, we decided to offer them a compilation of the action and advices cards in a printed version. This 36 pages

guide has been sent to each company (participants and 2nd circle). The pdf document is available in French upon request.

- **Workshops for Energy Agents (Topics, number of participants, results, lessons learned)**
 - **1st workshop.** 4 sessions in June 2015, 2 face to face (Lyon and Montreuil), 2 sessions via webinar.
 - Topics: general information about energy issues globally and nationally, the “negaWatt approach” (conservation, efficiency, renewables), how to set up an account in iESA and how to use it, theoretical notions about behavior change and practical actions to set up in the company (action cards) small investments that can help the company measure and reduce energy consumption.
 - 10 participants in total
 - Lessons learnt: persons in a company are not very available for a days’ workshop. Still taking the time to exchange face to face or at least through a webinar is necessary for a better contact in the next steps of the Challenge. It is a challenge in itself to understand why motivated persons who have signed up for this Challenge do not show up when it is time to start it, with our help.
 - **2nd workshop:** after the energy audits time
 - Topics: actualities of the challenge, solution and ideas to motivate colleagues, inventory of the actions made and that could be organised, material to be created... This face-to-face meeting was really appreciated by the energy agents.
 - 10 energy audits have been done so 10 participants in total
 - Lessons learnt: it is important to have some special moments with the energy agent, by phone for sure and also with face-to-face meetings in the company. The energy agents can share the difficulties and success encountered and the advices given are really individualized.
 - **3rd workshop:** Due to a lack of availability of the companies, we have found an alternative to face-to-face or via webinar workshops which demand to find the same schedule (day and time). So we decided to have a specific phone meeting with the energy agents and then our role was to share the good practices collected to the other companies. We collected two testimonials, from une autre ville and from Eginov. These testimonials are available online. The one of une autre ville has been shared to all participants via a newsletter and is translated into English on the European EECC website. The good practices collected have also been included in the guide on eco-habits at the office.
 - 10 phone calls
 - Lessons learnt: companies were quite different from each others (activities, number of employees, economical context, professions and skills available amongst employees, dynamism and legitimacy of the energy agent...) and the barriers encountered quite divergent. This specific phone call was appreciated to close the challenge and assess their participation.
- **Energy audits:**
 - Topics: the aim of the energy audits was to spend time in the company and to identify possible energy savings by visiting the offices, seeing energy bills and energy meters, making some measurements, giving personalised advices...
 - 10 energy audits have been carried out

- Lessons learnt: energy audits were part of the motivation for the company to participate to the challenge. Individualized advices are comforting for the people (the same appears with individuals within our Info Energy activity). They are very useful in the challenge. They could be completed by energy sensors so as the results and their analysis would have increased the relevance of the advices given.
- **CSR guidance**
 - HESPUL didn't provide any CSR guidance. But we have wrote an article with some resources to give more information to the enterprises that could be interested in the subject: <http://fr.enterprises-climate-cup.eu/economies-denergie/nos-conseils-pour-vos-economies/article/article/la-responsabilite-societale-des-entreprises/>
- **iESA and iAcademy communication**
 - iESA has been presented and explained at the different sessions of the first workshop.
 - iESA has been presented through HESPUL's newsletters (March 2015, November 2015, February 2016 and April 2016).
 - A iESA tutorial with video screenshots has been made to make it easier to use.
 - One of the action cards for the companies consists in organizing a workshop to motivate employees in creating a personal iESA account.
 - Hespul received phone calls from the companies when they encounter a problem.
 - iAcademy has been promoted during the challenge and more particularly through an article published in the website of the Info Energy Point in February 2016 (<http://www.infoenergie69-grandlyon.org/particuliers/actualite-313/?article=1368>) and in the EECC newsletter of November 2015.
- **Didactical material:**
 - Poster, flyers and stickers: at the beginning of the challenge a poster (A0) has been sent to the participant so as they can inform their colleagues that the company is involved in the EECC challenge.
 - Games on energy topics as "the energy saving home" and card games
 - Exhibitions on food and sustainable consumption
 - Electric meter to measure equipment's electricity consumption.

5. External Communication

- Press releases (3 required per country):
 - 1 press release 8th of April 2015, sent to over 500 journalists. Topic: introducing the Challenge and inviting companies to sign up.
 - 1 press release template provided to companies in summer 2015 so that they can communicate about their participation in the Challenge. Adapted from D4.11.
 - 1 press release in April 2016 to communicate about the results at the halfway stage of the challenge. It was sent to 194 journalists.
 - 1 press release on 13rd of July 2016 to communicate about the French winner of the challenge, une autre ville. It was sent to 227 journalists.
- Articles: EECC media and other media

- see EECC D5.1 PART 2 Reporting activities EECC-FINAL-HESPUL and EECC D5.1 Reporting Activities ANNEX Clipping Report
- Best practice published (articles/publication about SMEs on energy management strategies and CSR, CSR publications of participating companies, etc.)
 - Two testimonials available online (EECC French website and EECC European website): uneautre ville and Eginov
 - A meeting has been held with CEREMA (Research centre on risks, environment, mobility and urban planning) to enrich their guide on the best practices to involve and raise awareness in offices.

6. Online Marketing

- Social media
 - twitter #EECC: the Hespul's twitter account timeline was added on the home page of the French website of the challenge. Our twitter counts 1959 followers.
 - Hespul's Facebook account has 346 likes
 - We chose not to create specific Twitter and Facebook EECC accounts so as to ensure a good spread of the articles and information put online as the Hespul's twitter and Facebook accounts yet exist and are well followed.
- Adwords campaign (google ads): from March 2015 to July 2015 we have launched an adwords campaign to recruit companies and communicate about iESA.

7. Lessons Learnt and Major Challenges Encountered

The lessons learnt and challenges encountered have been described above when very practical and on the field. To sum up, recruitment has been harder than imagined, and participating companies... do not participate as much as expected! The challenge for the next months is to keep the recruitment open (and this implies a communication effort that will take time on other activities) and at the same time to bring more "life" to the Challenge in the companies (making sure that something actually happens, other than just forwarding information to the employees). One extra difficulty that we didn't expect is that in order to recruit more companies we have widened our scope to the whole country, which does not help in meeting the energy agents in person.

Reaching out for a new target is always a challenge... and an opportunity! HESPUL does have a good network of contacts either individuals, public bodies, NGOs, teachers and trainers, other stakeholders. We do already have contact with companies, but not as a target in itself.

EECC project is an opportunity to strengthen our network with companies and multipliers who are in contact with companies. What is at stake is not only to collect contacts, but to discuss with these persons and organisations what they expect from us, how our skills and experience can complement the ones of other stakeholders (engineers, Chamber of Commerce...). We consider our strength when working with companies lies in our ability to set up awareness campaigns, to work on behavioural changes, to motivate persons towards energy conservation and efficiency. Our team also has technical skills (we do advise individuals and coach public authorities), which makes it easy for us to communicate with other stakeholders who coach the companies on technical aspects related to energy savings. We consider both elements to be crucial when a company decides to reduce its energy consumption, and therefore one of our challenges lies in being identified as a valid partner by multipliers and companies.

