



ACT GREEN

GUIDELINES FOR THE REALIZATION OF AN EFFECTIVE AWARENESS-RAISING CAMPAIGN

INTRODUCTION: THE SOLE PROJECT AND THE ACT GREEN CAMPAIGN OBJECTIVES

In an era where attention to climate change and environmental sustainability has become a crucial and ever-present issue in public debate, Anci Toscana is carrying out the SOLE project on innovative technologies for the energy efficiency in public buildings, in collaboration with the 10 partners from Italy, Greece, Spain, Lebanon, Tunisia, Egypt, Jordan. The project supports cost-effective and innovative energy rehabilitations in 7 public building (Pilot buildings) selected in the above-mentioned Mediterranean countries.

Besides these pilots, SOLE will also intervene at two levels: first, by encouraging behavioral change in people and, secondly, by impacting on local policies through lobbying and advocacy to integrate the pilots’ results in relevant policy frameworks.

As regards behavioral change, taking inspiration from the [Big Switch Off Campaign](#) (good practice from Durham County Council - UK) and the best practice represented by the [Interreg Europe REBUS Project](#), the Italian *Agenzia Regionale Recupero Risorse* (ARRR) partner launches the **Act Green awareness campaign** with the aim to reduce building energy consumption by encouraging behavioral change in building’s staff and users.

In addition to the project partners, anyone can activate this awareness-raising campaign in their workplace or follow the simple measures suggested at home thanks to the material made available through the SOLE project.

Here are some of the main steps and suggestions for creating a successful awareness campaign:

Preparation phase of the campaign (at least 5 weeks duration) —> PLANNING

- Identify the building or several buildings where to implement the Act Green Campaign and study the situation of the building, regarding energy consumption and energy saving;
- Decide the **right period** to realize the campaign which will last **2 weeks** (for example avoiding holidays, elections, busy periods or when there’s low morale and pay attention to implement it in days having similar weather/temperature);

Partner di progetto



Partner associati





** It's suggested to wait for the improvement of the pandemic situation to launch the campaign to be sure the buildings selected are full of staff and users.*

- Identify an **Energy team** (volunteers and motivated people will boost employee enthusiasm) who take care of the building, encourage energy-saving behavior, stimulate and animate colleagues. Each member of the Energy Team has a specific task and responsibility according to their will and skills. Here some examples:

1 volunteer who is responsible for choosing the most strategic places where to attach the *Act Green Campaign posters*

1 volunteer with the task of making a tour at the end of the daily working time and ensuring everything is off

1 volunteer with the task of regularly monitoring the consumption data (analyzing energy bills, reading energy meter, preparing graphs etc...)

** There could be also more than 1 Energy Team in order to organize a sort of competitive race among them*

At least 10 days before its launch, to inform the staff on the Act Green Campaign and promote active participation through training workshops, seminars, lectures, economic and financial incentives, brochures, newsletters etc... Decide also how to inform the building's users. Attach a poster at the building entry to inform staff and users that the campaign is starting (an example template is available among the Act Green tools); Promote this video to encourage the participation.

3'13 version => [You Tube](#)

2'04 version => [You Tube](#)

- Promote the active participation to the Act Green Campaign with all the communication means at your disposal (through newsletters, press articles, tv spot, interviews, pictures/videos, social networks....and don't forget to use the right ashtags)

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Realization of the Act Green campaign (2 weeks duration) —> MANAGEMENT

- Print in A3 format and attach the Act Green Campaign posters. Send them also by e-mail to the staff
- Collect the energy data at the launch of the campaign and after the conclusion of the first week, after having decided the method (such as the analysis of Energy Bills, the reading of Energy meter daily for 2 weeks - to compare before and after) and the success indicators;
- Analyze the barriers to behavior change and to design interventions to target them and find the best solutions;
- After the first week, inform all the staff on the improvements in terms of energy saving in a [nice and catchy way](#) and decide if it is necessary to send a reminder to staff about the campaign.
- Repeat promotion and communication via different media

Conclusive phase of the Act Green campaign —> MONITORING OF THE RESULTS

- Monitor and measure the results obtained pointing out the success indicators;
- Celebrate the results by hanging special plates around the premises and informing the staff and the users;
- Disseminate and spread the results of the Act Green campaign (through newsletters, press articles, tv spot, interviews, pictures/videos, social networks....and don't forget to use the right ashtags)
- Maintain a high level of interest and attention on the matter during a medium/long term (beyond the campaign period).

ACT GREEN: small gestures with big impact!

More info about the Sole project and the Act Green Campaign

<https://www.enicbcmmed.eu/projects/sole>

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