

## Case Study : A Proposed Protocol to Evaluate Energy Savings Communication Campaigns

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# Sommaire

- I. Introduction
- II. Objectives and challenges
- III. The Protocol
- IV. Conclusion

# Introduction

# Background

- > The French Environment and Energy Management Agency (ADEME) implements large-scale communications campaigns
- > Since 2008, ADEME's communications budget has sharply increased
- **Energy savings communications campaigns has been identified as a strategic evaluation for the agency**
- > ADEME has substantial expertise in the evaluation field
- > Communications campaigns have never before been evaluated
- **Necessity to develop a protocol**

# Objectives and challenges

# Objectives

> Objectives of the protocol are :

- **Measure behaviour change** resulting from communications campaigns
- **Understand the effect of the campaign** and the mechanism by which that effect was achieved to **inform improvements to a communications campaign.**

# Challenges

> The evaluation of communications campaigns faces many specific methodological challenges

→ **Best practices are known**

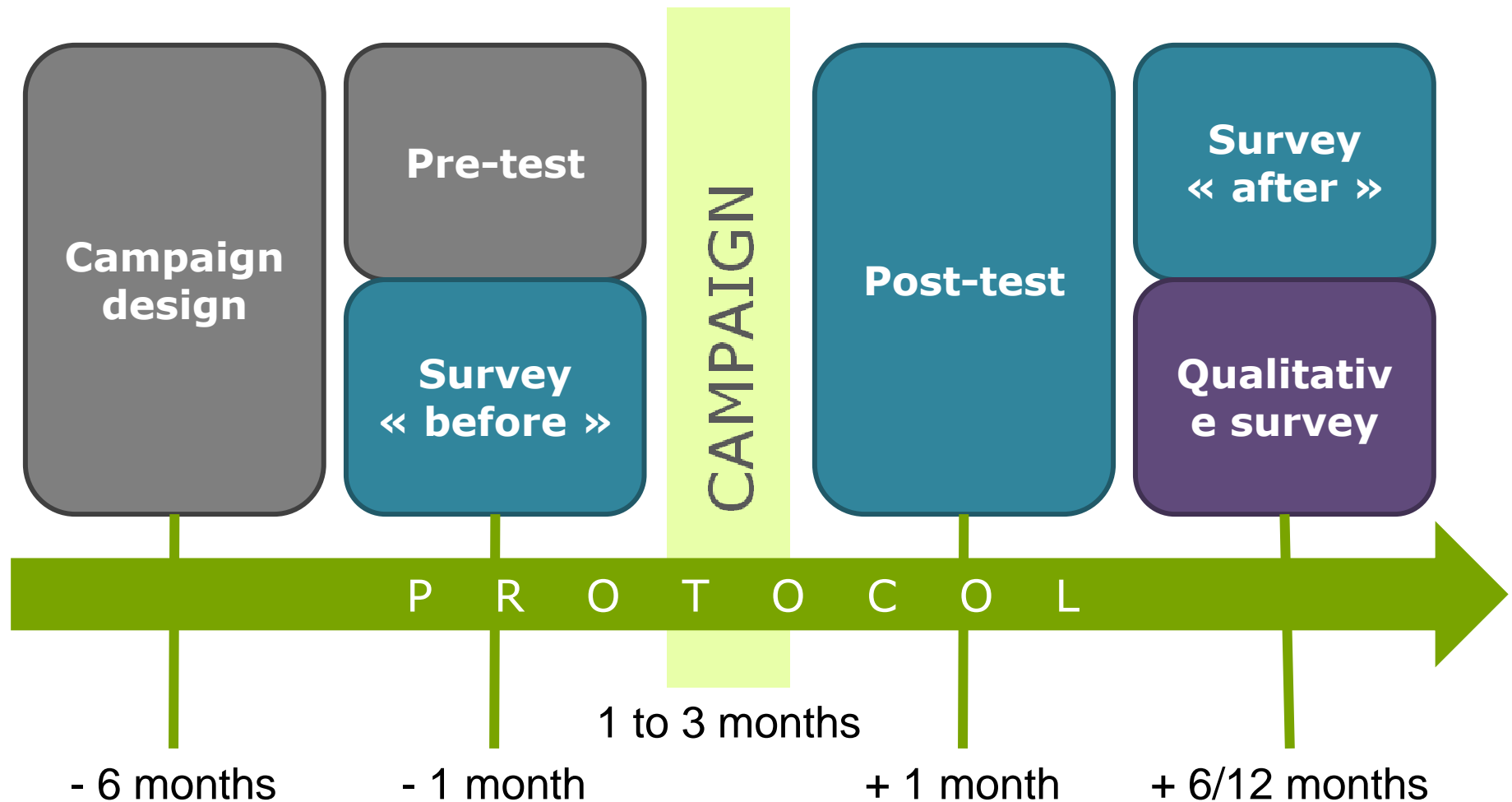
> Evaluation is useless if designers and managers are not using its conclusions to develop and improve their programmes

→ **Compromises with best practices are required** to maximise the use of evaluation

# The Protocol



# Global view of the protocol



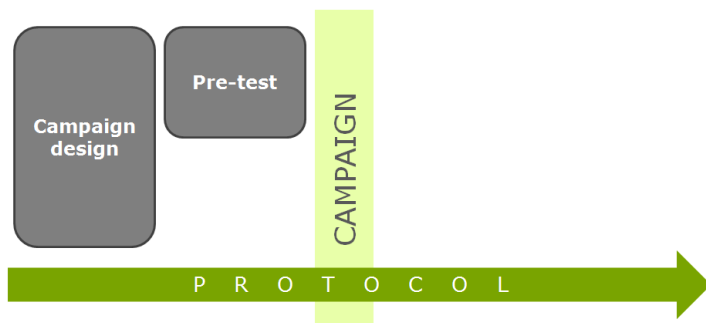
# Design of the campaign

## > Objectives :

- to formalize the campaign objectives when the policy is designed (the logic frame)
- To define the target

## > Methods :

- Logic maps, checklists
- Qualitative survey and background analysis



➔ The evaluation will be based on the logic frame

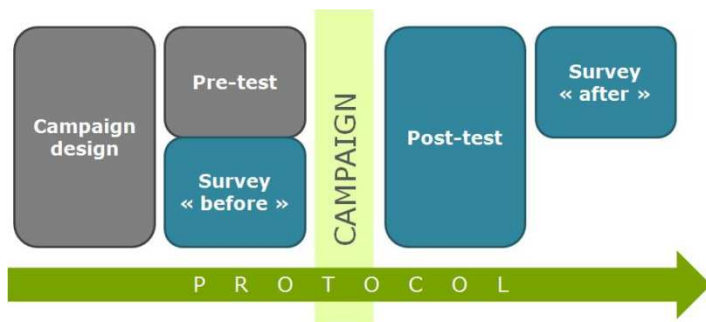
# Quantitative survey

## > Objective :

- to measure change on awareness, attitude and behavior

## > Method :

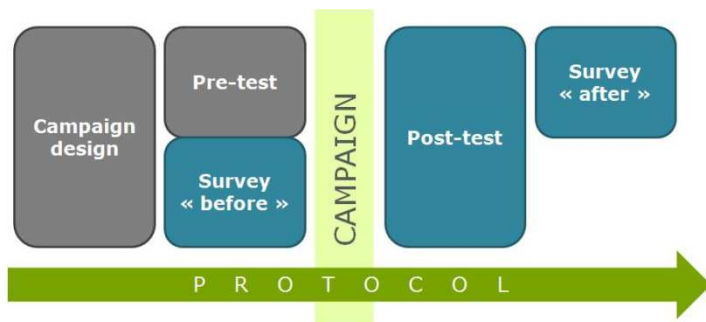
- following the same sample of people at different periods of time using quantitative methods



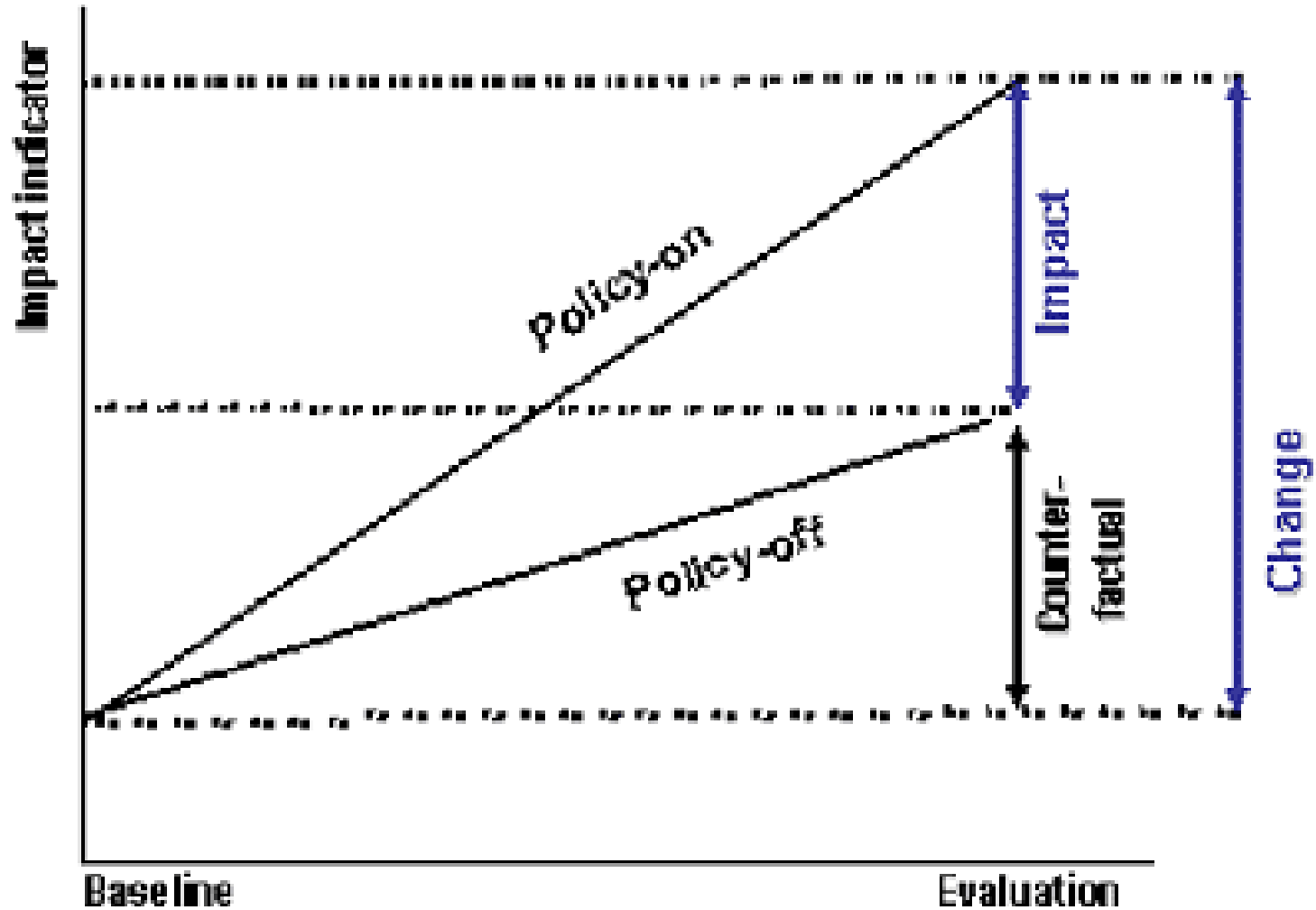
# Quantitative survey

## > Two principles:

- Comparison between surveys to measure change
- ➔ Using existing practices of pre and post-test + a long term survey
- ➔ Bias: having the same sample (2000 subjects)
  - A control group to impute change to the campaign
- ➔ Bias: not a true counterfactual with people declaring that they never seen the campaign



# Quantitative survey



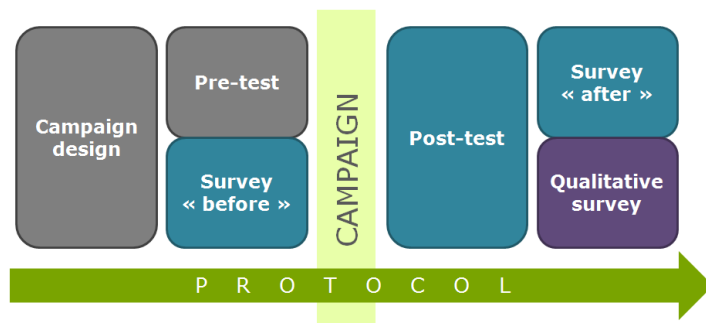
# Qualitative survey

## > Objective :

- Understand the success and failure of the campaign on different kind of audience
- Enhance and develop the intervention logic for future campaign

## > Method :

- In depth interviews on 4 or 5 groups of people with different trajectories



# Conclusion

# Conclusion

- > The protocol faces the difficulty of the evaluation activity:
  - a protocol to be applied in all cases vs. evaluation requires ad hoc methods for each case.
- > The protocol suits a specific institution.
  - Constraints come from the specific culture of evaluation of existing communication campaigns.
- > It is not possible to construct a randomized control group.
  - Thus solution proposed implies biases.
- ➔ The implementation of the protocol will answer if the biases are unacceptable or if the method provides interesting data



The end !

Thank you for your listening