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## **D 5.4: Report on national campaign activities in Spain**

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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 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 CO<sub>2</sub> 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.

<b>Name of the company</b>	<b>Sector</b>	<b>Number of employees</b>
ACEFAT AIE	Environment	24
egluu	TIC	10
INGENIERIA SOCIAL, SAL	Consultancy CSR	7
Polyplicity 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 Construcía	Construction	144
ACONDICIONAMIENTO TARRASENSE (LEITAT)	Technological Center	200
Ecoinstitut SCCL	Environment	6
No Som Hotel SL	Sustainability	2
Autoritat Portuaria 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/endorsers have worked very well. For the moment, the organisations 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
- **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 main energy themes issued and planned with the participating companies are:

- Energy market – energy tariffs
- Energy monitoring at offices
- Energy, CSR and communication
- Efficient lighting
- Energy efficient solutions for IT and computing devices
- Behavioral changes, how to engage the employees
- Climatization: heating and air conditioning solutions

### **Internal communication:**

At the moment Ecoserveis has promoted the first Energy Week among the participating companies, about energy monitoring at offices. Ecoserveis has created and sent a document to the companies with detailed information, tips, a list of suggested activities to perform at the office for the energy week and a questionnaire to assess the own state of the matter at the company. Some companies has sent back the questionnaire showing their involvement to improve energy use at their offices.

### **Workshops for Energy Agents**

So far, in Spain there has been 1 workshop to the energy agents, and the second is planned for the second week of November 2015. 25 persons attended to the first workshop, where the main issues discussed were: energy basic concepts, energy market and tariffs, typical distribution of energy consumption at offices (main sources of energy consumption), general tips about energy use, to be extended in the energy weeks and the next workshops.

### **Energy audits carried out and planned**

6 energy audits are being carried out at the moment of writing this report, and the next 4 audits are already agreed and planned for September-October. Energy audits reports are not ready at the moment, but the first raw data confirms the expectations: main energy efficiency solutions are related to climatization and lighting. Also, behavioral aspects are a key element to tackle, as during the audits Ecoserveis detected many potential improvements.

### **CSR guidance**

CSR guidance is expected to be tackled specifically during the second workshop in November, that will also be organised within the CSR week in Barcelona.

## 5. External Communication

- **Press releases:** at the moment, 1 press release has been sent at the launching of the project, with the specific purpose of disseminating EECC and motivate SMEs to participate.
- **Articles:**
  - **Spanish EECC website:** 12 articles has been written and posted , plus 2 articles about best practices in offices.
  - **Other media:** 5 articles have been published online in different media, and 3 have been published on printed media (see D5.1)
  - **Newsletters:** 2 multipliers have published and disseminated articles through their newsletters
  - **Civiclub:** EECC appears permanently as a project giving points to the registered users, so dissemination is constant

The potential people reached with these communication activities are about 300.000 people.

## 6. To be Online Marketing

Ecoserveis launched a LinkedIn campaign. As LinkedIn is a specific social network for professionals and companies it seemed the right channel at first, but even if it produced 5.783 impressions, the results are not satisfactory. Therefore, the lesson learned is that the online marketing used from now will be done through other social networks.

Ecoserveis disseminates EECC through different channels:

- Twitter: Ecoserveis account, and the account created for ECCC (first project) in order to keep the followers that Ecoserveis and ECCC already had.
- Facebook: Ecoserveis account
- Google +: Ecoserveis account
- LinkedIn: Ecoserveis account

## 7. Lessons Learned and Major Challenges Encountered

The main challenge is to keep companies involved in the competition. Many companies attended the first workshop and respond to email feedback and information, but has not registered to the iESA or are not very active.