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## **D 5.4: Report 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 (it is 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, prioritarily by phone and when impossible by email.
  - Contact details of multipliers have been asked to colleagues and looked up on the internet, prioritarily 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, 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 “2d circle” of organisations interested by the Challenge but not 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 : when gaining experience with this Challenge, we will be able to estimate much more precisely the time needed to participate in it. This will certainly help companies to commit. Plus: some persons and companies are probably 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-> Energy) 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 target. 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 (template provided)*

### 3. Involvement of Endorsers and Synergies with other Campaigns

- Use of multiplier organisations 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.

*To be supplemented with list of multipliers/endorsers (template provided)*

## 4. Communication with participating SMEs

- Energy Themes issued and planned
  - small investments. At the 1<sup>st</sup> workshop, information has been given on small investments to measure and reduce consumptions .
  - in the next months, the newsletters will provide them information by topics, as a complement of the iAcademy module.
- Internal communication: Energy Weeks and events implemented and planned, information published on corporate websites and other internal news channels, games, sub-competitions, etc.
  - action cards. HESPUL has provided 8 action cards to the participating companies this summer 2015. Each card describes an action that can be implemented in the company to inform about the Challenge, raise awareness about energy consumption in the company, and 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.
  - So far (sept 2105) we have little information about actions in the companies. 3 of them have started using the survey on ecohabits.
- Workshops for Energy Agents (Topics, number of participants, results, lessons learned)
  - 1<sup>st</sup> 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.
- Energy audits carried out and planned (Overall description: Major saving measures identified, challenges, lessons learned, more details in the national report on energy audits at companies)

- Audits are being programmed for autumns 2015.
- CSR guidance
  - HESPUL is not providing any CSR guidance for the moment.
- iESA communication
  - iESA has been presented and explained at the different sessions of the first workshop.
  - iESA has been presented through one of HESPUL's newsletters (march 2015)
  - one of the action cards for the companies consists in organizing a workshop to motivate employees in creating a personal iESA account.
  - HESPUL receives phone calls from the companies when they encounter a problem.
  - It is planned to include tips on iESA in the following newsletters

*To be supplemented with excel sheet (template provided)*

## 5. External Communication

- Press releases (3 required per country)
  - 1 press release 8<sup>th</sup> 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.
- Articles (EECC media and other media)
  - see excel sheet.
- Best practice published (articles/publication about SMEs on energy management strategies and CSR, CSR publications of participating companies, etc.)
  - no article published so far on those subjects.
- Number of readers, listeners, viewers etc. reached
  - a part from our own communication channels, this information is extremely hard to obtain
  - for our communication channels, see excel sheet

*To be supplemented with excel sheet (template provided)*

## 6. To be Online Marketing

- Media in use
  - twitter #EECC
  - in discussion: linked in group
- Major campaigning related to social media
- Number of followers and outreach of campaigns

*supplemented with excel sheet (template provided)*

## **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.