

WP 4 Energy Supply

Financing energy efficient refurbishment in apartment buildings - awareness campaign spring 2010



SA KredEx

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Campaign

Time of campaign 2010 (week 10 to 11)

Goal To raise awareness about financing energy efficient refurbishment in apartment buildings.

Tagline Your home or public sauna? Don't heat weather (outdoor air), refurbish your house!

Message In Estonian climate you have to heat your houses, but it has to be done rationally. Buildings constructed during the Soviet period urgently needed to refurbish/insulate, otherwise you will heat outdoor air. This is a waste and you can help stopping it - **refurbish your house!** Profit by cutting your annual heating bill up to 45%.

Channels:

- 1) Radio commercials: 190 times per week 20 seconds in two radio channels (Estonian and Russian). According to survey (independent) about 261 000 (Estonian channel) and 177 000 (Russian channel) listeners all over Estonia.
- 2) Printed commercial in 14 newspapers in Estonia in both languages.



- 3) Outdoor media:

During the campaign outdoor media in bus-stops was used in 3 cities (Tallinn, Tartu, Pärnu). Visual as same in printed commercials in newspaper. Coverage was in Tallinn 54%. Campaign has reached approx. 170 000 inhabitants of Tallinn according to TNS Emor.

Results and conclusions

In our opinion the campaign fulfilled its goal, improving the awareness of Estonian residents how to finance energy efficient refurbishment measures and also informing those about the grants what Estonian Government (KredEx) has to offer.

Critical in this type of campaign is to find ways for monitoring and evaluation. It has to be done by survey - from the partner (Blumberg) who organised the campaign KredEx got the information how many people listening Radio or reading news paper - the campaign in total reached up to 700 000 people.

Through public awareness campaigns with adequate legislative framework and financing schemes we can motivate inhabitants to refurbish their houses, raise the awareness about raising energy efficiency in houses. Also all the partners can use our experience to do similar campaigns in their countries.

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