

SESSION 2D

IS ANYBODY LISTENING? EVALUATING THE IMPACT OF ENERGY EFFICIENCY COMMUNICATIONS CAMPAIGNS

Moderator: Charles Michaelis, Databuild Research and Solutions Ltd.

Using Theory-Based Evaluation to Assess Communications Approaches

Caroline Wilson, Institute of Energy and Sustainable Development, De Montfort University

Katherine N. Irvine, Institute of Energy and Sustainable Development, De Montfort University

Greig Mill, Institute of Energy and Sustainable Development, De Montfort University

Evaluation of the Effectiveness and Impact of Energy Efficiency Advertising Campaigns

Matthew Murray, Energy Saving Trust

Case Study: A Proposed Protocol to Evaluate Energy Savings Communications Campaigns

Karen Rousseau, ATEMA Conseil

Grégory Chédin, ADEME

SESSION SUMMARY:

This session will focus on mechanisms for evaluating the impact of energy efficiency communications campaigns. The three papers provide practical examples of evaluation and illustrate different approaches to the challenges involved.

The first paper describes an evaluation of the effectiveness of six different communications approaches to encourage individuals to adopt sustainable behavior. Each approach used different communications mechanisms. The approaches were assessed to compare the different impact of top-down communications lead by authorities and bottom up activities where individuals are actively involved.

The second paper covers the evaluation of a national advertising campaign designed to encourage householders to seek information about steps they could take to reduce their use of energy in their homes. It describes a mechanism for estimating awareness of the campaign and its impact on the behavior of consumers. The paper also describes a mechanism for modelling the carbon and utility bill savings achieved by the campaign.

The third paper describes an approach that will be adopted to evaluate an energy savings communications campaign using surveys of the target audience before the campaign, shortly after the campaign is completed and one year on.