



Co-funded by the Intelligent Energy Europe
Programme of the European Union

Project Acronym: EECC
Project Title: European Enterprises Climate Cup
Starting date: 27th February 2014
Ending date: 26th August 2016



D 5.5: Report on national campaign activities in Spain

Author/partner:



Referents en
Cultura Energètica

02.09.2015

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 behaviour.

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 Spanish 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

In Spain, Ecoserveis have used a multiple approach in order to get companies involved in the EECC.

- **Direct approach:** in the first phase, Ecoserveis selected and contacted directly several companies that had worked with them in the past, and that had been interested in improving energy efficiency at their offices.

➔ **About 8 companies registered for the EECC competition**

- **E-mailing:** in a second phase, Ecoserveis selected other companies to target according to their potential interest to engage in sustainable solutions for offices or CSR practices. Therefore Ecoserveis addressed via mailing to companies:
 - That had signed the “**Citizenship Engagement for Sustainability**”
 - Members of the **EMAS Club**, so having the Eco-Management and Audit Scheme Certificate
 - Companies participating in the **Voluntary Agreement Program of the Climate Change Office** of the Regional Government, so voluntarily engaging to reduce CO₂ every year.
 - Several environmental services’ companies
- **About 9 companies from this e-mailing finally registered for the EECC competition.**
- **Endorsements:** in parallel with the e-mailing, Ecoserveis looked for multipliers to help disseminating the EECC competition among companies. The idea of disseminating through multipliers was a) to optimize resources for a wider dissemination and b) to disseminate through different reference agents that might increase companies’ trust and motivation for the competition. Ecoserveis contacted the following multipliers:
 - **Associations of companies that work on the CSR concept, NGOs and social economy networks**

- **Associations of SMEs**
 - **City Councils** (Business Promotion Department, Agenda 21, Environmental Department)
 - **Regional Government of Catalonia**
 - **Worker Unions**
 - **Energy Efficiency Clusters**
 - **Universities**
 - **CSR week organizers**
- **Presentation at the following events:**
 - **Environmental marketplace (Lleida):** place to put in contact companies with NGOs and sustainable projects
 - **Presentation - Workshop in Girona with the Council:** Presentation of EECC in a workshop about energy use in the workplace
 - **Congress of the Catalan Environmental 3rd Sector:** presentation of EECC goals and motivation to participate
 - **Presentation - Workshop in the Valencian Insitut of Buildings:** Presentation of EECC in a workshop about the behavioral aspects of energy use in companies
 - **Media:** Ecoserveis contacted several online and off line media
 - **The 12 other companies that have registered to the competition has known EECC either through the endorsement or through articles or presentation at events.**

The main difficulties were to engage companies in the competition, to persuade them to find internal resources to participate and perform the internal communication activities, etc. It was quite time-consuming, and the concern is to see if all the registered companies will be active all the competition lifetime.

Name of the company	Sector	Number of employees
ACEFAT AIE	Environment	24
egluu	TIC	10
INGENIERIA SOCIAL, SAL	Consultancy CSR	7
Polyplcity S.L	Coworking	5
Rockwool Peninsular SAU	Quemical industry	30
Baker & McKenzie Barcelona, S.L.P.	Lawyers	110
SOMFY España S.A.U.	Energy efficiency	35
Grupo Construc�a	Construction	144
ACONDICIONAMIENTO TARRASENSE (LEITAT)	Technological Center	200
Ecoinstitut SCCL	Environment	6
No Som Hotel SL	Sustainability	2

Autoritat Portuària de Tarragona	Sea Center	247
Som Energia SCL	Energy	15
Netip, Dogwood, Impactiva, CiviClub	Marketing	20
Fundació per a la Prevenció de Residus i el Consum Responsable	Environment	6
ApocapocBcn	Coworking	30
CCOO BLLAPAG	Worker union	23
Associació Centre Cultural Sant Vicenç de Sarrià	Culture	6
Associació Juvenil Esquitx	Education	16
MediTerra Consultors Ambientals. S.L.	Environment	6
ARUM SERVEIS AMBIENTALS	Engineering	4
Thigis Serveis Ambientals, SL	Environment	4
Casals Subirana SL (Enagro, Ausatel Sistemes, Ausatel Robotica)	Services	14
Òmnium Cultural	Culture	50
ECOSTUDI SIMA S.L.P	Environment	8
Col·legi de Censors Jurats de Comptes de Catalunya	Law and Accountancy	12
Lluïsos de Gràcia	Culture and sports	7
NATURALEA COSNERVACIÓ	Environment	12
Servicio Estación, SA	Comerce	106

3. Involvement of Endorsers and Synergies with other Campaigns

The use of multipliers and endorsers have worked very well. For the moment, the organizations that have given support in one way or another to EECC are:

- **Civiclub: Civiclub:** Ecoserveis did an agreement with that platform, which provides badges and rewards to the people doing actions for the common good. EECC was registered in the platform as another action giving rewards, so each time a EECC participating employee enters some data in the iESA, Civiclub give to him rewards that can be exchanged for discounts for theatre tickets, eco-products, etc. This is intended to improve and keep the participation active along the competition.
- **Organizers of the CSR Week:** Ecoserveis has agreed with the organisers of the CSR week in Barceona to organize the second EECC workshop within the CSR week, in order to increase the dissemination and the impact of the project.
- **Ecos:** Dissemination of EECC to their members and left Ecoserveis a meeting room.
- **Councils of Sabadell and Barcelona:** dissemination of the project to SMEs through the Economical Development Department.
- **Pompeu Fabra University:** lending a room for a workshop

- **Facility Management Magazine:** publishing an article
- **Barcelona+Sostenible:** dissemination of EECC to their members
- **EMAS Club:** dissemination of EECC to their members
- **Xarxanet:** publishing an article

4. Communication with participating SMEs

The communication have been personalised with each company. Regular communications by email have been sent, and regular phone calls to monitor the implementation of the campaigns in the companies and motivate the companies introducing data in the iESA have been one. From the 29 registered companies, 20 have been more active and the others where more difficult to motivate. Generally speaking, in Spain the workshops have been quite successful but it has been hard to let SMEs introduce data in the iESA. This is in part due to the complexity of energy bills in Spain, so regular phone calls to support companies and solve doubts helped increasing iESA activity.

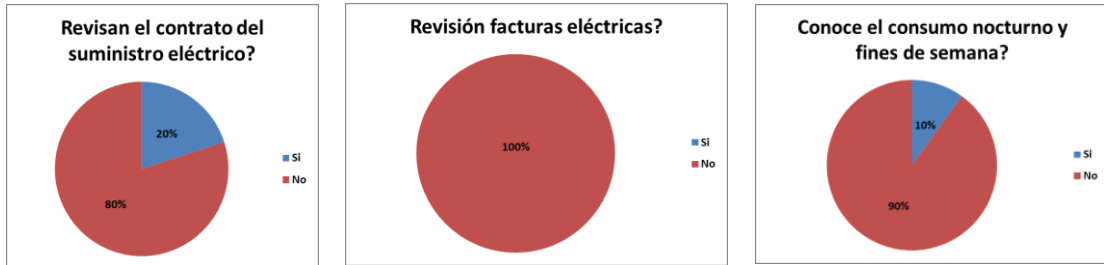
Three workshops have been organized with an average attendance of 20 companies in each workshop:

- **First workshop (April 2015):** Overview of the competition, activities and resources planned. Overview of the energy market and the energy management in offices. Introduction to the iESA: creating an account, introducing information.
- **Second workshop (November 2015):** Corporate Social Responsibility. One of the participating countries is a CSR specialist and did an overview on CSR programs and options for SMEs. Ecoserveis linked the CSR approach to energy efficiency and communication. A participation debate was held with attendees about their implementation approaches and companies shared tips.
- **Third workshop (April 2016):** Solutions for SMEs on energy efficiency, behavioural change and involvement of the employees. Some speakers were invited, as the Director of Ms. in Energy Efficiency of the Barcelona University and a representative of the Catalonia Lighting Cluster. The results of energy audits were presented to inspire on the most common problems and solutions for SMEs that did not receive the energy audits. Three of the more active participating companies presented their activities.

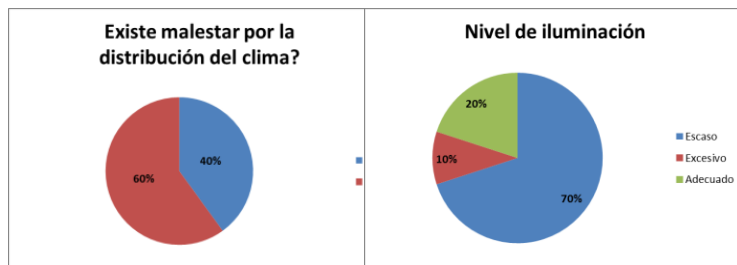
All workshops were broadcasted in streaming for the companies that couldn't attend, an then uploaded to the Spanish project website: <http://es.enterprises-climate-cup.eu/formaciones/>

The energy audits helped to concretize the measures in the companies and the SMEs receiving them were more confident to ask for advice and support to Ecoserveis. This is one of the things we would change if were had to do it again, to perform the energy audits in all companies in order to avoid creating advantages among the participants how received it. Some interesting results from the audits are:

- **Energy monitoring before joining EECC:** only 20% of the companies checked their energy contracts and none checked that their invoices were correct. Only 10% knew their consumption during night time and weekends.



- **Energy related comfort of the employees:** 60% of the employees declare they feel discomfort related to climatization at the office, and in 80% of the cases the lighting level were not healthy.



Six energy weeks were prepared and distributed among energy agents as follows:

Theme 1	Energy Monitoring at the office	June 2015	<ul style="list-style-type: none"> ✓ Info at the homepage and introduction of the subject, the campaign and the iESA to the Energy manager as a basis for introduction to other employees ✓ How to do an inventory of consumption at the office ✓ Test of energy behaviour of the employees
Theme 2	Climatisation	September 2015	<ul style="list-style-type: none"> ✓ Introduction on climatization uses at the offices ✓ Steps to save energy in climatization ✓ Test: Assess your improvements!
Theme 3	Green IT	October 2015	<ul style="list-style-type: none"> ✓ Information on IT energy impact at the office ✓ Green IT solutions

			<ul style="list-style-type: none"> ✓ Inventory of IT devices and their consumption ✓ Recycling the IT devices ✓ Test: IT behaviour of the employees
Theme 4	Lighting	November 2015	<ul style="list-style-type: none"> ✓ Types of lighting bulbs ✓ Inventory of lighting at the office ✓ Lighting energy saving measures ✓ Lighting, health and comfort at the office ✓ Test: behaviour on lighting at the office
Theme 5	Corporate Social Responsibility	January 2016	<ul style="list-style-type: none"> ✓ CSR and energy efficiency ✓ Tips for internal and external communication of the involvement of the company with energy efficiency ✓ Energy efficiency and green energy supply ✓ Test: CSR and communication at the company
Theme 6	Energy refurbishment	March 2016	<ul style="list-style-type: none"> ✓ Refurbishment and comfort: why to refurbish the building ✓ Types of refurbishment ✓ Low cost measures ✓ Test: energy refurbishment needs at the office

Lesson learned from the Energy Weeks: companies have troubles to find time and/or support from the team or even the Board to perform the activities. It would be useful to foresee hours to help companies to implement the activities with the partners of the consortium.

5. External Communication

- **3 press releases** have been issued, at the beginning (as a reclaim to engage companies), in the middle (with information of the general progress of the competition) and end of the competition (announcing the winners and the Award Ceremony in Brussels).
- **Several articles have been published** in printed and online media:

Media	Link
ACTECIR	http://www.actecir.cat/index.php/serveis/revista-noticiari/172-noticiari114-4
El Punt Avui	http://www.elpuntavui.cat/article/-/854335-.html
Mussola	http://www.mussola.cat/2015/02/llega-pymac-una-competicio-per-que-les.html
Facility management	http://www.facilitymanagementservices.es/actualidad-y-novedades/actualidad-fm-s/el-proyecto-pymac-anima-a-mejorar-la-eficiencia-energetica-de-las-empresas
Facility management	http://www.facilitymanagementservices.es/actualidad-y-novedades/actualidad-fm-s/pequenas-grandes-empresas
Entitats Ambientals	http://www.entitatsambientals.cat/actualitat/la-llega-pymac-una-competicio-per-a-que-les-entitats-estalvin-energia.html
Xarxanet	http://xarxanet.org/ambiental/noticies/millorar-l-eficiencia-energetica-a-les-entitats
El socialista digital	http://www.elsocialistadigital.es/economia/item/4937-seis-medidas-sin-coste-para-ahorrar-energia-en-pymes.html
Omnium Cultural	https://www.omnium.cat/noticia/europa-premia-la-implantacio-dhabits-destalvi-i-doptimitzacio-de-lenergia-part-de-lentitat

Articles, mentions and links in multipliers' websites	
Club EMAS	http://www.clubemas.cat/newsletter/?id=2015/02/27/02
Xarxanet	http://xarxanet.org/ambiental/noticies/millorar-l-eficiencia-energetica-a-les-entitats
Civiclub	https://www.civiclub.org/es/emitter/liga-pymac-117
Barcelona + Sostenible	http://www.sostenibilitatbcn.cat/index.php/acc21-info153/1927-info153-08-accions
ACTECIR	http://www.actecir.cat/index.php/serveis/revista-noticiari/172-noticiari114-4
Foundation for the Industry	http://www.fundacioperlaindustria.es/2015/05/22/info-industria-100/
Government of Catalonia, Climate Change Office	https://dtes.gencat.cat/soccc_public/AppJava/public/llicitat.do?reqCode=listInformeAnual&organitzacio.id=7419
Yök	http://moodboardingahotel.tumblr.com/post/141138522205/y%C3%B6k-is-participating-in-the-liga-pimac-a-project

- **Interviews** have been done with the participants, uploaded to the website and disseminated through social networks by mentioning multipliers and influencers.

Link of the interviews: <http://es.enterprises-climate-cup.eu/descubre/los-participantes/>

- It has been requested to participants to send **self-made videos** explaining their motivation to participate to the competition and the measures they are implementing to motivate other

companies. They have been edited in order to have a similar design and have been disseminated through social networks as well. The quality of the videos varies a lot so, only some of them have been published, also at this link: <http://es.enterprises-climate-cup.eu/descubre/los-participantes/>

6. Online Marketing

As to social media, some existing channels have initially been used, such as:

- EECC Spain Facebook site (1.099 likes): <https://www.facebook.com/eccc.spain/#>
- EECC Spain Twitter (169 followers): https://twitter.com/EECC_spain
- Ecoserveis Twitter (2.723 followers): <https://twitter.com/Ecoserveis>
- Ecoserveis Facebook (1.164 likes): <https://www.facebook.com/EcoserveisCulturaEnergetica/#>
- Ecoserveis LinkedIn (500 + contacts): <https://es.linkedin.com/in/ecoserveis>

The total reach through these social network is then about 5.700 social media profiles.

Some posts have been promoted by Twitter and facebook ads, and LinkedIn ads were tested but it didn't work very well. The use of Facebook and Twitter ads is significantly more worthwhile.

7. Lessons Learned and Major Challenges Encountered

The more difficult part has been to maintain the involvement of SMEs during all the competition. It was not as difficult as in other countries to recruit SMEs but their participation and involvement have varied a lot. Some SMEs were constant using the iESA, other not that much, and some didn't use the iESA at all but attended workshops and asked for advice.

It is also difficult at the beginning to make companies invest time and resources in energy efficiency, but after the competition and seeing the results, some of them got convinced of the usefulness of investing some efforts in this.

Another barrier is the lack of time of employees and energy agents to monitor and follow up the measures to be implemented, the energy invoices, the behaviour of the team, etc.