

# GSN Best Practice Competition 2009



## Application form

### Applicant

Organisation, country	Federal Public Service Health, Food chain safety and Environment - Belgium
Name, surname	DRIES Luc
Headline of best practice initiative	The campaign "Keep away from energy-guzzlers"

### Description of best practice initiative

<p>Describe the basis of your best practice initiative (why, what, when, where; budget in EUR).</p> <p>We developed a sophisticated but handsome <b>internet-based CO2 calculator</b>, allowing:</p> <ol style="list-style-type: none"><li>1. to evaluate the energy performance of <u>existing</u> appliances/products (household appliances, lighting, cars, windows, roof insulation) at home, giving personalized advice on replacement or better use</li><li>2. to make a "wise" personal selection of <u>new</u> appliances/products amongst all products available on the Belgian market. For new appliances/products, the calculator calculates not only the CO2 emissions and financial cost, but also the yearly savings and the payback time, whilst taking into account personal selection criteria, personal behaviour, specific parameters (energy price, mean outside temperature of the region,...) and almost all existing fiscal incentives and subsidies.</li></ol> <p>The website has been promoted by a <b>campaign</b> with strong, humoristic images, which has won many national and international awards (3 golden Belgian awards, the "Bronze World Medal" + "UNDPI-Gold" at the New York Advertising Festival (2007) and shortlisted at the international Publicity Festival in Cannes 2008).</p> <p>Budget:</p> <p>1. The site:</p> <ul style="list-style-type: none"><li>- development of concept + 9 product modules: 96.000 €</li><li>- new product modules: max. 30.000 € (for very complicated ones)</li><li>- maintenance + improvements: 15.000 € /year</li><li>- purchase of data: 30.000 € / year (6 to 12 updates/year, depending on the product)</li></ul> <p>2. The campaign:</p> <ul style="list-style-type: none"><li>- web design + 5 campaign visuals : 65.000 €</li><li>- all media purchase (from the launch in December 2006 until June 2009): 1,5 million € (4 media waves)</li></ul>
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<p>What was the main objective of the initiative and what were the results obtained (please quantify)?</p> <p>Objectives of the calculator: promote rational energy use at home and reduce the personal CO2 emissions (and e-energy cost) by</p> <ul style="list-style-type: none"><li>- estimating the total energy consumption at home (awareness raising objective)</li><li>- estimating and reducing the energy consumption of actual appliances</li><li>- allowing people to see and compare the energy consumption of new products/appliances with high energy consumption</li></ul> <p>Objective of the campaign: promote the internet tool.</p> <p>Results obtained: more than 540.000 visits on the websites <a href="http://www.energievreters.be">www.energievreters.be</a> / <a href="http://www.energivores.be">www.energivores.be</a> (since their launch in December 2006)</p>
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What type of media did you use (TV, radio, print, electronic)? Why this choice of media?
Print: the production of static images is reasonably cheap, as well as the purchase of publicity space in magazines; in addition, print allows some reflection to the reader.  Radio: we used spots of only 5" or 10", which were not very costly and allowed us to repeat the message quite often during one month.  Banners on websites: used to attract users of the internet.

Who was the target group?
In general: the large public, mainly social classes 1-4, aged 20+  For some campaign waves, the target has been slightly adapted (e.g. to promote the module "cars", a more masculine target group, 18+).

What were the main messages?
Avoid to buy energy-guzzlers, saving the climate and your wallet. Visit the website (+ url).

Who were the partners? Did you involve other institutions/ministries/agencies/NGOs?
The Product Policy Section of our DG Environment (same Federal Public Service) was a close partner in the development of the tool and its modules.  The private sectors' federations (or at least a specialist from these sectors) have been invited to comment the draft product modules (approach, formulas for calculation, questions, conversion values, background texts...)  An NGO with a lot of experience in the development of ecological calculators was involved in the elaboration of the calculator tool.

Who financed the activities, amount of finances?
The Climate Change Section (biggest part) and the Product Policy Section.  See budget details above.

Did you experience any specific difficulties during the action that could be learned from?

We needed many meetings in order to develop a logic and strong concept for the website and its product modules. But nevertheless, we still change certain parts every year, trying to improve the concept, the navigation, the texts... even more. It's a never ending story of growing...

Did you receive any feedback after your activities? Did you carry out an evaluation of the results and if yes, what was the outcome?

Until now, the evaluation is only based upon the number of visitors and the link with the investments made, and upon page visit statistics.

Some (non systematic) evaluation is done by visitors who contact us via the website, but more often they ask practical questions about products.

In 2009 however, we foresee evaluation possibilities for each module.

Is any follow-up or duplication of this experience foreseen?

No

Why do you consider that your proposal should be selected as the best practice initiative of the year?

**The strategy:** From the very beginning, we've foreseen a long term programme (e.g. a long term "internal" engagement, a set of 5 different campaign images,...) and a high degree of transparency and collaboration, involving the professional sectors concerned.

**The webtool is very powerful.** As far as we know, it's the only existing website which is offering:

- calculations for both the existing situation (appliances and materials already present) and the futur situation (for planned purchase/installations)
- both the CO2 emissions and the financial cost linked to the energy consumption of the appliance / heat loss through the material
- a very personalized approach, taking into account personal selection criteria, parameters of personal use, existing financial incentives...
- access to databases of all products available on the Belgian market

**The campaign has already proven to be successful.** The campaign visuals are very appealing and the tone of voice is very positif / solution oriented. This has led to many awards at the Belgian and international level.

FOR MORE DETAILS: see the presentation at the UNFCCC-website:

[http://unfccc.int/cooperation\\_and\\_support/education\\_and\\_outreach/items/4834.php](http://unfccc.int/cooperation_and_support/education_and_outreach/items/4834.php) (under 'Day 2')

Please feel free to attach any printed material, photos etc.  
Send your application to the Secretariat by 10 June 2009.