Rev. 30/3/2022

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Cooperating across borders in the Mediterranean

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REGIONE AUTÒNOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA

AGENZIA REGIONALE RECUPERO RISORSE

SOLE

WP5 - Capacity Building and Behavioral Change

ACT GREEN

Midterm Event
"Promoting Energy Efficient Technologies through Good Practices in Public Buildings"
31 March 2022, Jordan
Virtual Online Event

LET'S START!

Launch of the Campaign and of the video created by Flod

by Regional Agency Resources Recovery (ARRR)
Tiziano Bucciardini - Susanna Ceccanti

INDEX OF THIS PRESENTATION

- Presentation and launch of the Video => 3’
- Presentation of guidelines => Planning: 10’
- Presentation of guidelines => Management: 10’
- Presentation of guidelines => Monitoring: 5’

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THE YOU TUBE VIDEO

flod

ACT GREEN
SMALL GESTURES WITH BIG IMPACT
www.enicbcmed.eu/projects/sole

Anci Toscana and ARRR, with the graphic support of Flod, have realized a video that is appealing and encourages participation and commitment in the campaign.

LET'S HAVE A LOOK!

⇒ **Full version 3' 13''** => in English with English / Italian subtitles
(generated by YouTube)
https://youtu.be/nGcZYROZP_I

⇒ **Short version 2'** => in English with English / Italian subtitles
(generated by YouTube)
https://youtu.be/rTYIxjGGIzE

=> Soon available also the Arabic language version (Middle/end of April)

VIDEO ACTGREEN

THE GUIDELINES FOR PARTNERS

GUIDELINES FOR THE REALIZATION OF AN EFFECTIVE AWARENESS-RAISING CAMPAIGN

- Inspired by the THE BIG Switch Off! campaign, (good practice from Durham County Council - UK) and the best practice represented by the Interreg Europe REBUS Project

SOLE presents

its **Act Green awareness campaign** to be realized in all partners countries

- **Aim =>** reduce building energy consumption by encouraging behavioral change in building's staff and users.
- **Tool =>** Capacity Building pack with suggestions, useful to create a successful and effective awareness raising campaign:

=> Guidelines for partners => English - Italian

link Basecamp

THE PACKAGE FOR PARTNERS 1/3

It includes

Full 141 pages **Power point presentation**, you can find two different formats

=> IN PDF => (text NOT editable)
https://3.basecamp.com/3774205/buckets/18013389/uploads/4394018758

=> IN POWER POINT => (text editable)
https://3.basecamp.com/3774205/buckets/18013389/uploads/4418341466

=> Power point => English (but text editable)

THE PACKAGE FOR PARTNERS 2/3

In addition to the **141 pages Power Point**, the package includes:

⇒ **Guidelines for Partners**=> English
⇒ **You tube video** => long/short English with English/Italian subtitles
⇒ **A3 Poster to introduce the campaign** => English – Italian – possibility for partners to translate it into other languages
⇒ **N. 10 Posters Act Green (A3)** => English – Italian – Arabic – French
⇒ **N. 10 Squared images Act Green for Instagram (1080*1080)** => English–Italian-Arabic - French
⇒ **Ex Ante Questionnaire** => English
⇒ **Ex Post Questionnaire** => English
⇒ **Track for the questions (for the video interview)** => English

(All .pdf documents downloadable from link Basecamp)

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THE PACKAGE FOR PARTNERS 3/3

flod has developed a 5 pages and very useful guideline with tips to spread the Act green Campaign across Social Media

(All .pdf documents downloadable from link Basecamp)

Basecamp

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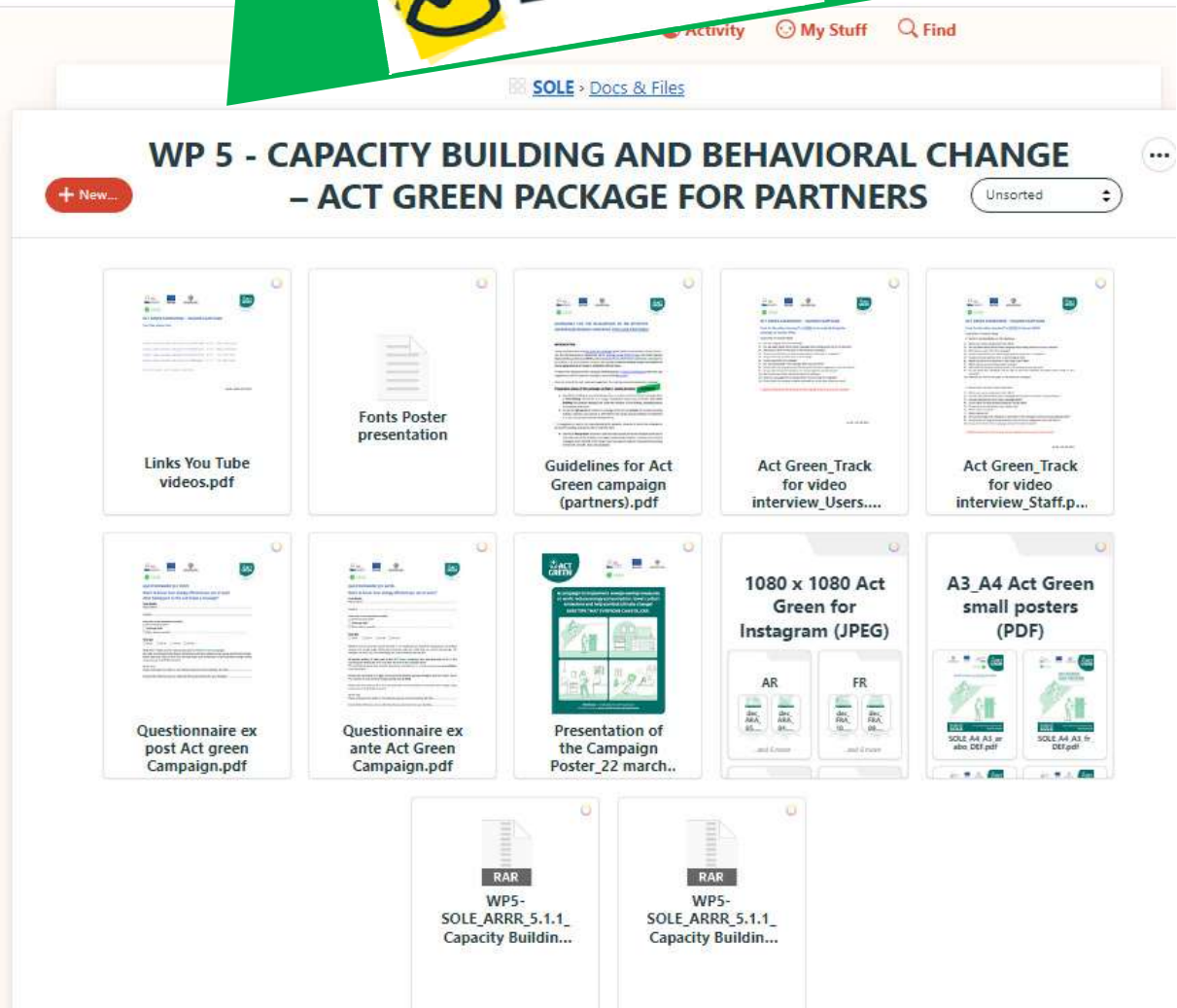
Basecamp



THE PACKAGE FOR EXTERNAL COMPANIES

In addition to the guidelines for partners (to be used for the implementation of the Awareness Raising Campaign in the pilot buildings), Sole makes available a package for external companies who wish to organize their own campaign for their workers / visitors.

The package for external Companies includes:

⇒ **Guidelines for externals** => English

⇒ **A3 Poster to introduce the campaign** => English – Italian – possibility for partners to translate it into other languages

⇒ **You tube video** => long/short English with English/Italian subtitles

⇒ **N. 10 Posters Act Green (A3)** => English – Italian – Arabic- French

⇒ **N. 10 Squared images Act Green for Instagram (1080*1080)** => English–Italian-Arabic - French

(link https://www.enicbcmed.eu/projects/sole)

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SOLE

PLANNING 1)

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

Identify the building or several buildings where to implement the Act Green Campaign => **Partners' Pilot Building** selected for the energy rehabilitation action but, if possible, **also other buildings** managed by the partners

Study the situation of the building, regarding energy consumption and energy waste;

PLANNING 2)

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);

** 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.*

PLANNING 3a)

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 (super-hero)

PLANNING 3b)

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

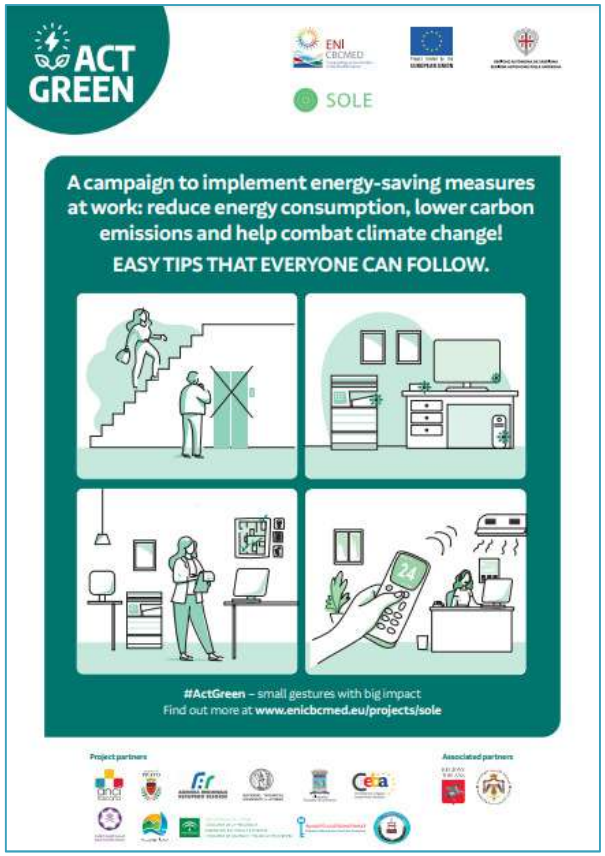
- 1 volunteer who submits the self-assessment questionnaires to staff at the beginning and end of the campaign (he/she also collects them and analyses and compares results ex ante and ex post)

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

PLANNING 4)

At least 10 days before its launch, 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.

Show the video, attach a **poster** in your premises to inform staff and users that the campaign is starting (a template has been issued and is available as an example to be used for your campaign – link [Basecamp])



A3 Posters to introduce the campaign => English – Italian – possibility for partners to translate it into other languages

PLANNING 5)

Promote the video to encourage the participation

and

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)

#enicbcmed
#enicbcmedsole
#energyefficiency
#energyinnovation
#sustainability
#greentechnologies
#renewablenergy
#raisingawareness
#cooperation
#mediterranean
#ActGreen
#sustainablelife
#sustainableliving
#gogreen
#zerowaste

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SOLE

MANAGEMENT 1)

Realization of the Act Green campaign (2 weeks duration)

Print in A3 format and attach the Act Green Campaign posters.

Send them also by e-mail to the staff;

⇒ **A3 Posters** => English – Italian – Arabic French

⇒ **Squared images for Instagram** => English–Italian Arabic - French

Basecamp

link Basecamp

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SOLE

MANAGEMENT 1)

MANAGEMENT 1)

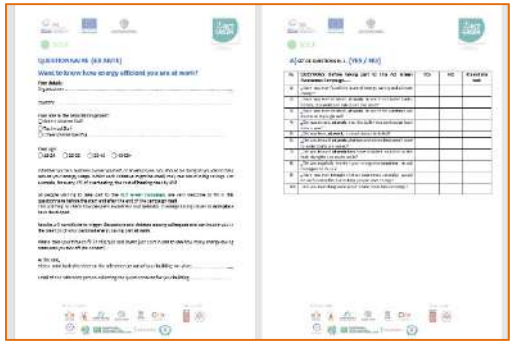
- Using the stairs is healthy, for every floor you consume about 2,8 Kcal.
- Every time you don't use the lift you save 50W
- Standing still, you consume 1 Kcal / min
- If you walk, you consume 2,5 – 3,5 Kcal / min
- If you go up the stairs you consume over 5 Kcal / min
- Using the lift 3 or 4 times a day you produce 120 Kg / year of CO_2
- Going up the stairs 5 floors, up and down, you consume an orange juice
- With 2 floors only up, you consume a cup of coffee

Provide the staff energy saving figures, statistics, be practical. Look at this example…

MANAGEMENT 2)

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), communicate the success indicators;

MANAGEMENT 3)



Submit the **ex-ante questionnaire** to assess the behavior of the staff in terms of energy saving (a template has been issued and is available to be used for your campaign
- link Basecamp)

⇒ **6 pages Ex ante questionnaire** => English

⇒ **SET OF QUESTIONS N. 1 - (YES / NO)**

⇒ **SET OF QUESTIONS N. 2 => How many of these actions do you regularly do at work? (POSTERS OF ACT GREEN CAMPAIGN)**

⇒ **SET OF QUESTIONS N. 3 => How many of these actions do you regularly do at work? (HEATING)**

⇒ **SET OF QUESTIONS N. 4 => How many of these actions do you regularly do at work? (ELECTRICITY)**

⇒ **SET OF QUESTIONS N. 5 => Give a score to the following statements (CLIMATE CHANGE)**

MANAGEMENT 4)

Analyze the barriers to behavior change and to design interventions to target them

BARRIER
Forgetting to act (*«ops, I forgot the light and the stand by switched on!»*)
Lack of awareness of the impact of behavioural change *("my behaviour doesn't affect energy consumption")*
Lack of concern *(«I don't care, I' don't pay my office energy bills» - «pc and printers are not mine, they can remain on all day long" – "my colleagues will do it for me" – "that's not my primary concern")*
Lack of relevance to daily job role *("that's not my role, the manager will think about energy saving" – "My boss is not controlling me")*
Environmental issues seen as distant and vague *(«what can I do, alone, to fight climate change?» "that happens far from me")*
Campaign-fatigue *("too many ordinary campaigns, I'm overwhelmed")*

MANAGEMENT 4)

Then find the best solutions:

INTERVENTIONS
Prompts (posters, daily emails, display boards) *(one good action per day to mental effort)*
Daily building-specific feedback on energy usage *(your behaviour does affect the building consumption!)*
Changing social norms through recruitment of managers and volunteer teams *(Facilitators or most suitable people to take the lead, stimulate new social interactions, encourage behavioural changes)*
Personalised communication with feedback on building energy consumption *(targeted campaign)*
Scientific communications + real images of daily life in the office *("opened windows etc")*
Simple, Fun, fresh, light hearted, personalised and captivating communications *("looks like a game, I feel like taking part")*

MANAGEMENT 5)

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;

MANAGEMENT 6)

Make **photos** which show the realization of the campaign and **<u>make Videos / interviews</u>** involving both staff and users

** English is preferred for the interview but the language of the Country is also accepted*

A template track for the video interview (both for staff and users, has been issued and is available as an example to be used for your campaign - link Basecamp)

⇒ **Track for the questions (for the video interview)** => English

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SOLE

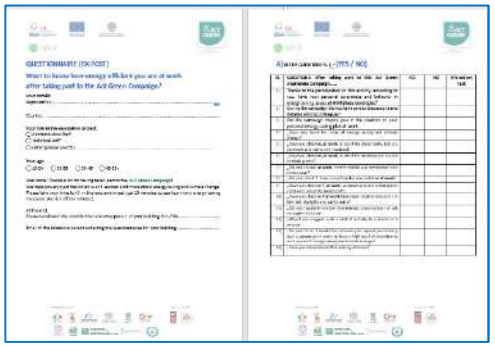
MONITORING 1)

Conclusive phase of the Act Green campaign

Monitor and measure the results obtained pointing out the **success** indicators and share them with ARRR

MONITORING 2)

Submit the **ex-post questionnaire** to assess the behavior of the staff in terms of energy saving (a template has been issued and is available to be used for your campaign – link Basecamp);



⇒ **6 pages ex-post questionnaire** => English

⇒ **SET OF QUESTIONS N. 1 - (YES / NO)**

⇒ **SET OF QUESTIONS N. 2 => How many of these actions do you regularly do at work? (POSTERS OF ACT GREEN CAMPAIGN)**

⇒ **SET OF QUESTIONS N. 3 => How many of these actions do you regularly do at work? (HEATING)**

⇒ **SET OF QUESTIONS N. 4 => How many of these actions do you regularly do at work? (ELECTRICITY)**

⇒ **SET OF QUESTIONS N. 5 => Give a score to the following statements (CLIMATE CHANGE)**

MONITORING 2)

Celebrate the results by hanging special plates around the premises and informing the staff and the users

MONITORING 3)

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) and maintain a high level of interest and attention on the matter during a medium/long term (also beyond the campaign period). Administrators, decision makers, media and public opinion must be properly informed of the opportunities that technological and political choices can offer and of the results that can be obtained with appropriate behavior aimed at reducing energy consumption and environmental impact.

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TIMETABLE PLANNING

ACT GREEN CAMPAIGN - ACTIVITY OVERVIEW

	W1	W2	W3	W4	W5
Planning phase					
Read guidelines provided by ARRR and training material					
Identify building or buildings					
Study energy situation of the building/s					
Decide the duration. Consider the best time to kick-off your campaign					
Identify Energy team / ask volunteers (animators)					
Train the teams					
If you engage more Teams, organise a competition among teams					
10 days before the starting of the campaign:					
Print and attach information poster for staff (send it also via e-mail to the staff)					
Organise workshops, seminars, brochures, incentives					
Search for a way of involving also building users					
Show the Act Green You tube video (send the link via e-mail to the staff)					

TIMETABLE MANAGEMENT

ACT GREEN CAMPAIGN - ACTIVITY OVERVIEW										
	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10
Management phase								if needed		
Print and attach 10 Act Green posters in strategic places of the building (send them also via e-mail to the staff)										
Collect energy data of the building										
Analyse energy bills										
Read energy meters and prepare graphs and statistics										
Submit ex-ante questionnaire										
Analyse the barriers and find solutions										
Inform staff about their energy improvements in a catchy way										
Repeat some steps of the campaign if necessary										
Take pictures or video interviews (use the questions track provided)										

TIMETABLE

MONITORING

ACT GREEN CAMPAIGN - ACTIVITY OVERVIEW										
	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10
Monitoring phase										
Submit ex-post questionnaire										
Compare results before and after the campaign										
Share energy results with ARRR										
Compare ex ante and ex post results										
Share comparison results of ex ante and ex post questionnaires with ARRR										
Quantify energy reductions										
Attain a defined reduction (actual or %) in a given metric (e.g., kWh, CO_2 savings, vehicle miles traveled, fossil--fuel consumption).										
Celebrate results and attach plates or posters to inform about success										
Take pictures or video interviews (use the questions track provided)										
prepare articles and disseminate via press or newsletter and social										
Involve media in interviews ot TV spots										
Inform decision makers and community about the results										

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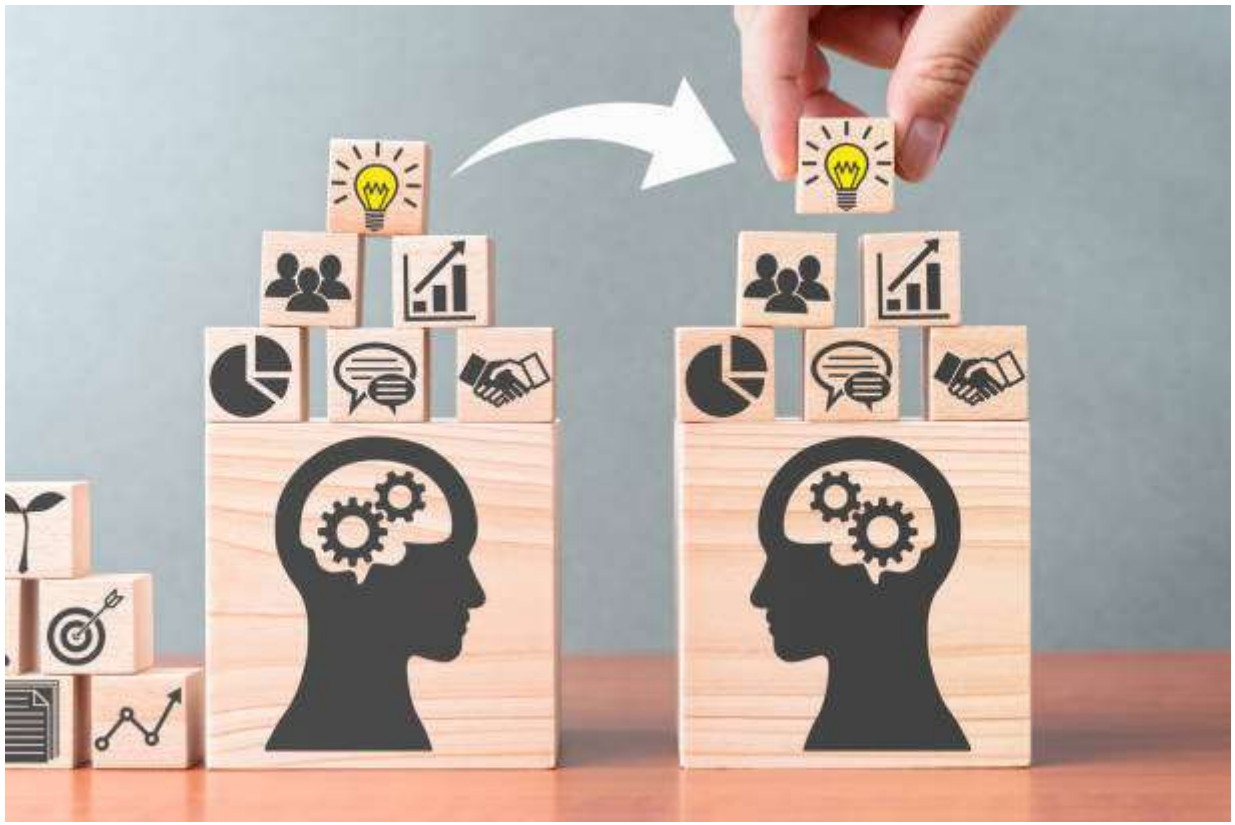
SHARE WITH PARTNERS YOUR EXPERIENCE



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