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A proposal for an Energy Efficiency Awareness Campaign in Cyprus

Deutsche Gesellschaft für Internationale
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List of abbreviations

BMWi	Federal Ministry of Economics and Energy
EE	Energy Efficiency
EED	Energy Efficiency Directive (2012/27/EU)
EPBD	Energy Performance of Buildings Directive (2009/31/EU)
EPC	Energy Performance Certificates
ETEK	Cyprus Professional Engineers' Chamber
EU	European Union
GRP	Gross Rating Point
MECIT	Ministry of Energy, Commerce, Industry and Trade
NZEB	Nearly-zero Energy Building
OEB	Industrialists' and Employers' Federation
OTS	Opportunity-to-See
RES	Renewable Energy Sources
VAT	Value added Tax

I Executive

A variety of different information products have been developed by the Cyprus government or other state and non-state actors in recent years. They have been disseminated, however, with varying intensity and not in a systemic manner and not under a common brand. Some of them were regarded by different stakeholder groups and MECIT as highly effective (e.g. energy labels, fairs, trainings, competitions, local energy days) and should be continued – possibly with some modifications.

Others, notably MECIT website, publications, electronic and social media, and some obligatory information measures from EU Directives could not demonstrate their full potential yet and would need to be reviewed or complemented in terms of content and use (within the boundaries set by the Directives). Most of the implemented measures can be categorised as educative-informative and should be complemented in the future with more feedback, consequence and social influence measures to trigger direct action.

The assessment of current awareness level among the predefined target groups (households, industry, business, local authorities) through focus group interviews revealed a general understanding of the concept of energy efficiency among the different target groups. It has however also become evident that most consumer and lack actionable knowledge which in combination with other barriers have prevented a large-scale update of energy efficiency measures to date.

Against this background a two-tier approach is being proposed for future awareness raising activities by the Cyprus government. The first tier which constitutes the core of the campaign focusses on “Shaking-up” the target groups by providing information on economic benefits of energy efficiency relying on mass-communication and electronic media. These informative measures are targeting the population at large as well as the service and industry sector.

The second tier “Building-up” complements the first tier and shall build-up on the initial interest raised among consumers, business and local authorities with more in-depth information products including those with feedback mechanisms and social influence to ensure that the initial interest raised does not get lost but is translated into action.

The four different media plans prepared (Minimum – Maximum Outreach) will require a financial allocation of between around 85k EUR (including production costs) and 285k EUR (including production costs) whereas a standard package with a financial volume of around 220k is recommended. Complementary “build-up” measures vary considerably in costs and can be adjusted depending

on available funds though priority should be given to overhaul/replace the current Energy Service Website and develop an appealing, comprehensive and easily accessible online portal with further information differentiated by target group.

As a general consideration for the information campaign to reap its full effect it needs to be embedded into a set of policies tackling other barriers of legal nature, providing financial incentives, mobilisation of private capital, building capacities of professionals in the energy efficiency value chain etc. Given the exhausted resources in the main government support schemes “Special Fund for RES and EE” and “I SAVE I UPGRADE” and the currently deferred investments by the market participants in anticipation of a new support scheme it is recommended to defer the start of the campaign until a new support/subsidy scheme for stimulating investment in energy efficiency has been decided on and opened. Additional campaign elements should then be included to specifically market the new or revised instrument. Running the campaign without operating support schemes and a basic set of “build-up” measures risks to miss its mark and not fully achieve the expected impacts.

II Introduction

Background

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH has been commissioned by the German Federal Ministry of Economics and Technology (BMWi) with financing provided mainly from the European Commission Structural Reform Support Services under Contract No. SRSS/S2016/S002 to implement the project “Technical assistance for energy efficiency and sustainable transport in Cyprus”. As part of this project support is provided to the Ministry of Energy, Commerce, Industry and Tourism (MECIT) in order to design an Energy Efficiency Awareness Campaign in the Republic of Cyprus.

The Cyprus Government recognises that information, awareness and training/education play a vital role if energy savings will be achieved. Numerous fora such as the Amsterdam sustainable energy forum have concluded that there is lack of adequate information to consumers and businesses for energy efficient technologies, practices and economic aspects and opportunities for investing in energy efficiency and RES and the Energy Efficiency Directive (2012/27/EU) and the Energy Performance of Buildings Directive (2010/31/EU) thus requires Member States to take appropriate measures in that regard (European Union, 2010 European Union, 2012).

Particularly for the relatively new member states such as Cyprus significant effort and comprehensive policies are required in this respect. According to “Strategy for encouraging investments in the renovation of buildings” prepared by MECIT the knowledge of the general public on building energy efficiency appears to have improved over the last 10 years Though many citizens remain unaware of the energy performance of their building and in case they are, they have difficulties assessing and identifying energy wastage and possible solutions (Ministry of Energy, Commerce, Industry and Tourism, 2014).

Objective and scope

According to the Terms of Reference which were further specified with MECIT the awareness raising campaign to be proposed through this Technical Assistance is intended to *stimulate investments* into energy efficiency among different market actors, namely households, industry, services and local authorities (the latter in their roles as acting as intermediaries to citizens). Educational and informational measures primarily aiming at *inducing behavioural change or promoting sufficiency* and working with schoolchildren were thus out of the scope of this technical assistance.

The campaign shall disseminate information on the existing legal provisions, financial support schemes (though none were active at the time of drafting the report) and general benefits of energy efficiency such as monetary savings, environmental and health benefits, etc.

As information channels traditional mass as well as electronic media were pre-set in the Terms of Reference to constitute the core of the campaign though also other effective awareness raising instruments were to be explored.

Since a specific duration of a campaign and available financial resources have not been specified it has been agreed with MECIT to propose three different options for mass media campaigns of different intensity and costs.

Structure of the report

The present report is divided in three sections. In chapter III the information mechanisms which are currently being used or have been used are presented and assessed. Current information levels, barriers and needs among different market actors are analysed in chapter IV. In chapter V the overall campaign design is developed and the concept and communication products for the mass communication activities presented. These are complemented with outlines of optional measures to build on the mass media activities.

Chapters I – V of the report are prepared in English while the mass communication products are presented in Greek language in Annex A as stipulated in the Terms of Reference.

III Situation analysis

Directive 2012/27/EU on energy efficiency obligates member states in Articles 12 and 17 to ensure that “information on available energy efficiency mechanisms and financial and legal frameworks is transparent and widely disseminated to all relevant market actors”. “Members States shall, with the participation of stakeholders, including local and regional authorities, promote suitable information, awareness raising and training initiatives to inform citizens on the benefits and practicalities of taking energy efficiency improvement measures” (European Union, 2012). Furthermore, EU Directive 2010/31/EU on the energy performance of buildings requires in its Article 20 that “Member states shall take the necessary measures to inform the owners or tenants of buildings or building units of the different methods and practices that serve to enhance energy performance. “Member States shall in particular provide information to the owners or tenants of buildings on energy performance certificates and inspection reports, their purpose and objectives, on cost-effective ways to improve the energy performance of the building and, where appropriate, on financial instruments available to improve the energy performance of the building” (European Union, 2010). Article 17 of the EED and Article 20 of the EPBD thus constitute the general reference point on scope and content of the campaign.

The chapter is based on a review of existing literature, web resources and other material provided by MECIT and complemented with the results from interviews with representatives of the different target groups (cf. also chapter IV) and own assessments.

Apart from traditional communication products such as publication, radio and TV ads also legal obligations for information provision, and trainings and other measures with the aim stimulating investments into energy efficiency have been considered in this analysis.

III.I Legal obligations

Legal acts regulating the provision of energy related information to consumers mainly stem from the transposition of relevant provisions from the Energy Efficiency Directive (2012/27/EU), the Energy Labelling Directive (2010/30/EU), and the Energy Performance of Buildings Directive (2010/31/EU) into national law.

Energy Labelling

EU Directive 2010/30/EU on the “indication by labelling and standard product information of the consumption of energy and other resources by energy-related products” also known as EU Labelling Directive requires that different - mainly household - appliances must carry an energy label, which is standardised and also must be given to the consumer. The same applies for mail order catalogues (European Union, 2010).

The EU Energy Labelling Directive has been transposed in Cyprus national law through a series of separate ministerial decrees covering all required appliances. Trainings by MECIT were offered to suppliers and importers. Market surveillance is performed by authorized inspectors at several distribution sites. Inspections are also performed at several online selling points. Surveillance primarily takes the form of visual inspections. In case of doubt laboratory measurements might be carried out (ODYSSEE-MURE, 2014).

According to information by MECIT and other stakeholders consumers seem to be well aware of the labels. Compliance is improving though due to staff shortages market surveillance can only be performed on a limited scale.

The label proves to be a highly effective instrument to influence investment decisions towards energy efficient appliances when it comes to replacing broken equipment. Consumers in Cyprus at present however rarely replace old inefficient equipment when it is still functional although savings might be considerable and payback times attractive.

Energy Performance Certificates

Directive 2010/31/EU on the energy performance of buildings requires Member States to introduce Energy Performance of Building Certificates (EPCs) to be issued for buildings at the time of construction, sale or renting or when undergoing major renovation. “The prospective buyer and tenant of a building or building unit should, in the energy performance certificate, be given correct information about the energy performance of the building and practical advice on improving such performance” (ODYSSEE-MURE, 2014).

Directive 2010/31/EU has been transposed through a series of laws and regulations with the Law on Energy Efficiency of Buildings (No. 210(I)/2012) as the main legal act.

The EPC scheme has undergone a revision in 2013. On the one hand a new energy class B+ has been introduced to provide an extra incentive for property developers and building owners since most new buildings since 2009 have been constructed in energy class B and rarely in class A. Furthermore the recommendations in the report became more detailed since it now has to

cover both individual measures and combination of measures. Furthermore, the report must give for every building element an indication of the relative efficiency vis-à-vis the minimum requirements. Part of the revision has also been the possibility for issuing administrative fines of up to 30.000 EUR for non-compliance with EPC issuance (Hadjinicolaou, 2015:222). In 2014 MECIT has commenced a campaign to check on how EPC have been displayed when renting and selling. These included visits to offices of real estate agents and property developers, conducting seminars with associations of real estate professionals and property owners (Hadjinicolaou, 2015:223).

Though compliance levels have improved for EPCs in residential buildings from 2010 to 2013 EPC issuance remains at low levels. EPCs for existing buildings amount to only 7% of all EPC issued by 31/12/2013 (Ministry of Energy, Commerce, Industry and Tourism, 2014:215) and have only slightly increased since then though no official data on the ration of EPC issued for existing buildings is currently available.

Apart from legislative gaps connecting the EPCs with the sales documents and rental agreement this is attributed to insufficient information on the EPC to interested buyers or tenants and the difficulty of interested buyers or tenants as well as professionals in the real estate market to “translate” the data included in the EPC into building operating cost (Ministry of Energy, Commerce, Industry and Tourism, 2014:215). Furthermore, and EPC is required only at the time of construction, sale or renting of a building and thus excludes the largest part of the building stock which is owned by residents.

In its Strategy for encouraging investments in the renovation of buildings MECIT stated in 2013 that many potential buyers and sellers keep ignoring its existing, though mandatory, during the transaction and don’t take into account the energy performance during the transaction (Ministry of Energy, Commerce, Industry and Tourism, 2014:230).

Interviews performed with stakeholder groups (cf. chapter 4) reveal that these problems are persisting and consumers are not sufficiently aware of the certificates and the long-term energy costs in relation to house prices.

Inspection of HVAC systems

Articles 14 and 15 of the EPBD introduce on-site inspections of heating and air conditioning systems (HVAC) in order to “maintain their correct adjustment in accordance with the product” (European Union, 2010). The inspection reports shall include a section on cost-effective improvements which gives it elements of an informative measure.

HVAC installations have been regulated by a series of decrees complementing the Law on Energy Efficiency of Buildings (No. 210(I)/2012).

They prescribe mandatory periodic inspection of heating systems with a boiler output of over 20 kW and for air condition systems with a rated output power

of over 12 kW or in cases where cumulative rated output power in a building exceeds 50 kW.

Energy audits

Article 8 of the EED requires Member States to promote high-quality energy audits in their territories and ensure that their large enterprises are subject to regular energy audits at least every four years. In addition to identifying, quantifying and reporting current energy consumption, an energy audit is also designed to provide reliable technical and economic information for formulating feasible and cost-effective recommendations for energy efficiency improvement measures and packages of measures that would lead to measurable energy savings if implemented. The EED differentiates between the requirement for Member States to promote and encourage the use of energy audits in small and medium-sized enterprises (SMEs), households and other small end-users, and the requirement for Member States to oblige large enterprises to carry out regular energy audits (European Union, 2012).

Cyprus has fully implemented the requirements from article 8 mandating non-SMEs to perform regular energy audits as well as setting up an energy auditor's registry including registration procedure, necessary qualification (ODYSSEE-MURE, 2015).

However, since Cyprus has only very few companies falling under the definition of a non-SME, the effect of the regulation has so far been limited. According to MECIT and business associations only a very limited number of SMEs has carried out energy audits in the past or introduced an environmental management system. Concerns were also raised by business representatives about the limited number and level of qualification of the existing auditors.

MECIT is currently preparing a new regulation to further encourage the uptake of energy audits for SMEs.

Smart metering

Smart meters have been installed in selected public buildings. The aim is to gather more and precise data for buildings which are in the list of being renovated either through public funds or through energy performance contracting. Until 2020 all public buildings shall be equipped with smart meters though it is unclear whether this target can be reached.

A smart metering scheme is initiated by EAC, Cyprus Energy Regulatory Authority and Cyprus University of Technology and other partners for smart metering in households with PV system under the net-metering support schemes has been facing challenges.

III.II Fairs and events

Trade fairs are used for outreach activities to promote energy efficiency and renewable energy activities both by government institutions as well as industrialist associations.

At the International trade fair of Nicosia MECIT is every year hosting a special stand of the governmental energy department providing info, catalogues etc. on energy efficiency, RES and particularly promoting the governmental financial support schemes. The fair is visited by a minimum of 200,000 people which is about a quarter of Cyprus' total population (ODYSSEE-MURE, 2011).

The Cyprus Employers Industrialists Federation (OEB) with 4500 members is organizing every year a three-day energy fair SAVENERGY hosting around 100 local and foreign retailers, manufacturers, and importers of energy efficiency/RES technologies. Typical technologies demonstrated are solar thermal applications, PV, small wind, hybrid / electric cars, heat recovery systems, electric demand management systems etc. (ODYSSEE-MURE, 2011).

III.III Trainings

Though not being an information measure in a narrow sense specialised trainings and workshops for intermediaries such as architects, engineers and energy managers indirectly increase the awareness on energy efficiency and available technologies and regulatory provisions to the end-consumers and are in line with the provision of information from the Energy Efficiency Directive. Trainings related to energy efficiency are provided by different state and non-state institutions.

MECIT

MECIT has been organizing information sessions on (new) regulations or MECIT staff has provided input on different topics such as nearly-zero Energy Buildings or Energy Performance Certificates. Target groups were among other engineers and architects, Association of Property Owners, Association of Property Valuers and Property Consultants, Hotel Association, Real Estate Agents' Association and Federation of Associations of Building Contractors or Chamber of Commerce and Industry (Hadjinicolaou, 2015:218).

Cyprus Employers Industrialists Federation (OEB)

OEB organises approx. 6 training courses and workshops per year for industry engineers and plant managers in energy management, energy auditing, best practices for energy savings. Interest is especially high from industry and across all sectors. OEB has recently set up an own department for energy and

environment and is stepping up its efforts from promoting energy efficiency among companies.

Cyprus professional engineers chamber (ETEK)

ETEK also organizes Training seminars and workshops to educate engineers in energy efficient building design, integration of RES in buildings, energy saving opportunities/ energy management / energy auditing in industry. ETEK is organizing around six such events every year depending on participation (ODYSSEE-MURE, 2011).

Cyprus trade and industrial chamber (KEBE)

Training seminars and workshops for energy efficiency and RES are also organized by KEBE in regular intervals.

Cyprus Organisation for Standardisation

The standardization organisation conducts information events to inform all enterprises on the benefits arising from the implementation of energy management systems involving the exchange of good practices (Ministry of Energy, Commerce, Industry and Tourism, 2014:35).

Judging from the feedback of business association enterprises regard such specialist seminars and face-to-face exchange with MECIT to be a highly effective instrument to raise awareness, exchange experience a receive first-hand information on support schemes provided by the government.

III.IV Publications

MECIT has produced a number of publications on Energy Efficiency to different target groups. These are listed in the table below:

Table 1: Publications on Energy Efficiency published by MECIT (Ministry of Energy, Commerce, Industry and Tourism, 2014:36-37)

No.	Title	Sector	Year	Available online
1	Guide on fuel economy and the reduction of carbon dioxide emissions in passenger vehicles	Transport	2011	http://www.mcit.gov.cy/mcit/mcit.nsf/All/C6129955143EF730C22578710023920B/\$file/%CE%9F%CE%B4%CE%B7%CE%B3%CF%8C%CF%82%20%CE%9F%CE%B9%CE%BA%CE%BF%CE%BD%CE%BF%CE%BC%CE%AF%CE%B1%CF%82%20%CE%9A%CE%B1%CF%85%CF%83%CE%AF%CE%BC%CE%BF%CF%85%202011.pdf
2	Zero-cost measures for energy savings at the workplace and at home	Households, Services, Industry	2011	http://www.mcit.gov.cy/mcit/mcit.nsf/All/C6129955143EF730C22578710023920B/\$file/%CE%AD%CE%BD%CF%84%CF%85%CF%80%CE%BF%CE%B1%CF%80%CE%BB%CE%AC%20%CE%BC%CE%AD%CF%84%CF%81%CE%B1%20%CE%B5%CE%BE%CE%BF%CE%B9%CE%BA%CE%BF%CE%BD%CF%8C%CE%BC%CE%B7.pdf
3	Ecodesign	Industry	2015	http://www.mcit.gov.cy/mcit/mcit.nsf/All/6E7C505A03D768CBC2257E5200208E4D/\$file/%20Eco%20Design.pdf

4	Technical guide on nearly zero-energy buildings	Industry, housing, services	2015	http://www.mcit.gov.cy/mcit/mcit.nsf/All/6E84927174274B7AC22575AD002C8BB7/\$file/%CE%9A%CF%84%CE%A F%CF%81%CE%B9%CE%B1%20%CE%BC%CE%B5%20 %CF%83%CF%87%CE%B5%CE%B4%CF%8C%CE%BD% 20%CE%BC%CE%B7%CE%B4%CE%B5%CE%BD%CE%B 9%CE%BA%CE%B7%CC%81%20%CE%BA%CE%B1%CF %84%CE%B1%CE%BD%CE%B1%CC%81%CE%BB%CF% 89%CF%83%CE%B7%20%CE%B5%CE%BD%CE%B5%CC %81%CF%81%CE%B3%CE%B5%CE%B9%CE%B1%CF% 82.pdf
5	Cogeneration of heat and power	Industry	2011	http://www.mcit.gov.cy/mcit/mcit.nsf/All/EF620C37922E DAECC22575CB00457F21/\$file/symparagwgi.pdf
6	Labelling of tyres with respect to fuel efficiency and other essential parameters	Transport	2012	http://www.mcit.gov.cy/mcit/mcit.nsf/All/6793FF79A6B2 1C21C2257909003BB7B0/\$file/%CE%A4%CE%A1%CE%9 9%CE%A0%CE%A4%CE%A5%CE%A7%CE%9F%20- %20%CE%A3%CE%97%CE%9C%CE%91%CE%9D%CE% A3%CE%97%20%CE%95%CE%9B%CE%91%CE%A3%CE %A4%CE%99%CE%9A%CE%A9%CE%9D.pdf
7	Energy savings guide	All	2011	http://www.mcit.gov.cy/mcit/mcit.nsf/All/C6129955143E F730C22578710023920B/\$file/%CE%AD%CE%BD%CF%8 4%CF%85%CF%80%CE%BF %CE%BF%CE%B4%CE%B7 %CE%B3%CF%8C%CF%82%20%CE%B5%CE%BE%CE% BF%CE%B9%CE%BA%CE%BF%CE%BD%CF%8C%CE%BC %CE%B7%CF%83%CE%B7%CF%82%20.pdf
8	Energy labelling guide	Services, Industry, Households	2015	http://www.mcit.gov.cy/mcit/mcit.nsf/All/6E7C505A03D7 68CBC2257E5200208E4D/\$file/Energy%20Label%20%CF %84%CF%81%CE%AF%CF%80%CF%84%CF%85%CF% 87%CE%BF.pdf

9	Energy auditors - energy audits	Industry, Services	2013	http://www.mcit.gov.cy/mcit/mcit.nsf/All/5D6DEF111AE3CF55C22575C5002BFED5/\$file/%CE%A4%CE%A1%CE%99%CE%A0%CE%A4%CE%A5%CE%A7%CE%9F%20-%20%CE%95%CE%9D%CE%95%CE%A1%CE%93%CE%95%CE%99%CE%91%CE%9A%CE%9F%CE%99%20%CE%95%CE%9B%CE%95%CE%93%CE%9A%CE%A4%CE%95%CE%A3.pdf
10	Twelve rules for pupils	Education	2010	http://www.mcit.gov.cy/mcit/mcit.nsf/All/C42BD5A5867E0016C22576BD00369769/\$file/%CE%88%CE%BD%CF%84%CF%85%CF%80%CE%BF%CE%9F%20%CE%B4%CF%89%CE%B4%CE%B5%CE%BA%CE%AC%CE%BB%CE%BF%CE%B3%CE%BF%CF%82%20%CF%84%CE%BF%CF%85%20%CE%BC%CE%B1%CE%B8%CE%B7%CF%84%CE%AE%20%CE%B3%CE%B9%CE%B1%20%CE%B5%CE%BE%CE%BF%CE%B9%CE%BA%CE%BF%CE%BD%CF%8C%CE%BC%CE%B7%CF%83%CE%B7%20%CE%B5%CE%BD%CE%AD%CF%81%CE%B3%CE%B5%CE%B9%CE%B1%CF%82.pdf
13	School textbooks for pre-and primary school and for secondary and technical schools	Education	2010	http://www.mcit.gov.cy/mcit/mcit.nsf/All/C42BD5A5867E0016C22576BD00369769/\$file/%CE%95%CE%BD%CE%AD%CF%81%CE%B3%CE%B5%CE%B9%CE%B1%CE%95%CE%BA%CF%80%CE%B1%CE%B9%CE%B4%CE%B5%CF%85%CF%84%CE%B9%CE%BA%CF%8C%20%CE%B2%CE%B9%CE%B2%CE%BB%CE%AF%CE%BF%20%CE%B3%CE%B9%CE%B1%20%CE%BC%CE%B1%CE%B8%CE%B7%CF%84%CE%AD%CF%82%2013%2018%20%CE%B5%CF%84%CF%8E%CE%BD.pdf

Most of the publications have been designed for energy specialist such as engineers or architects as intermediaries. From the interviews conducted with various stakeholder groups it can be concluded that these specialised publications are well acknowledged. From a PR perspective and for the further dissemination throughout the campaign the print materials would however benefit from a consistent and more appealing layout enriched with photos and graphs, high resolution pictures, consistency in typography (fonds and sizes) and recognisable colour schemes.

Overall the effect of publications to raise the awareness on energy efficiency among end-consumers in different sectors of the economy, however, seems to have been limited. None of the respondents in the interviews conducted ranked print materials among the most effective communication channels for reaching the respective target groups.

III.V Mass media

Print Media

To promote the Grant Scheme and RES Special Fund two kinds of newspaper ads had been produced and published in different print media¹ over a period of three month from April – June 2009 (ODYSSEE-MURE, 2011). No additional print ads have been placed since then.

TV and Radio

In total 1 TV spot and 5 radio spots have been produced in recent years and aired island wide on different stations². Airtime was provided for free during stations free time and as long as the message was relevant.

Topics covered were:

- Energy Performance Certificates (radio)
- Inspection of heating and air condition systems (radio)
- Simple energy saving measures (radio)
- Energy Audits – Energy Service Providers (radio)
- Energy Labelling (radio)
- ENERGIN (TV)

The radio spots which have been produced in-house by MECIT are well done and could be used or adapted for future awareness-raising measures. The TV spots should have a uniform beginning and ending so that the branding will be visual and recognisable throughout the campaign (see Annex A).

III.VI Websites

The Energy Service is hosting a special section on rational use of energy on the MECIT website with a wealth of information of government policies, regulations and other information.

The website was praised by relevant stakeholder groups for its wealth of information. Critical remarks came on the design and presentation of the content which was perceived as very “government-like” and not targeted

¹ Philelephtheros, Politis, Simerini, Alitheia, Haravgi, Machi, Antilogos, Pontiki, Sunday Mail

² ASTRA FM, KANALI 6, MIX FM, Cyprus Broadcasting Corporation, SportFM

towards consumers but rather towards other energy specialists. It is also very difficult to access being a sub-page on the ministry website.

There are other online sources providing news and information about energy efficiency in Cyprus which are listed in the table below:

Table 2: Online sources on energy efficiency in Cyprus

Online Source	Operated by	URL
Energy Service Website	MECIT	http://www.mcit.gov.cy/mcit/mcit.nsf/dmlenergyyservice_gr/dmlenergyyservice_gr?OpenDocument
ENERGEIN project	MECIT et al	http://www.energein.gov.cy/mcit/energein.nsf/index_gr/index_gr?OpenDocument
Electricity Authority of Cyprus	Electricity Authority	https://www.eac.com.cy/EL/EAC/NewsAndAnnouncements/Pages/InformationalDocuments.aspx
Cyprus Energy Agency	Energy Agency	http://www.cea.org.cy/
Energy News	Industrialist and Employers Federation, Business News	http://energy.reporter.com.cy/saving
SaveEnergy Fair Website	Industrialist and Employers Federation	http://www.savenergy.org.cy/

The online web-presence of the Ministry shall be substantially reviewed improving accessibility, a more appealing layout and structure, consumer-oriented language as well as additional information. Due to the difficult navigation on the existing website (not easy to access all the necessary information) we a landing page that will work as an intermediate channel for the target audience is being proposed.

III.VII Social media

Twitter

MECIT is maintaining its own Twitter account since Mai 2016. (@EnergyGovCY) <https://twitter.com/EnergyGovCY>. Postings are in Greek and English language.

In early January 2017 there were 15 Followers and only 23 tweets in total which suggest that the outreach of this communication channel so far remains limited. Twitter requires daily monitoring and support by at least 2 administrators. The campaign should increase the followers. Posts (photos and messages) can be copied and twitted from the social media campaign.

Facebook

<https://www.facebook.com/%CE%A5%CF%80%CE%B7%CF%81%CE%B5%CF%83%CE%AF%CE%B1-%CE%95%CE%BD%CE%AD%CF%81%CE%B3%CE%B5%CE%B9%CE%B1%CF%82-484361025094146/timeline>

Facebook currently had only 211 page likes in April 2017 but this number should easily be increased by the campaign. Photos should be cut and posted correctly. Resolution of the images should be based on the Facebook's specs. Text should be more targeted and interesting. A new layout is proposed that will increase the campaign awareness (Annex A). Cover Photo and Image should be replaced with the new campaign's images and logo.

Youtube

MECIT also maintains its own Youtube channel that currently features 3 short clips on HVAC, Energy Performance Certificates and Energy Labels and 2 somewhat longer clips on good practice for building renovation and benefits of energy efficiency and renewable energies in general all uploaded since mid-2016. <https://www.youtube.com/channel/UCYciFGi-UEZJS03Eh8mdWsw>.

Judging from the traffic on the side with 17-32 clicks for the clips this communication channels so far does not attract the targeted audience to a satisfactory degree.

Youtube clips have no constant front image that creates confusion at the end user. A new front "mask" with number is proposed to make the navigation easier (cf. Annex A). The description of the clip should always have a clearer explanation about the clip and catchy phrases. The Energy Department should advise the administrator about the keywords to be used.

III.VIII Other

DVD

A 15 min DVD had been prepared about the history, structure and operation of the RES Special Fund. Since the Fund had been renamed in the meantime the DVD is no longer accessible.

Competitions

MECIT together with other stakeholders is organizing annual competitions for energy saving project in the service sector, industry and households. A special committee decides annually for the best and most innovative investments in energy efficiency improvement in companies, households to be awarded based on standard criteria (ODYSSEE-MURE, 2011). The initiative is regarded by

business associations as an effective tool which raises notable interest among companies and should be continued.

Local Energy Days

Municipalities signing the Covenant of Mayors (www.eumayors.eu) - of which there were 25 in September 2016 - have committed themselves to conduct awareness raising activities in the form of energy days or energy weeks on their territory usually around the month of June. Activities include for instance fairs/info points on marketplace, education activities in school, and promoting use of alternative transport such as busses or bicycles. Such measures as well as the preparation of Sustainable Energy Action Plans have received technical support from the Cyprus Energy Agency in past years usually within the framework of EU funded projects. Municipalities signing the Covenant of Mayors are also requested to introduce energy saving offices within their municipalities and appoint energy managers within their administration.

III.IX Conclusion

The analysis has shown that a variety of different information products have been developed by the Cyprus government or other state and non-state actors in recent years. They have been disseminated with varying intensity and not in a systemic manner and not under a common brand.

Some of them were regarded by different stakeholder groups and MECIT as highly effective (e.g. energy labels, fairs, trainings, competitions, local energy days) and should be continued – possibly with some modifications.

Others, notably website, publications, electronic and social media, and some measures from EU Directives could not demonstrate their full potential yet and would need to be reviewed or complemented in terms of content and use (within the boundaries set by EU rules).

After having presented the existing policies and activities by MECIT these measures shall be analysed and clustered on a more aggregated level with regard to their expected effectiveness as discussed in the literature and with a view to different target groups. The approach followed here is based on the research by (Martiskainen, 2007) who distinguishes between

- 1) Antecedent measures (based on information delivery)
- 2) Consequence measures (interactive, based on measures) and
- 3) Social influence

The following table gives an overview of the advantages and disadvantages of the different types of measures:

Table 3: Advantages and disadvantages of measures (adopted from Csobod, Grätz, & Szuppinger, 2009)

Type of measure	Target group	Examples ³	Advantages	Disadvantages
Educative-informative (antecedent) without feedback	Households, Service, Industry, Local government	Publications / brochures / Leaflets Fairs, (information) events) Websites TV and Radio spots Poster, ads	Easy to distribute to large groups Comparatively cheap and quick to implement Little to no effort for the target group	Mainly input only Usually no direct feedback about the individual behaviour and therefore often little to no impact The trustworthiness of the information that is provided cannot be guaranteed
Educative-informative (antecedent) with feedback	Households, (Services, Industry)	Energy Performance Certificate Energy Efficiency Information Centre Online Savings-Calculator Help desk Energy Audits	Personalised information Little to no effort for the target group	Often personnel-intensive and therefore rather costly Needs trained experts No direct result from a change in behaviour visible
Consequence measure	Households, Services, Industry	Competitions Individual and smart metering (pilot projects) Monthly energy bills	Personalised information Direct result from a change in behaviour visible	Can be costly, needs the metering devices Barrier of interpreting the measurements and drawing conclusions
Social influence	Households, Business, Industry, Local Government	EE savings networks Eco teams / energy neighbourhoods Exemplary projects by municipality or others	Usually good results leading to permanent change of consumption pattern Method can be adjusted once started	Needs thorough preparation phase limited number of involved citizens and business needs usually supervision or monitoring Higher efforts for the target group

³ Those highlighted in red can be found in Cyprus.

Looking at the information measures prevailing in Cyprus as presented in the previous chapter it is evident that they are mainly concentrated among educative-informative measures.

It is without question that educative-informative measures are an essential element of any public awareness raising campaign though they are in most cases only a necessary precondition for inducing behavioural change and taking investment decisions and thus additional complementary measures should be considered in the future (cf. chapter V.II.).

IV Awareness levels of target groups

Complementing the desk study on information measures and awareness raising activities currently being implemented the level of awareness on energy efficiency in general and its economic and environmental impact as well as on the existing legal framework and available support schemes has been analysed for the following sectors as stipulated in the Terms of Reference: households, services, industry, academic institutions and local authorities. Given the limited available resources that didn't allow for a broad baseline study a number of interviews with stakeholders representing different focus groups have been conducted.

From a list of stakeholders compiled by MECIT comprising of business associations, NGOs, development and other agencies, and state bodies 12 have been contacted for an interview. Some institutions did not respond, were not available for an interview or did not feel competent to speak on this topic. In the end 8 interviews have been conducted in the week 14-18 November 2016 with the following institutions:

- Employers and Industrialist Federation
- Chamber of Commerce and Industry
- Cyprus Hotel Association
- Association of Cyprus Banks
- Energy Agency
- Union of Cyprus Communes (represented by Energy Agency)
- Consumer Association (written answers)
- Ministry of Education

Interviews lasted about 1 – 1,5 hours and were conducted using the semi-structured interview method.

The interviews focused on the following four areas:

1. Perceived existing barriers to Energy Efficiency investments and levels of influence of the target group
2. Information levels with regard to energy efficiency in general, existing support schemes and relevant legislation
3. Assessment of past awareness raising activities
4. Preferred communication channels, triggers and partners for a future campaign

The interviews revealed very different levels of knowledge on the topic of energy efficiency depending on mission, size and relevance of the topic for the

overall institution in general. Having this in mind and also that the interview partners didn't represent the full picture of energy consumers in Cyprus the answers nevertheless revealed a similar pattern of issues addressed. Complemented with further information from MECIT staff, experience from other countries with similar challenges and other expert advice the findings constitute a solid basis for further specifying the target groups and developing the campaign strategy in chapter V.

IV.I Households

Households in Cyprus had a share of energy consumption of 18% in 2013. Most energy is consumed for cooling and heating followed by electrical appliances. Hence, households in this analysis were considered from two perspectives: Firstly, as homeowners with discretion over investment decisions to upgrade the energetic performance of their dwellings and secondly as buyers and users of electrical appliances.

IV.I.I Barriers

Lack of information is considered to be a significant barrier to energy efficiency investments. This holds true both for replacing energy inefficient electrical appliances but also for upgrading existing buildings.

Though limited own financial means - especially during the crisis -, difficult access to credit, material insecurity, and underfunded governmental support schemes with limited scope were cited as other important barriers.

IV.I.II Information levels

There is a basic knowledge among consumers on rational use of energy though this does not translate into action on a broader scale. Especially when it comes to medium and long-term planning of energy efficiency investments the knowledge is deemed to be insufficient. Also societal and climate impacts of energy saving measures don't seem to have been sufficiently communicated yet.

Support schemes by the government like the Special Fund for EE and RES and the EU co-funded "I save and upgrade" grant schemes are well known and used by the target group. They seem to meet the existing needs and the interest by far exceeds the available funds.

Other schemes like the 5% additional floor space allowance by the Department of Spatial Planning and the VAT reduction scheme have not been cited in any of the interviews and hence seem to be relatively unknown.

Energy Labels for consumer goods are well familiar to the target group and seem to be a very successful for choosing energy efficient new appliances

when broken ones need to be replaced. Consumers though only rarely consider replacing energy inefficient ones before the end of their lifetime which is attributed at least partially to a lack of information on payback periods.

Energy Performance Certificates seem to be less successful in guiding investment decisions. The issuing of certificates is regarded to be working fairly well for new buildings. Though for renting out or selling existing property the buyers rarely request EPCs and the energy performance of the building don't seem to be a key consideration for the buyer. Better information on EPCs should however be accompanied by stricter enforcement according to the target group.

Minimum technical requirements on buildings are communicated by architects or civil engineers designing the dwellings or coordinating refurbishment works and their adherence is ensured through the building permits.

IV.I.III Assessment of past awareness raising activities

Main source of information on energy saving is the central government. Mass communication activities by MECIT inter alia for promoting the Special fund and the "I save I upgrade" scheme have been cited by most interviewees. Though, it was recommended to run them over longer periods and in more frequent intervals. Furthermore, the geographical outreach should be increased and activities not only confined to the major cities.

The government website was cited as an excellent source of information but mainly for specialists and not the population at large. It was also perceived as very "government-like" and should be redesigned to better target the average consumer. Leaflets to be distributed with the electricity bills were deemed as rather ineffective.

Overall the past awareness activities by the government were appreciated but regarded as insufficient in depth and scope.

Out of the responsibility of the central government but cited as well were local energy days organised by municipalities and communes. They were regarded as successful contributions to raising awareness outside the bigger cities which were obviously not always covered by central government's activities. SAVEENERGY fair organised by OEB, activities by the Cyprus Energy Agency and other activities co-funded by the European Union were also positively mentioned.

IV.I.IV Parameters of a future campaign

The government was generally perceived as a trustworthy source of information together with environmental NGOs, ETEK, professional associations and the Cyprus Energy Agency which also have a high recognition.

As most effective communication channels TV and radio, environmental education in schools and kindergartens and energy related events were cited.

Key selling proposition for energy efficiency is saving money followed by health and comfort considerations and climate change.

IV.II Services

The service sector represents the largest share of the Cyprus Economy with a GDP share of 86.6% in 2015 which is dominated by Small and Medium-sized Enterprises, mainly family firms. Important sub-sectors are financial and bigger services, hotels and restaurants, retailing and also health services. Like in the housing sector energy consumption is mainly confined to HVAC, lighting and electrical appliances in office buildings, shops or restaurants.

IV.II.I Barriers

Access to financing is the biggest issues for SMEs both during but still now in the aftermath of the crisis. This concerns the refinancing of business activities in general but also investments in energy efficiency. Due to new capital requirements for banks access to credit has become more difficult for business and the restructured banks with their huge stocks of bad loans continue to show reservations in handing out new credit. This is complemented by a general cautiousness of conducting investments in times of insecurity. Alternative financing schemes through ESCOs are not available yet since this market is only in an embryonic state.

There has also been the perception that banks are not sufficiently prepared to assess the technical risks of energy efficiency investments and are processing these credit applications within their usual procedures. This issue could be tackled by a Technical Assistance facility for capacity development in banks complementing the EBRD loan currently under negotiation.

Lack of awareness and technical knowledge especially among SMEs on how to implement energy efficiency projects within their companies is another factor. Since energy audits are only mandatory for non-SMEs the vast majority of enterprises are not aware of their energy saving potentials. It was recommended to extend the obligation also to medium-sized enterprises accompanied by special support schemes and a better qualification of energy auditors which has been deemed insufficient at present.

Government support schemes have been cited as another issue of concern. There was a general believe among respondents that without governmental support schemes - be they grants or soft loans - energy efficiency investments will not take up on a large scale in the near future. This was traced back on the one hand to a culture of expecting government support that has developed

after accession to the EU. On the other hand they are considered to be necessary to develop the market and overcome the financing barriers cited above.

Since access to finance is on an equal footing if not more important than lack of awareness on possibilities and potentials of investing in energy efficiency an awareness campaign would need to be complemented by facilitating the access to finance and further developing the support schemes by the government, probably with a stronger credit-component, to reach an (full) effect.

IV.II.II Information levels

Information levels vary very much between the different sub-sectors. The biggest, the financial sector, seem to be pretty well aware and most banks have undergone an ISO 50001 certification in past years and implemented various energy saving measures such as replacing lamps, installing master switches, A-class air conditioning units, double glazing windows and insulation of the building envelope. Subsidiaries from international banks benefit in this regard from experience and standards set by their headquarters.

In the hotel sector where energy costs exceeded on average 10% of overall costs during times of high energy prices the vast majority of hotel owner are aware of energy efficiency and renewable energies in general and the majority have undertaken small low costs activities (mainly replacing old inefficient lightbulbs). Only about a quarter have engaged in more substantial investment activities (mainly HVAC and hot water). Those who have done so have reported savings of 25% or more. Though, there is an awareness about the general benefits of energy efficiency measures for the majority of cases, especially smaller facilities, this does not translate into action. Technical knowledge on how to plan and implement concrete measures is missing and competent external service providers are not known or available.

Information on relevant legislation (e.g. Energy Performance Certificates, audit requirements etc.) is disseminated by the associations to their members. Specific information about compliance in the service sector is though not available.

There is a modest awareness of the grants schemes from the Special Fund on RE and EE and "I renovate I upgrade". Though the allocation of funds for business was reported as being very limited in 2016 and conditions are not always fully adjusted to the needs of the businesses.

Small and micro enterprises (mainly retailing and restaurants) which are struggling with the day-to-day management of their business are the ones least aware of the economic benefits of energy efficiency investments, legal obligations and funding possibilities. This target group has a big overlap with the household sector and could thus be tackled simultaneously.

IV.II.III Assessment of past awareness raising activities

Respondents were in generally aware of information activities from the government though for businesses this was not the only source of information since the Chamber of Commerce and Industry, Industrialist and Employers' Federation or Hotel Association is or has been organising own awareness raising activities (fairs, workshops, trainings etc.) - sometimes with participation of government officials.

Previous campaigns were regarded as rather general, too short and underfunded. They relied mainly on mass media and did not target business in particular and messages should be more adjusted to the different target groups.

IV.II.IV Parameters of a future campaign

MECIT is regarded as a trustworthy source of information. Business associations and suppliers of energy efficient equipment and services are also cited as reliable sources and should be involved in implementing activities targeting the private sector.

General awareness raising through mass media (TV and radio), billboards etc. was deemed an indispensable part of any campaign. Though, these activities should be accompanied by more targeted information provided to business, e.g. through electronic newsletters or special seminars. The latter ones should target the decision makers in the companies ideally back-to-back with other events and past ones were regarded as highly effective.

Energy saving networks in industry as practiced in other European countries were regarded as interesting instrument though concerns about revealing company secrets would need to be properly addressed.

Given the organisational purpose of companies of making money it is small wonder that the key selling proposition for engaging into energy efficiency measures is saving money. Though considerations about Corporate Social Responsibility are becoming more and more important especially in the tourism sector where international tour operators request the fulfilment of certain environmental standards and the traveller of the 21st century is regarded as very environmentally conscious.

IV.III Industry

The industry sector in Cyprus (excluding construction) is comparably small with a GDP share of only 7.1% in 2015. Biggest energy consumers in this sector are cement and mining which also fall under the ETS scheme. Other important sub-sectors are food and beverages, water supply and desalination, plastics, pharmaceutical and building material industry.

IV.III.I Barriers

Though the structure of the industry sector is less dominated by micro and small enterprises the general barriers like access to finance, business environment, insufficient knowledge and co-financing expectations by the government are similar to the service sector.

An additional barrier however is that the industry sector was perceived not to have been in the focus of government energy policy and the main government support scheme “I save I upgrade” is entirely focused on upgrading existing buildings and does not include replacement of mechanical equipment or upgrading of industrial processes. In general government support schemes are considered not to be meeting the needs of the industry.

IV.III.II Information levels

Bigger industries are quite well informed about energy efficiency and have started employing Energy Managers. The Cyprus Energy Agency has recently started offering courses EUREM – European Energy Manager including certification. This holds true to a certain degree for SMEs as well. Though, they are shunning concrete implementation due to the costs implications.

There is knowledge about the promotional schemes by the government though since they are focusing on buildings only they are considered not targeted to the production sector.

IV.III.III Assessment of past awareness raising activities

cf. same section under “services”

IV.III.IV Parameters of a future campaign

cf. same section under “services”

IV.IV Education

Schools and public kindergartens (around 800 in total) are directly administered by the Ministry of Education that also takes decisions for energy efficiency investments. Schools are mainly small entities with 50-75 pupils on average. Day-to-day supervision of the facilities and energy management falls into the responsibility of the principal. The building stock from the 60s and 70s is being refurbished under a government plan for upgrading existing buildings according to the standards set by MECIT (around 80% completed). PV systems are being installed on new schools, as well as solar thermal installations and intelligent lighting systems.

There are two public universities that don't fall under direct management of the Ministry of Education (University of Cyprus, Cyprus University of Technology). Both campuses have been expanded in recent years or the existing building stock has undergone major refurbishments and the premises are considered by the staff members of Ministry of Education as being relatively energy efficient.

There are a number of private colleges which also reside in relatively new buildings with satisfactory energy efficiency standards. The same holds true for private kindergartens or crèches that only have expanded only in recent years and usually occupy newly build premises.

Since the investment decisions for the vast majority of the buildings occupied by academic institutions are made in the Ministry of Education and the buildings stock of the remaining private institutions or university buildings is in a relatively good shape the cause for specific information measures targeting academic institutions as consumers as requested in the initial terms of reference is not apparent. It is hence been decided with MECIT to focus the available resources on other sectors.

Schools and kindergartens however play an important role in general environmental education that indirectly can also influence investment decisions by parents. This is reflected in a new school curriculum which is putting a bigger focus on energy and environmental topics. Also the Energy Agency with its activities in municipalities and communes has (pre-)school children as one of their primary target groups. Educating school children is however primarily on changing behaviour and not on triggering investment decisions directly and thus beyond the scope of this campaign. Some recommendations on working with schoolchildren are nevertheless been made in chapter V.II.

IV.V Local authorities

Local authorities have relatively few competencies and their energy consumption amounts to only 1-2% of the energy consumed within their territory. The biggest expense is street lighting which amounts to around 10% of the municipal budgets followed by the car fleet and usually no more than 2-3 buildings owned by the local government. Local authorities hence have few staff which usually has limited knowledge about energy saving. An exception being the 23 municipalities having signed the Covenant of Mayors and the 2-3 major cities that have set up own energy units.

Given their limited own revenues and grants from the government access to credit or third party funding through ESCOS is especially important for local authorities to finance energy efficiency projects. Rolling out energy efficiency measures in municipalities and communes should be accompanied by government financial support mechanisms and/or further development of the

ESCO market. Street lighting is considered as being relative easy projects which is very much suitable for ESCO financing.

A municipal reform is planned to transform smaller communes into bigger units. Local elections have been held on 18 December 2016.

As laid out above given their limited competencies local governments are less relevant as energy consumers but play a major role as intermediaries towards the citizen within the municipalities or communes. Any governmental schemes should be designed in the light of this intermediary role.

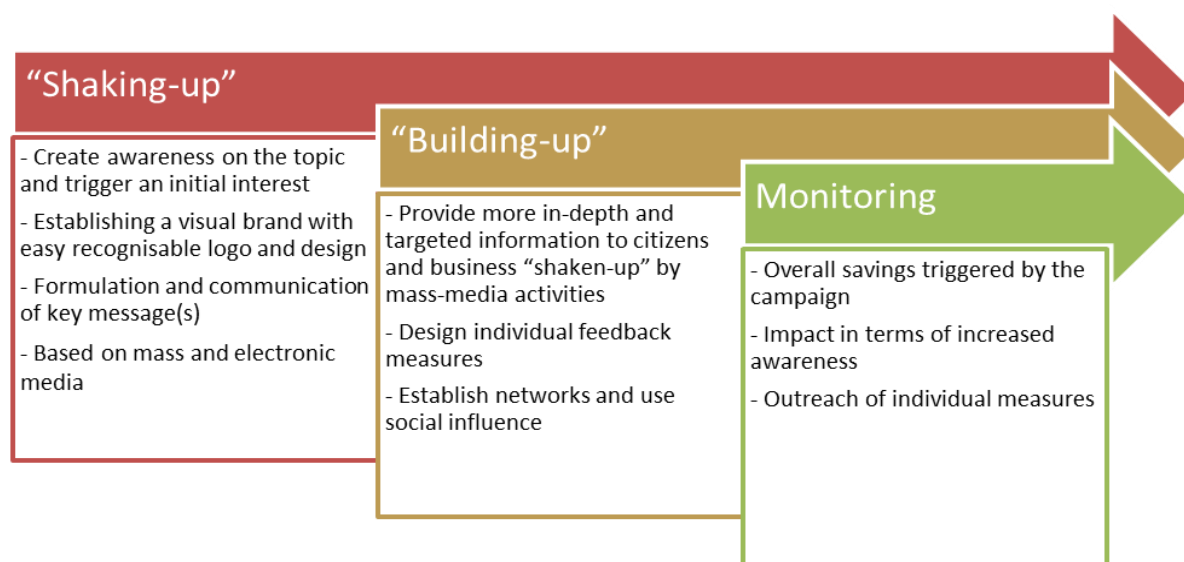
V Awareness raising campaign proposal

Based on the results from the stakeholder interviews and the desk study on past awareness raising activities a two-tier approach is being proposed.

The first tier which constitutes the core of the campaign focusses on “Shaking-up” the target groups by providing information on economic benefits of energy efficiency relying on mass-communication and electronic media as also requested in the Terms of Reference. These informative measures are targeting the population at large as well as the service and industry sector.

The second tier “Building-up” complements the first tier and shall build-up on the initial interest raised among consumers, business and local authorities with more in-depth information products including those with feedback mechanisms and social influence to ensure that the initial interest raised does not get lost but is translated into action. Finally, a monitoring scheme is proposed to ensure a constant assessment of the effectiveness of the campaign as a whole as well as of different communication products.

Figure 1: Elements of the overall campaign proposal



The mass-communication products have been develop in Greek language and are annexed to this report. The key parameters of the mass communication campaign are summarised in chapter V.I. below. Complementary measures for “building-up” on the identified schemes are presented in chapter V.II. An

evaluation for the three dimensions of overall savings triggered, increased awareness and outreach of the specific measures are can be found in chapter V.III.

V.I “Shaking-up” - mass media activities

Though there is already a general understanding among consumers and business about energy efficiency and its potential benefits this knowledge is sometimes diffuse and not translated into concrete action. Experience in other countries and research has shown that knowledge fades over time and the message needs to be constantly repeated. Furthermore, no systematic energy efficiency campaign with a unified branding has been implemented in Cyprus in recent years. A general mass communication campaign is thus necessary to shake up citizens and business, refresh their understanding about energy consumption and climate changes as well as energy saving measures and their benefits.

The present assignment hence focused on the one hand of creating an overall campaign concept, identify suitable communication channels and preparing a detailed cost and operational plan for three different campaigns of varying intensity. Furthermore, a unified visual identity has been created, websites and other platforms for different electronic and social media have been redesigned and concrete proposals for ads for print and electronic media prepared.

The Campaign Concept

Based on current awareness levels and preferred a further analysis of the target groups and taking into account the structure of the Cyprus economy these groups have been further differentiated and specific campaign elements designed to target for instance directly important subsectors like tourism. Each target group is approached individually using different headings but keeping within the basic layout of the campaign adding to colour, layout and tone of voice.

The concept of the campaign is showing a simple, almost cartoonish way of analysing a home, an office or a hotel and factory for energy efficiency potentials. In the campaign these premises are checked like at the hospital by a fictional “measuring tool” to reveal that there are ways to fix “problems” and offer remedies for saving energy and money. For consumers who need recognisable simple elements this tool creates an easy understanding of the process and shows that concrete measures can and need to be undertaken to replace inefficient appliances, improve the building envelope or industrial processes thus saving energy and the environment.

Figure 2: Measuring tool



The images used are lineart models of main energy consumers in the different sectors. These linearts allow for the flexibility to change colours, items such as for instance air conditioning units, furniture or external walls if the need arises. At the same time they allows for highlighting specific spots on the ad with the use of colour.

The tone of voice of the headlines and text are very simple and to the point allowing the layout to be different yet very informative. The campaign focuses both on the exterior and interior of the structures and can be targeted to each and every specific medium of exposure.

This creates an easy to relate to layout, an informative portrayal of how energy saving potentials can be identified and realised. Colours used relate to the Energy Efficiency Label adding emphasis to understand the real meaning of it anywhere the consumer comes into contact with.

The applications of such a campaign with its simplicity in messaging, straight forward visuals and fresh colours can be endless. This creates a uniform appearance and starts building a brand of energy saving across all media and platforms.

Figure 3: "Diagnostic" in households

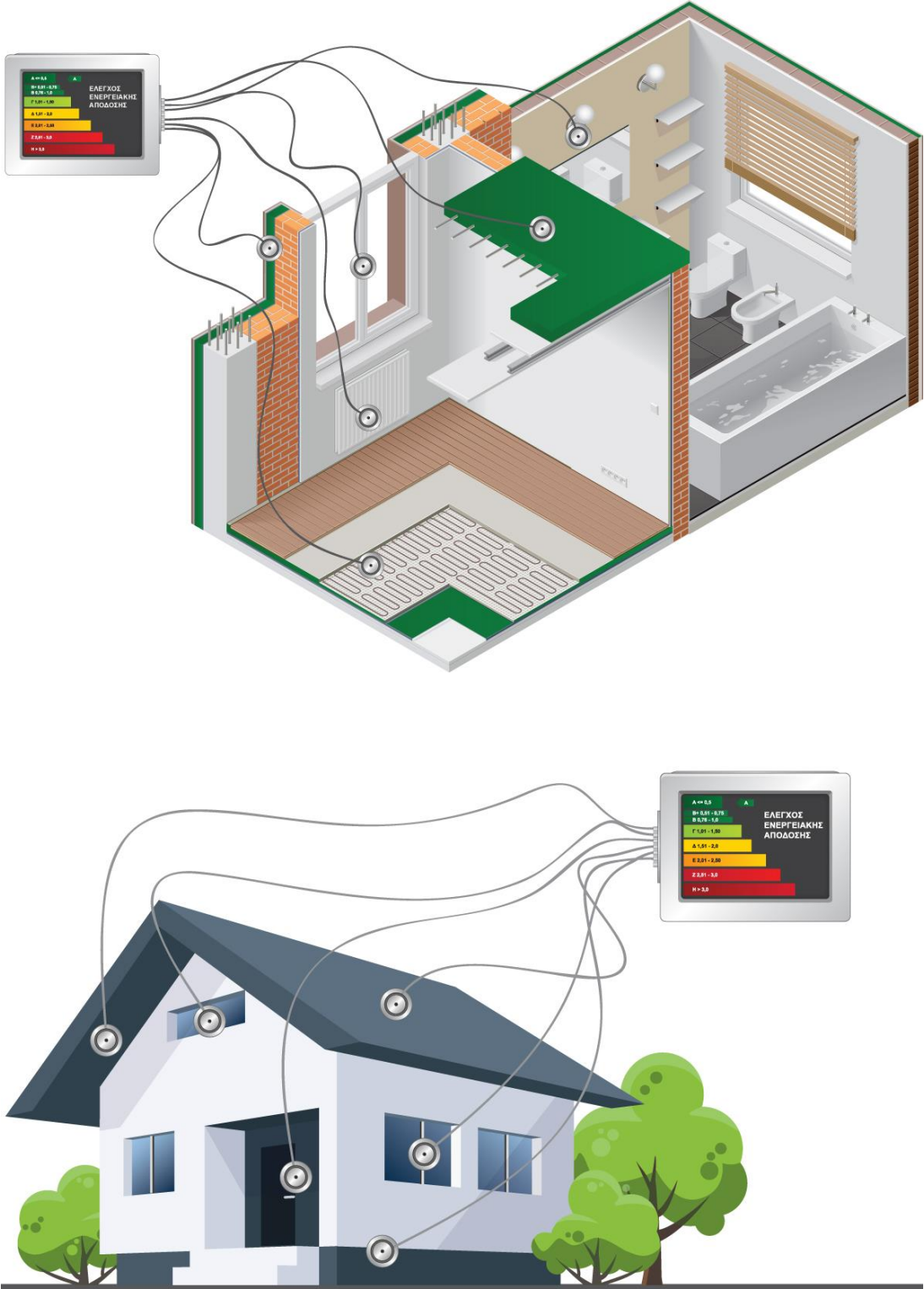


Figure 4: "Diagnostic" in the service sector

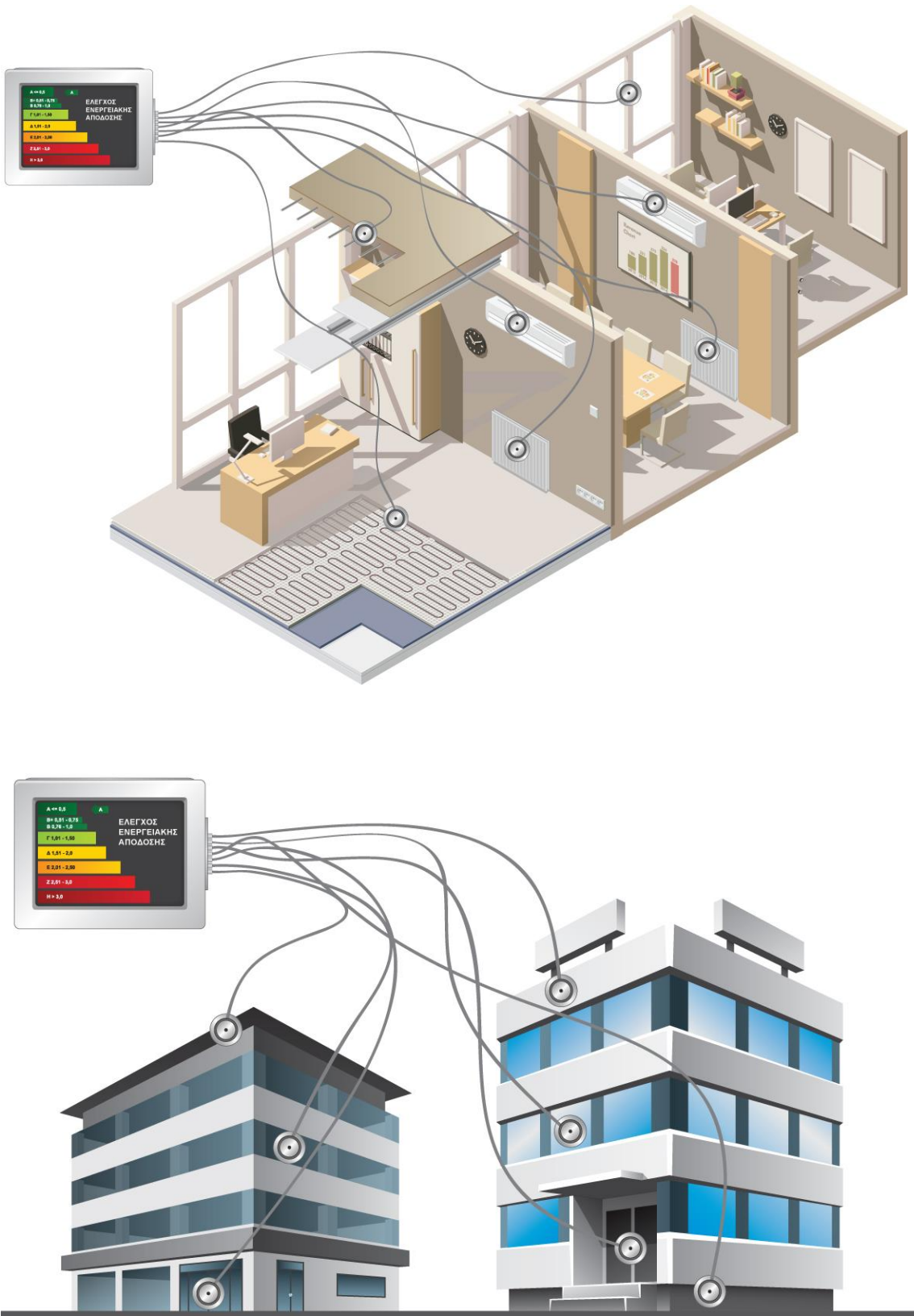
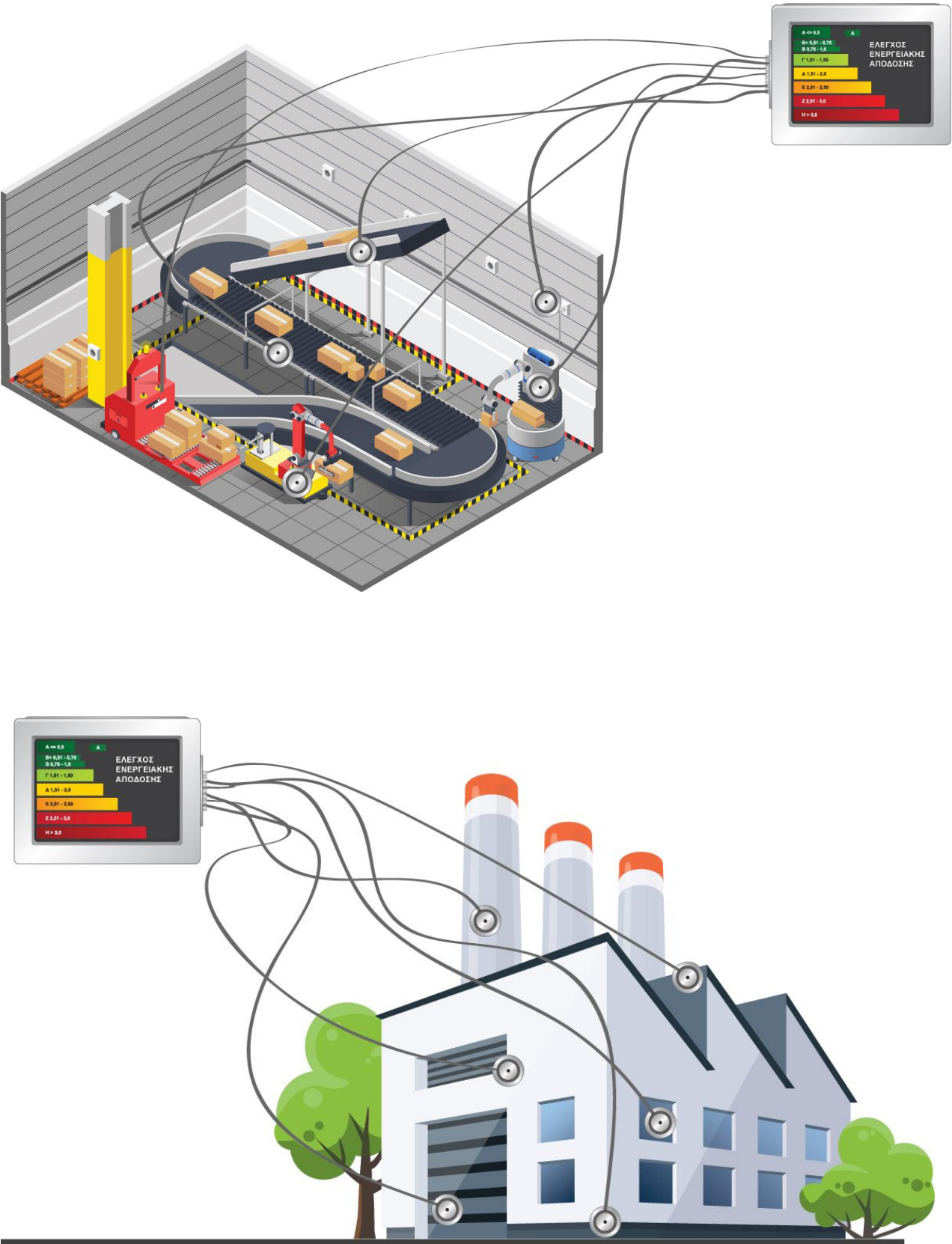


Figure 5: “Diagnostic” in industry sector



Visual branding

A specialised “Save Energy, Save Money” icon has been created to give the campaign an easy recognisable visual layout to the target groups wherever it appears. It simulates the flow of energy rotating the colours of the Energy Label and it has a fresh, clean and crisp feel to it. It is always accompanied by the dual text “Save Energy, Save Money” and gives an environmental feel to any layout. It can stand alone as a means of delivering the concept strapline.

Figure 6: Logo and strapline



Key messages

The campaign uses as main straplines the two simple phrases: “Save Energy, Save Money” which is easily translated into Greek and has a strong meaning. The text appears under the campaign icon and always works as a coherent unit establishing brand identity. The phrases are self-descriptive and simple and when used in a clear environment emphasize the objective. The word money is in direct relation with what influences the masses today in Cyprus after years of financial and economic crisis and also as a means to understand that wasting can be costly.

Communication channels

Based on the results of chapter IV the different target groups these have been further analysed with regard to age group, social economic status. From a marketing perspective the most promising mass communication channels have identified through which the target groups can be best reached.

Table 4: Communication channels by target group

Sector	Households	Services	Industry
Age group	18+	35-54ABC1	35-54ABC1
Geographic area	All	All	All
Social economic class	All	ABC	ABC
TV	All TV Stations (All series before news & After news-movies)	All TV Stations (news & after news movies)	All TV Stations (after news-movies& specific programmes)
Radio	Radio Sfera, Love Fm, Klik Fm, Kanali6, Kiss Fm, DeeJay, Mix,ANT,107.6, SuperSport	Rik Tritto, Radio Proto, Super Fm, Sfera Radio, Love Fm	Rik Tritto, Radio Proto, Super Fm, 107.6 Politis, SuperSport, Kanali6
Newspapers	All Newspapers	All Newspapers	All Newspapers
Magazines (weekly)	All Magazines	Down Town, OK	Down Town
Magazines (monthly)	-	In Business, Capital Today, Eurokerdos	In Business, Eurokerdos
Online portals	Sigmalive, Kathimerini, Philenews, ilovestyle,Reporter.com	All Online	All Online
Social media	Facebook/Instagram	Facebook/Instagram	Facebook
Other	Outdoor	Outdoor	Outdoor

Communication products

Whereas the production of concrete communication products for TV and radio has not been part of the assignment a number of newspaper ads have been prepared at the request of MECIT. Furthermore, based on the analysis of existing communication products recommendations have been made for their redesign and alignment with the new branding.

Figure 7: Sample ad



**ΕΞΟΙΚΟΝΟΜΗΣΗ ΕΝΕΡΓΕΙΑ
ΕΞΟΙΚΟΝΟΜΗΣΗ ΧΡΗΜΑΤΑ**



Εξοικονόμηση μέχρι και % στους λογαριασμούς ενέργειας

Ενεργειακή ανακαίνιση του σπιτιού σου.

Μάθε τους τρόπους εξοικονόμησης χρημάτων επιτυγχάνοντας μηδενική απώλεια ενέργειας.



- Σωστή ηλεκτρομηχανολογική μελέτη και επιλογή ενεργειακά αποδοτικών συστημάτων
- Θερμομόνωση κελύφους (οριζόντια και κάθετα στοιχεία)
- Εγκατάσταση διπλών υαλοπινάκων, αεरोστεγάνωση και εγκατάσταση εξωτερικών σκιάστρων
- Σωστή ρύθμιση, λειτουργία και συντήρηση συστημάτων τα οποία καταναλώνουν ενέργεια (π.χ. θερμάνσεις/κλιματισμού φωτισμού κ.τ.λ.)
- Αντικατάσταση ενεργοβόρου εξοπλισμού με νέες συσκευές υψηλής ενεργειακής απόδοσης
- Θερμομόνωση σωληνώσεων παροχής ζεστού νερού χρήσης και συστήματος θέρμανσης/ψύξης.
- Εγκατάσταση ηλιακών συλλεκτικών για παραγωγή ζεστού νερού χρήσης ή/και θέρμανσης.
- Χρήση αυτοματισμών και εγκατάσταση τοπικών θερμοστατών όπου απαιτείται.

Τα κτίρια με σχεδόν μηδενική κατανάλωση ενέργειας αποτελούν χώρους με καλύτερες συνθήκες διαβίωσης και εργασίας.

Έχουν συγκριτικά μικρή κατανάλωση ενέργειας και κατ'επίκταση χαμηλότερους λογαριασμούς. Οι χρήστες τους απολαμβάνουν από επιπλέον έξοδα που δεν έχουν οποιαδήποτε οικονομική αντανάκλαση ενώ παράλληλα επηρεάζονται σε μικρότερο βαθμό από τις μεταβολές στις τιμές ενέργειας.

Με αυτό τον τρόπο επιτυγχάνεται μείωση στις εκπομπές διοξειδίου του άνθρακα συμβάλλοντας θετικά στην προστασία του περιβάλλοντος.

www.mcit.gov.cy

Υπηρεσία Ενέργειας

Υπουργείο Ενέργειας, Εμπορίου, Βιομηχανίας και Τουρισμού
Ανδρέα Αραούζου 13-15, Λευκωσία, Τηλ.: 22409303



**ΥΠΟΥΡΓΕΙΟ
ΕΝΕΡΓΕΙΑΣ
ΕΜΠΟΡΙΟΥ
ΒΙΟΜΗΧΑΝΙΑΣ
& ΤΟΥΡΙΣΜΟΥ**

Figure 8: Unified ending for TV spots



Figure 9: New website layout (landing page)

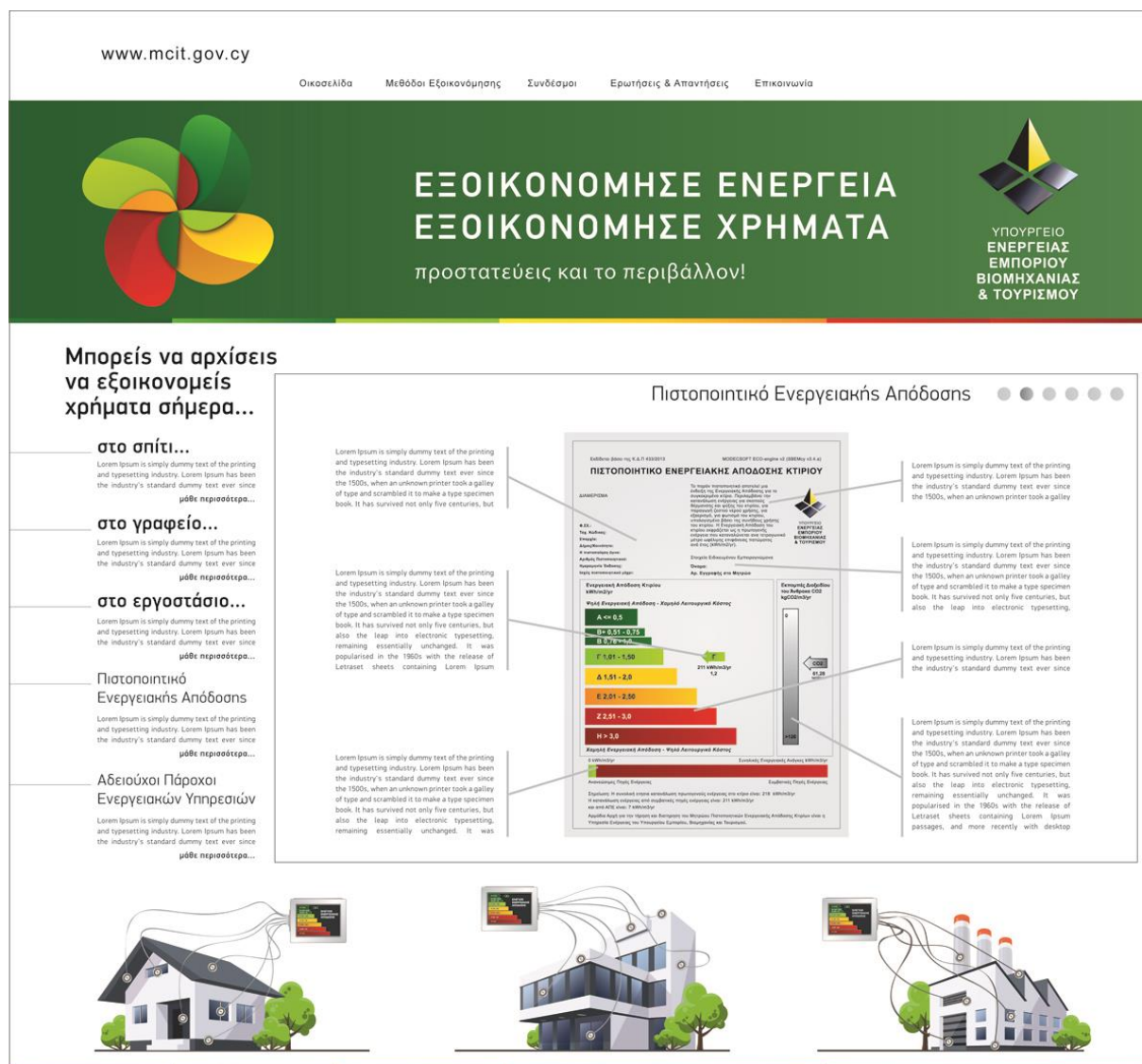


Figure 10: New Facebook layout



Figure 11: Youtube mask

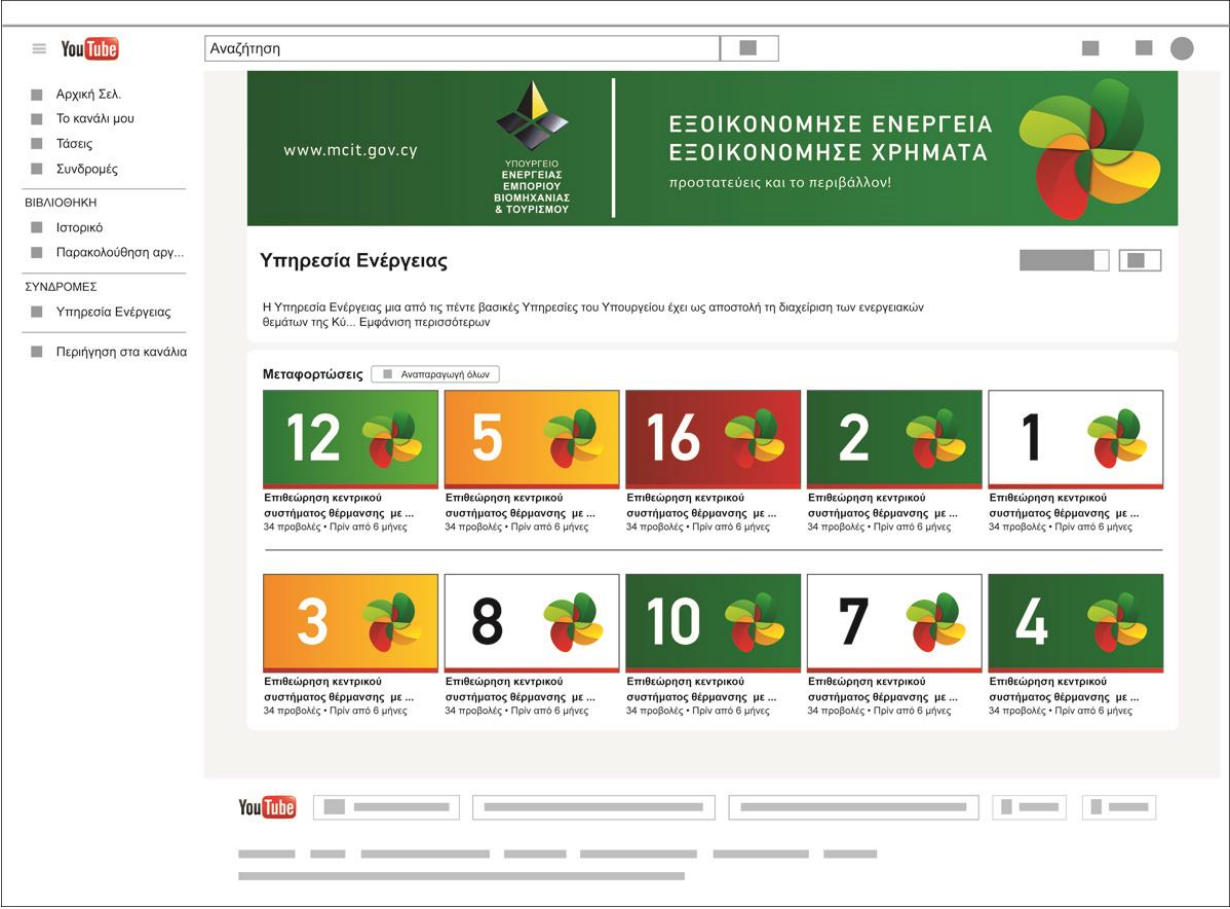


Figure 12: Unitary layout for publications



Cost and operational plans

Three different media plans for campaigns of different intensity have been developed and complemented by an additional low cost variant based on a target amount set by MECIT:

1. Basic
2. Standard
3. Maximum outreach
4. Target

All campaigns foresee a mix of ads placed on TV, radio, newspapers, online, outdoor and social media but are varying in terms of intensity and duration. Cost estimates vary between 74.000 EUR to 265.000 EUR (without VAT) taking into account available discounts. Quotes have been obtained in March and May 2017 and are subject to change. Production costs vary between 12.000 EUR and 20.000 EUR depending on campaign intensity and

Whereas the Minimum, Basic and Standard campaign foresee only one burst of media activity of 4-6 weeks length the Maximum outreach includes a second but shorter burst to refresh the message and thus increasing the impact of the communication activity.

Basic

Financial and Operational Plan (Basic)																					
MONTH					GROSS	NET		MAY				JUNE				JULY					
WEEKS							%	1	8	15	22	29	5	12	19	26	3	10	17	24	31
TG: Adults 18+ /Males 35-54 ABC																					
TV (30') TG: 18+ (Universe 675,400)		REACH %	REACH (Abs.No.)	SPOTS	GRPs																
ANT1				24	154	€ 48.000	€16.000	25%													
MEGA				27	100	€ 40.000	€10.000	15%													
SIGMA				45	298	€ 97.500	€19.500	30%													
RIK1				57	250	€ 58.500	€13.000	20%													
ALPHA				17	67	€ 29.250	€6.500	10%													
TOTAL		80%	540.320	169	869	€273.250	€65.000	45%													
RADIO (30') Age: 13-64		LISTENERSHIP AGE 13-64	Abs.No.	SPOTS																	
TRITO RIK		13,1%	74.549	168		€ 18.144	€5.184	22%													
RADIO PROTO		16,8%	95.201	168		€ 20.664	€5.166	22%													
SUPER FM		14,4%	81.799	168		€ 17.640	€4.410	19%													
RADIO SFERA		14,5%	82.265	168		€ 20.160	€3.024	13%													
LOVE FM		10,6%	60.023	168		€ 15.120	€1.650	7%													
KLIK FM		10,4%	58.755	168		€ 15.120	€1.680	7%													
KANALI 6		10,6%	78.091	160		€ 2.400	€2.190	9%													
TOTAL				1168		€109.248	€23.304	16%													
NEWSPAPERS (HP CL) Age: 13+			READERSHIP	INSERTIONS																	
PHILELEFTHEROS (Sun)			103.804	3		€ 5.400	€4.320	34%					HP	HP			HP				
POLITIS (Sun)			31.286	3		€ 3.578	€2.862	23%					HP		HP			HP			
POLITIS (Wed)			28.232	1		€ 720	€0	0%					HP								
SIMERINI (Sun)			18.339	3		€ 3.276	€2.621	21%					HP	HP			HP				
KATHIMERINI (Sun)			12.953	2		€ 3.132	€2.800	22%					HP		HP						
TOTAL				12		€ 16.106	€ 12.603	9%													
MAGAZINES WEEKLY (FP CL) Age: 13+			READERSHIP	INSERTIONS																	
OK (Sun)			83.126	3		€ 3.900	€3.120	33%					FP		FP	FP					
DOWN TOWN (Sun)			119.623	3		€ 3.750	€2.625	28%					FP	FP			FP				
HELLO (Sat)			109.152	2		€ 3.000	€2.100	22%					FP		FP						
BEAUTYFUL PEOPLE (Sun)			44.745	2		€ 2.200	€1.500	16%						FP		FP					
TOTAL				10		€ 12.850	€ 9.345	6%													
MAGAZINES MONTHLY (FP Colour) Age: 13+			READERSHIP	INSERTIONS																	
IN BUSINESS			28.520	1		€ 1.200	€1.080	53%													
CAPITAL TODAY			NEW	1		€ 1.200	€960	47%													
TOTAL				2		€ 2.400	€ 2.040	1%													
ONLINE (Analytics - March 2017)		UNIQUE USERS/MON.	PAGEVIEWS/MON.	IMPR.																	
SIGMALIVE (300X250, 250X250)		990.859	10.850.423	1.000.000		€ 5.000	€3.750	20%													
KATHIMERINH/24SPORTS (300X250, 200X200)		104,527/ 139,097	1,468,547/ 4,101,303	1.000.000		€ 2.500	€2.500	13%													
KATHIMERINH (Skins)		N.A	N.A	5 days		€ 2.000	€0	0%													
PHILENEWS (Banner 300X250)		547.795	3.965.707	800.000		€ 2.600	€2.080	11%													
INBUSINESSNEWS.COM (Banner 300X250)		250000(Avg)	1250000(Avg)	Rotating		€ 2.250	€1.620	9%													
INBUSINESS TV (Interview)		N.A	N.A	n.a.		€ 500	€0	0%													
INBUSINESS NEWSLETTER (Banner 468X60) 5weeks		N.A	N.A	n.a.		€ 2.250	€1.620	9%													
CYPRUSTIMES.COM (Banner 300X250)		311.885	2.336.579	700.000		€ 2.100	€1.190	6%													
CYPRUSTIMES.COM (Skins 2 days - 120X700)		N.A	N.A	n.a.		€ 300	€0	0%													
PROTATHLIMA.COM (Banner 300X250)		171.326	4.297.534	750.000		€ 2.250	€1.275	7%													
PROTATHLIMA.COM (Skins 2 days - 120X700)		N.A	N.A	n.a.		€ 300	€0	0%													
KERKIDA.NET (Banner 300X250)		59.096	1.525.316	1.300.000		€ 4.680	€2.860	15%													
KERKIDA.NET (Skins 3 days - 160X600)		310.579	11.511.108	n.a		€ 720	€0	0%													
OFFSITECY.COM (Banner 300X250)		N.A	N.A	350.000		€ 1.260	€770	4%													
OFFSITECY.COM (Skins 1 days - 160X600)		363.443	2.150.039	n.a		€ 240	€0	0%													
POLITISNEWS (Banner 300X250)		362.479	3.217.419	600.000		€ 2.700	€1.350	7%													
TOTAL				6.500.000		€ 31.650	€19.015	13%													
SOCIAL MEDIA				Months																	
FACEBOOK/INSTAGRAM CAMPAIGN				1		€ 1.200	€1.200	100%													
TOTAL				1		€ 1.200	€1.200	1%													
OUTDOOR (City Pisa 3X4)				LOCATIONS																	
Nicosia				8		€ 10.400	€4.000	32%													
Limassol				8		€ 10.400	€4.000	32%													
Larnaca				5		€ 6.500	€2.500	20%													
Pafos				4		€ 5.200	€2.000	16%													
TOTAL				25		€ 32.500	€ 12.500	9%													
TOTAL MEDIA						€ 479.204	€ 145.007														

Production Costs (Basic)	
Production Cost for Tv	
Qty: 4 spots @€2000	€8.000
Design & Preparation Ready for Print for Newspapers, Magazines, Web Banners & Outdoor	
Price:	€3.500
Agency Fee for Social Media(Facebook & Instagram)	
Price:	€240
Ad Serving Cost for portals	
Price:	€1.600
Printing & Installation Cost for Pisas	
Price:	€3.750
Total	€17.090

Standard

Financial and Operational Plan (Standard)																						
MONTH					GROSS	NET		MAY				JUNE				JULY						
WEEKS							%	1	8	15	22	29	5	12	19	26	3	10	17	24	31	
TG: Adults 18+ /Males 35-54 ABC																						
TV (30') TG: 18+ (Universe 675,400)	REACH %	REACH (Abs.No.)	SPOTS	GRPs			100%															
ANT1			35	221	€ 71.750	€20.500	25%															
MEGA			33	117	€ 49.200	€12.300	15%															
SIGMA			62	407	€ 136.667	€24.600	30%															
RIK1			72	304	€ 73.800	€16.400	20%															
ALPHA			23	87	€ 39.360	€8.200	10%															
TOTAL	85%	574.090	225	1.137	€370.777	€82.000	41%															
RADIO (30') Age: 13-64																						
LISTENERSHIP AGE 13-64		Abs.No.	SPOTS																			
TRITO RIK	13,1%	74.549	168		€ 18.144	€5.184																
RADIO PROTO	16,8%	95.201	168		€ 20.664	€5.166																
SUPER FM	14,4%	81.799	168		€ 17.640	€4.410																
RADIO SFERA	14,5%	82.265	168		€ 20.160	€3.024																
KISS FM	7,8%	44.443	168		€ 15.120	€2.268																
LOVE FM	10,6%	60.023	168		€ 15.120	€1.650																
DEEJAY	7,1%	40.117	168		€ 7.560	€1.050																
MIX FM	9,6%	54.274	168		€ 10.080	€1.350																
KLIK FM	10,4%	58.755	168		€ 15.120	€1.680																
KANALI 6	13,8%	78.091	160		€ 2.400	€2.190																
SUPER SPORT FM	9,9%	56.028	168		€ 10.080	€1.800																
107.6 POLITIS	6,3%	36.008	168		€ 10.080	€1.176																
TOTAL			2008		€162.168	€30.948	15%															
NEWSPAPERS (HP CL) Age: 13+																						
READERSHIP		INSERCTIONS																				
PHILELEFTHEROS (Sun)	103.804	4			€ 7.200	€5.760							HP	HP			HP	HP				
PHILELEFTHEROS (Wed)	67.279	1			€ 1.200	€0							HP									
POLITIS (Sun)	31.286	4			€ 4.770	€3.816							HP	HP	HP			HP				
POLITIS (Wed)	28.232	1			€ 720	€0								HP								
SIMERINI (Sun)	18.339	3			€ 3.276	€2.621									HP			HP	HP			
KATHIMERINI (Sun)	12.953	3			€ 4.698	€3.993							HP		HP			HP				
EKONOMIKI KATHIMERINI (Wed)	N.A	2			€ 2.400	€2.040								HP		HP						
ALITHIA (Sun)	8.095	2			€ 2.385	€1.908							HP		HP							
HARAVGI (Sun)	21.102	2			€ 2.160	€1.728								HP		HP						
TOTAL		22			€ 28.809	€ 21.866	11%															
MAGAZINES WEEKLY (FP CL) Age: 13+																						
READERSHIP		INSERCTIONS																				
DOWN TOWN (Sun)	119.623	5			€ 6.250	€3.500							FP	FP	FP		FP	FP				
OK (Sun)	83.126	3			€ 3.900	€3.120							FP									
HELLO (Sat)	109.152	2			€ 3.000	€2.100								FP				FP				
BEAUTYFUL PEOPLE (Sun)	44.745	2			€ 2.200	€1.500							FP		FP							
TOTAL		12			€ 15.350	€ 10.220	5%															
MAGAZINES MONTHLY (FP Colour) Age: 13+																						
READERSHIP		INSERCTIONS																				
IN BUSINESS	28.520	1			€ 1.200	€1.080																
CAPITAL TODAY	NEW	1			€ 1.200	€960																
TOTAL		2			€ 2.400	€ 2.040	1%															
ONLINE (Analytics - March 2017)																						
UNIQUE USERS/MON.		PAGEVIEWS/MON.	IMPR.																			
SIGMALIVE (300X250, 250X250)	990.859	10.850.423	1.200.000		€ 6.000	€4.200																
ILOVESTYLE (300X250)	150.292	1.134.177	350.000		€ 1.750	€1.225																
CAPITAL.COM.CY (300X250)	43.002	166.347	Rotating		€ 2.000	€1.400																
CAPITAL.COM.CY Newsletter (468X60)	N.A	N.A	Rotating		€ 1.200	€0																
KATHIMERINH/24SPORTS (300X250, 200X200)	104,527/ 139,097	1,468,547/ 4,101,303	1.300.000		€ 3.250	€3.250																
KATHIMERINH (4 Skins 160X 800)	N.A	N.A	4 days		€ 2.000	€0																
24Sports (4 Skins 160X 800)	N.A	N.A	4 days		€ 2.000	€0																
PHILENEWS (Banner 300X250)	547.795	3.965.707	1.200.000		€ 3.000	€2.400																
TOTHEMAONLINE.COM.CY	405.887	3.220.645	800.000		€ 1.600	€1.200																
INBUSINESSNEWS.COM (Banner 300X250)	250000(Avg)	1250000(Avg)	Rotating		€ 2.700	€2.025																
INBUSINESS NEWSLETTER (Banner 468X60)	N.A	N.A	6 Weeks		€ 2.700	€2.025																
REPORTER.COM.CY (728X90)	430.673	3.349.447	800.000		€ 2.400	€1.890																
CYPRUSTIMES.COM (Banner 300X250)	311.885	2.336.579	700.000		€ 2.100	€1.190																
N.A	N.A	N.A	n.a.		€ 300	€0																
PROTATHLIMA.COM (Banner 300X250)	171.326	4.297.534	750.000		€ 2.250	€1.275																
PROTATHLIMA.COM (Skins 2 days - 120X700)	N.A	N.A	n.a.		€ 300	€0																
STOCKWATCH (300X100)	59.096	1.525.316	n.a.		€ 3.163	€2.350																
KERKIDANET (300X250)	310.579	11.511.108	1.500.000		€ 5.400	€3.000																
KERKIDA.NET (Skins 4 days - 160X600)	N.A	N.A	n.a		€ 960	€0																
OFFSITECY.COM (300X250)	363.443	2.150.039	500.000		€ 1.800	€1.000																
OFFSITECY.COM (Skins 2 days - 160X600)	N.A	N.A	n.a		€ 480	€0																
POLITISNEWS (300X250)	362.479	3.217.419	750.000		€ 3.375	€1.688																
Programmatic			6.000.000		€ 2.280	€ 2.280																
TOTAL			15.850.000		€ 53.008	€32.398	16%															
SOCIAL MEDIA																						
FACEBOOK/INSTAGRAM CAMPAIGN			Months																			
			1		€ 1.500	€1.500																
TOTAL			1		€ 1.500	€1.500	1%															
OUTDOOR (City Pisa 3X4)																						
Nicosia			8		€ 10.400	€6.000																
Limassol			8		€ 10.400	€6.000																
Larnaca			5		€ 6.500	€3.750																
Pafos			4		€ 5.200	€3.000																
TOTAL			0		€ 32.500	€ 18.750	9%															
TOTAL MEDIA					€ 666.512	€ 199.721	100%															

Production Costs (Standard)	
Production Cost for Tv	
Qty: 4 spots @€2000	€8.000
Design & Preparation Ready for Print for Newspapers, Magazines, Web Banners & Outdoor	
Price:	€4.000
Agency Fee for Social Media(Facebook & Instagram)	
Price:	€300
Ad Serving Cost for portals	
Price:	€2.600
Printing & Installation Cost for Pisas	
Price:	€3.750
Total	€18.650

Maximum outreach

Financial and Operational Plan (Maximum Outreach)																																		
MONTH					GROSS	NET		MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER																					
WEEKS							%	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30
TG: Adults 18+ /Males 35-54 ABC																																		
TV (30') TG: 18+ (Universe 675,400)	REACH %	REACH (Abs.No.)	SPOTS	GRPs			100%																											
ANT1			43	275	€ 87.500	€25.000	25%																											
MEGA			45	167	€ 67.500	€15.000	15%																											
SIGMA			81	550	€ 176.471	€30.000	30%																											
RIK1			98	417	€ 100.000	€20.000	20%																											
ALPHA			29	111	€ 50.000	€10.000	10%																											
TOTAL	88%	594.352	295	1.519	€481.471	€100.000	38%																											
RADIO (30') Age: 13-64	LISTENERSHIP AGE 13-64	Abs.No.	SPOTS																															
TRITO RIK	13,1%	74.549	252		€ 27.216	€6.804																												
RADIO PROTO	16,8%	95.201	252		€ 30.996	€6.199																												
SUPER FM	14,4%	81.799	252		€ 30.240	€6.048																												
RADIO SFERA	14,5%	82.265	275		€ 33.000	€4.536																												
KISS FM	7,8%	44.443	275		€ 24.750	€3.402																												
LOVE FM	10,6%	60.023	252		€ 22.680	€2.640																												
DEEJAY	7,1%	40.117	252		€ 11.340	€1.680																												
MIX FM	9,6%	54.274	252		€ 15.120	€2.160																												
KLIK FM	10,4%	58.755	252		€ 22.680	€2.016																												
ANTENNA FM	10,5%	59.666	252		€ 30.240	€6.720																												
KANALI 6	13,8%	78.091	312		€ 4.680	€ 3.900																												
107.6 POLITIS	6,3%	36.008	168		€ 10.080	€1.176																												
SUPER SPORT FM	9,9%	56.028	252		€ 15.120	€2.640																												
TOTAL			3298		€278.142	€49.921	19%																											
NEWSPAPERS (HP CL) Age: 13+		READERSHIP	INSERTIONS																															
PHILELEFTHEROS (Sun)		103.804	5		€ 9.000	€7.200																												
PHILELEFTHEROS (Wed)		67.279	2		€ 2.400	€0																												
POLITIS (Sun)		31.286	5		€ 5.963	€4.770																												
POLITIS (Wed)		28.232	2		€ 1.440	€0																												
SIMERINI (Sun)		18.339	4		€ 4.368	€3.494																												
KATHIMERINI (Sun)		12.953	4		€ 6.264	€5.008																												
EKONOMIKI KATHIMERINI (Wed)		N.A	2		€ 2.400	€2.040																												
ALITHIA (Sun)		8.095	2		€ 2.385	€1.908																												
HARAVGI (Sun)		21.102	2		€ 2.160	€1.728																												
FINANCIAL MIRROR (Wed) ENG		333	2		€ 1.846	€1.080																												
THE CYPRUS WEEKLY (Fri) ENG		8.092	2		€ 1.400	€1.120																												
SUNDAY MAIL (Sun) ENG		1.492	2		€ 1.800	€1.260																												
TOTAL			34		€ 41.426	€ 29.608	11%																											
MAGAZINES WEEKLY (FP CL) Age: 13+		READERSHIP	INSERTIONS																															
OK (Sun)		83.126	5		€ 6.500	€4.875																												
DOWN TOWN (Sun)		119.623	6		€ 7.500	€ 4.375																												
DOWN TOWN (Advertorial)		119.623	1		€ 1.250	€ 0																												
HELLO (Sat)		109.152	5		€ 7.500	€ 4.200																												
BEAUTYFUL PEOPLE (Sun)		44.745	4		€ 4.400	€2.600																												
TOTAL			21		€ 27.150	€ 16.050	6%																											
MAGAZINES MONTHLY (FP Colour) Age: 13+		READERSHIP	INSERTIONS																															
IN BUSINESS		28520	2		€ 2.400	€2.040																												
IN BUSINESS Advertorial		28520	1		€ 1.200	€0																												
CAPITAL		new	2		€ 2.400	€1.920																												
EUROKERDOS		N.A	1		€ 1.200	€600																												
TOTAL			6		€ 7.200	€ 4.560	2%																											
ONLINE (Analytics - March 2017)	UNIQUE USERS/MON.	PAGEVIEWS/MON.	IMPR.																															
SIGMALIVE (300X250, 250X250)	990.859	10.850.423	1.800.000		€ 9.000	€5.850																												
SIGMALIVENewsletter (468X60) One Month	N.A	N.A	n.a		€ 2.400	€0																												
ILOVESTYLE (300X250)	150.292	1.134.177	450.000		€ 2.250	€1.463																												
CAPITAL.COM.CY (300X250)	43.002	166.347	Rotating		€ 4.500	€2.925																												
CAPITAL.COM.CY Newsletter (468X60) One Month	N.A	N.A	Rotating		€ 1.200	€0																												
KATHIMERINI/24SPORTS (300X250, 200X200)	104.527 / 139,097	1.468.547/	1.800.000		€ 4.500	€4.500																												
KATHIMERINI/8 Skins 160X 800)	N.A	N.A	8 days		€ 3.200	€0																												
24Sports (8 Skins 160X 800)	N.A	N.A	8 days		€ 3.200	€0																												
PHILENEWS (Banner 300X250)	547.795	3.965.707	1.600.000		€ 4.000	€3.200																												
TOTHEMAONLINE.COM.CY (Banner 300X250)	405.887	3.220.645	1.500.000		€ 3.000	€2.100																												
INBUSINESSNEWS.COM (Banner 300X250)	250000(Avg)	1250000(Avg)	Rotating		€ 4.050	€2.678																												
INBUSINESS NEWSLETTER (Banner 468X60) 5 weeks	N.A	N.A	n.a		€ 2.250	€1.530																												
REPORTER.COM.CY (728X90)	430.673	3.349.447	1.800.000		€ 5.400	€4.320																												
REPORTER.COM.CY NEWSLETTER (Banner 468X60) 1 m	N.A	N.A	n.a		€ 1.600	€0																												
CYPRUSTIMES.COM (Banner 300X250)	311.885	2.336.579	1.500.000		€ 4.500	€2.250																												
CYPRUSTIMES.COM (Skins 4 days - 120X700)	N.A	N.A	n.a.		€ 300	€0																												
PROTATHLIMA.COM (Banner 300X250)	171.326	4.297.534	1.500.000		€																													

Production Costs (Maximum Outreach)	
Production Cost for Tv	
Qty: 4 spots @€2000	€8.000
Design & Preparation Ready for Print for Newspapers, Magazines, Web Banners & Outdoor	
Price:	€4.500
Agency Fee for Social Media(Facebook & Instagram)	
Price:	€500
Ad Serving Cost for portals	
Price:	€3.600
Printing & Installation Cost for Pisas	
Price:	€4.050
Total	€20.650

Target

Financial and Operational Plan (Target)									
MONTH					GROSS	NET	%	JUNE	
WEEKS								5	12
TG: Adults 18+ /Males 35-54 ABC								19	26
TV (30') TG: 18+ (Universe 675,400)	REACH %	REACH (Abs.No.)	GRPs	SPOTS			100%		
ANT1			192	29	€ 60.000	€20.000	49%		
SIGMA			377	56	€ 123.529	€21.000	51%		
TOTAL	70%	472.780	570	86	€183.529	€41.000	56%		
RADIO (30') Age: 13-64	LISTENERSHIP %	Abs.No.		SPOTS			100%		
RADIO PROTO	16,8%	95.201		84	€ 10.332	€2.583	30%		
SUPER FM	14,4%	81.799		84	€ 8.820	€2.205	26%		
RADIO SFERA	14,5%	82.265		84	€ 10.080	€1.512	18%		
LOVE FM	10,6%	60.023		84	€ 7.560	€924	11%		
KANALI 6	10,6%	78.091		84	€ 1.260	€ 1.260	15%		
TOTAL				420	€38.052	€8.484	12%		
NEWSPAPERS (HP CL) Age: 13+		READERSHIP		INSERTIONS			100%		
PHILELEFTHEROS (Sun)		103.804		2	€ 3.600	€2.880	40%	HP	HP
POLITIS (Sun)		31.286		2	€ 2.385	€1.908	27%	HP	HP
SIMERINI (Sun)		18.339		2	€ 3.400	€2.380	33%	HP	HP
TOTAL				6	€ 9.385	€ 7.168	10%		
MAGAZINES WEEKLY (FP CL) Age: 13+		READERSHIP		INSERTIONS			100%		
OK (Sun)		83.126		2	€ 2.600	€1.950	38%	FP	FP
DOWN TOWN (Sun)		119.623		2	€ 2.500	€1.750	34%	FP	FP
BEAUTYFUL PEOPLE (Sun)		44.745		2	€ 2.200	€1.500	29%	FP	FP
TOTAL				6	€ 7.300	€ 5.200	7%		
ONLINE (Analytics - March 2017)	UNIQUE USERS	PAGEVIEWS		IMPR.			100%		
SIGMALIVE (300X250, 250X250)	990.859	10.850.423		600.000	€ 3.000	€2.250	22%		
KATHIMERINH/24SPORTS (300X250, 200X200)	104,527/ 139,097	1,468,547/ 4,101,303		450.000	€ 1.125	€1.125	11%		
PHILENEWS (Banner 300X250)	547.795	3.965.707		500.000	€ 1.625	€1.300	13%		
INBUSINESSNEWS.COM (Banner 300X250)	250,000(Avg)	1,250,000(Avg)		Rotating	€ 1.350	€1.350	13%		
CYPRUSTIMES.COM (Banner 300X250)	311.885	2.336.579		500.000	€ 1.500	€850	8%		
CYPRUSTIMES.COM (Skins 2 days - 120X700)	N.A	N.A		n.a.	€ 300	€0	0%		
PROTATHLIMA.COM (Banner 300X250)	171.326	4.297.534		500.000	€ 1.500	€850	8%		
PROTATHLIMA.COM (Skins 2 days - 120X700)	N.A	N.A		n.a.	€ 300	€0	0%		
KERKIDA.NET (Banner 300X250)	59.096	1.525.316		600.000	€ 2.160	€1.320	13%		
KERKIDA.NET (Skins 3 days - 160X600)	310.579	11.511.108		n.a	€ 720	€0	0%		
OFFSITECY.COM (Banner 300X250)	N.A	N.A		250.000	€ 900	€550	5%		
OFFSITECY.COM (Skins 1 days - 160X600)	363.443	2.150.039		n.a	€ 240	€0	0%		
POLITISNEWS (Banner 300X250)	362.479	3.217.419		350.000	€ 1.575	€788	8%		
TOTAL				3.750.000	€ 16.295	€10.383	14%		
SOCIAL MEDIA				Months			100%		
FACEBOOK/INSTAGRAM CAMPAIGN				1	€ 1.200	€1.200	100%		
TOTAL				1	€ 1.200	€1.200	2%		
TOTAL MEDIA					€ 255.761	€ 73.435			

Production Costs (Target)	
Production Cost for Tv	
Qty: 4 spots @€2000	€8.000
Design & Preparation Ready for Print for Newspapers, Magazines, Web Banners	
Price:	€3.000
Agency Fee for Social Media(Facebook & Instagram)	
Price:	€240
Ad Serving Cost for portals	
Price:	€900
Total	€12.140

V.I.I Building-up measures – targeted information and follow-up activities

Whereas a broad mass-media based campaign is creating/refreshing an initial awareness and shaking-up the target audience it must be complemented by additional communication products disseminated through various channels to the different target groups and also with a longer time-horizon. The line between awareness raising in a narrow sense and legislative (e.g. adaptation of energy labels) and technical measures (rollout of smart meters) or capacity building (on-training of service providers along the EE value chain) at some points become blurred.

The present report thus keeps a focus on different soft measures primarily aiming at providing and disseminating information or exerting social influence. Structure and content of such measures is briefly sketched out and where possible indication of expected costs and the potential outreach are given. These measures can in most cases be implemented independent from each other and the final mix aligned to political priorities and available public resources.

Working out the detailed concept of these communication products is beyond the scope of this study but will need to be made in close collaboration with the relevant stakeholders. Given the scarcity of public funds additional technical assistance from SRSS/SRSP but also Structural Funds or Horizon 2020 should be sought for implementation of different measures.

Table 5: Overview of proposed “Build-up” measures

No.	Measure	Target group(s)	Priority level	Estimated budget (EUR)
1	Website	Households, business, municipalities	XXX	From 2.000
2	Energy Efficiency Information Centres	Households, business	XX	500.000 annually (in 4 major cities)
3	Energy Efficiency Helpdesk	Households, business	XX	100.000 EUR annually
4	Leaflets, brochures, guidebooks etc.	Households, business, municipalities	XXX	Varies
5	Energy Efficiency Networks	Business	X-XX	50.000 annually (Secretariat)
6	Targeted events for services and business sectors	Households, business, municipalities	XXX	Varies
7	Targeted events for citizens	Households	XX	Varies
8	On the spot energy-checks	Households	X-XX	Varies
9	Electronic tools for calculation of energy savings	Households	XX	Varies
10	Energy days in municipalities and communes	Households, municipalities	XX-XXX	Varies

11	Pupils' education	Schoolchildren	XX	Varies
12	Sustainable Mobility	Households (business)	XX - XXX	Varies
13	Building media relationships	Journalists	XXX	Marginal

No. 1	Website on Energy Efficiency	Priority: high
<p>A dedicated website on EE is usually the key source of information and first entry point for citizens, business and local authorities who had been “shaken-up” by the mass media campaign. The website should be easily accessible, appealingly designed and written in a consumer-oriented language. This can usually best be achieved outside the government web portals not to be bound to formal requirements and restrictions on design. Should this not be possible to realise due to budgetary or other restrictions an easy to remember – and aligned with the claim of the campaign - landing page shall be launched redirecting users to the MECIT website that is in the process of being redesigned.</p> <p>The website shall be have the following contents:</p> <ul style="list-style-type: none"> - Detailed information for different target groups <ul style="list-style-type: none"> i. Households (EPC, HVAC, building envelope, appliances and labelling, lighting, etc.) ii. Business (ESCO, energy audit HVAC, building envelop, appliances, lighting, CHP, ISO 50001, etc.) iii. Mobility (carsharing/pooling, eco-driving, public transport etc.) iv. Municipalities (energy management, ESCO, Covenant of Mayors, ISO 50001, etc.) - Inform about available funding programmes, conditions and procedures - How to retrieve personalised information, e.g. through helpdesk, Energy Efficiency Information Centres (if introduced) - Download section to brochures, leaflets and other information from MECIT or other sources or to be produced as part of the campaign - News and events, e.g. on local energy days, information events 		<p>Primary target group: Households, business, local government</p> <p>Outreach: Whole population</p> <p>Duration: permanent</p> <p>Initial costs: Programming costs from 2.000 EUR onwards (basic website without additional features) Costs for structure and content development</p> <p>Running costs: ~ 10-20% Technical administrator (or subcontracted) ~ 20% content manager ~ content developed from Policy Officers (or subcontracted)</p> <p>Outreach indicator: Monthly/yearly clicks Downloads of publications</p>

- Dedicated portal for Art. 7 obligated parties

Optional features:

- Off the shelf material for behavioural campaigns for download (e.g. stickers, Banners, tips)
- Energy savings and payback-time calculator (for replacing white goods, thermal refurbishments)
- Database search for finding the nearest energy auditor/consultant
- Best practice database for energy efficient interventions
- Dedicated section on EEOS and operational financing programmes
- Access to/incorporation of ESCO registry
- Access to laws and regulations
- Link to aggregated energy savings per measure on the basis of energy audits (Art. 8)
- Discussion forum for exchange of information and opinion between different stakeholders

No. 2	Energy Efficiency Information Centres	Priority: medium
<p>Energy Efficiency information Centres which are ideally located in easy accessible and well frequented places of major cities are one instrument to bridge the gap between initial awareness raised through mass-media campaigns and implementing concrete actions by providing direct feedback and targeted advice to citizens (or small business) on concrete projects. Tasks of an Energy Efficiency Information Centre can include (among others):</p> <ul style="list-style-type: none"> - Provide individual impartial advice to citizens (and business) on concrete EE measures (e.g. in building refurbishment) - Provide general information on EE in different sectors as also listed on the website (e.g. through print materials or interactive monitors, online games, e.g. http://energy-saving.dei.gr/el/upologismos-energeiakis-apodosis) - Provide information about funding sources and application procedures - Demonstration of energy efficiency measures and technologies (on display in the Centre) and of best practices (energy efficiency interventions, campaigns, voluntary schemes) in terms of savings pay back periods. - Section for kids to explain energy efficiency basics - Provide contact to other professionals in the EE value chain such as energy auditors, engineers, planners, manufacturers, installers etc. - Preparation and distribution of information materials - (Co-)organisation of events, seminars etc. <p>Information centres often have high rates of implementation of their advice, depending on the</p>		<p>Primary target group: Households, business</p> <p>Outreach: City and adjacent municipalities (up to 4 for Cyprus)</p> <p>Duration: Initial period 2 years</p> <p>Initial costs (EUR): ~ 5.000 per centre for basic equipment Demonstration objects to be sponsored from industry</p> <p>Running costs: 500.000 EUR p.a.⁴</p> <p>Outreach indicator: Monthly/yearly visitors</p>

⁴ Rough cost estimate for 4 centres in major Cyprus cities with 10-12 staff in total and modest budget for activities (Zangheri, 2016).

quality of the advisors and the accessibility of the network.

Demonstration objects and other equipment of the Centre can be obtained from industry partners limiting costs to personnel and running costs.

Energy Efficiency Information Centres in the one or other form have or are being maintained in the majority of EU Member States.

No. 3 (in combination with 1 and 2)	Energy Efficiency Helpdesk	Priority: medium
<p>Similar to the Energy Efficiency Information Centre and Energy Efficiency Hotline gives direct and personalised information on concrete energy efficiency projects from citizens (and business) and educate through interactive communication. They are either directed to non-internet users or to those seeking complementary or targeted information not provided on the web-portal.</p> <p>In case of a parallel establishment of Energy Efficiency Information Centres such a hotline should be integrated into the portfolio of the Centres.</p> <p>In case that no Information Centre(s) will be established the current ad-hoc advice provided by MECIT staff to individual citizens shall be streamlined into a one-stop-shop advice and a dedicated info-line with an easy to remember telephone number established. The info-line shall be communicated in all mass-media activities and sufficient staff resources allocated at MECIT to answer any queries.</p>		<p>Primary target group: Households, business</p> <p>Outreach: Whole population</p> <p>Duration: permanent</p> <p>Initial costs: Office equipment</p> <p>Running costs (EUR): 30.000 during the media campaign (up to 10 staff for up to 2 months) 100.000 annually (min. 3 staff + office space and technical equipment)</p> <p>Outreach indicator: Monthly/yearly calls</p>

No. 4 (in combination with all other)	Leaflets, brochures and other information material	Priority: high
<p>Updating, re-editing and layouting existing information materials in line with recommendations from the PR agency and equipping it with new campaign design.</p> <p>Develop in cooperation with professional associations (and external experts) leaflets, guidelines and handbooks for energy efficiency measures in different industries for instance for</p> <ul style="list-style-type: none"> - Tourism and restaurants - Retail - Industrial processes - Energy Performance Contracting - EE guide for local governments - Etc. <p>These materials shall be disseminated to the relevant target group either through the website as download or in print by mailing or on relevant events or centres.</p>		<p>Primary target group: Different target groups</p> <p>Outreach: Varies</p> <p>Duration: Continuous</p> <p>Initial costs: Varies</p> <p>Running costs: Marginal</p> <p>Outreach indicator: Distributed/downloaded publications</p>

No. 5	Energy Efficiency Networks	Priority: low-medium
<p>Piloted in Switzerland in the 1990s several MS have introduced energy efficiency networks to support the industry and the service sector in learning from best practices and discussing the implementation of energy efficiency measures (and obligations) within their enterprises usually facilitated by an external or internal moderator. This measures combined information with feedback mechanisms, joint learning and social influence and proved to be highly effective in Europe and beyond.</p> <p>In Germany the model requires a local host (professional association, chamber, or energy distributor), a moderator and an engineer counsel. Participants receive an audit according to EN 16 247 and the work covers the most important parts of ISO 50 001. For the latter measure subsidies are can be obtained from the government.</p> <p>Based on this assessment every participating enterprise is defining concrete measures and a saving target which will be aggregated to an overall network target. The network meets 2-4 times per year including on-site visits of networks members and presentation of implemented measures.</p> <p>A common concern about revealing industry secrets can be alleviated by forming cross-sectoral or regional targets avoiding the collaboration of direct competitors. Given the small industrial base in Cyprus and country size this format might only qualify for specific sectors, for instance tourism industry or retail. Collaboration with professional bodies must be though for implementation.</p>		<p>Primary target group: Services and industry</p> <p>Outreach: 8-10 companies per network</p> <p>Duration: 2 years</p> <p>Initial costs: Concept development, marketing</p> <p>Running costs: 50.000 EUR annually (staff costs for 1 project manager and 0,5 admin) + cost for annual meeting)</p> <p>Outreach indicator: Overall savings achieved by the network # networks # participating firms</p>

No. 6	Targeted events for services and industry sectors	Priority: high
<p>Since specialised information sessions and seminars have been rated as the most successful format by business representatives the sporadic and isolated activities which in the past were mainly based on the initiative of individual associations or EU projects shall be organised in a more systematic manner.</p> <p>These kinds of activities shall be performed jointly between MECIT and the relevant professional and industrial federation for which cooperation might need to be build or need to be strengthened. OEB is already undertaking different initiatives in that regard which should be supported and upscaled to all energy intensive business sectors. Two types of events shall be foreseen:</p> <ol style="list-style-type: none"> 1) Owners and senior manager taking investment decisions need to be sensitised for the topic and savings potentials to initiate such processes in their companies or be open to initiatives from their technical departments. Information sessions for this target group could for instance be organised back-to-back or integrated into annual meetings of industry federations. 2) Technical staff from production or maintenance departments shall be targeted through special seminars or workshops providing information on concrete measures in their industrial sectors on potentials, technologies, obligations and voluntary schemes. 3) Targeted information and training events for intermediaries (financial sector, lawfirms, energy advisers and auditors, etc.) and other professional along the energy efficiency value chain (engineers, architects, craftsmen) <p>Targeted information and training events for public servants, energy manager of public buildings and decision makers in the administration. The dissemination of concrete tangible lighthouse projects will be important for upscaling in the work with both target groups.</p>		<p>Primary target group: Services and industry</p> <p>Outreach: Members of professional and industry associations</p> <p>Duration: Continuously</p> <p>Initial costs: Conceptualisation and development of training materials</p> <p>Running costs: Expected to be borne mainly by businesses</p> <p>Outreach indicator: # of events # of participants</p>

No. 7 (alternative to 2 and 3)	Targeted events for citizens	Priority: medium
<p>Additionally or alternatively to maintaining Energy Efficiency Information Centres reaching out to citizens through decentralised events especially in smaller cities and communes could be a less costly alternative for reaching out to citizens. These could for instance be done with the following formats:</p> <ul style="list-style-type: none"> - (Evening) lecture in a townhall on a dedicated topic as replacement of heating/cooling systems, thermal insulation of the house, installation of RES - Information stand in townhall, shopping centre or main square providing individual advice and information material to citizens - Information stand at public festivities, fairs or other events gather greater number of people <p>Such events would be conducted by staff of an Energy Efficiency Information Centre (if existing) or subcontracted/freelance energy advisors specifically trained for such purposes.</p>		<p>Primary target group: Households</p> <p>Outreach: Varies</p> <p>Duration: 1 day</p> <p>Initial costs: Initial training of advisors Booth, information material</p> <p>Running costs: Staff and travel costs</p> <p>Outreach indicator: # participants in lectures # consultations during public events</p>

No. 8	On-the-spot energy check	Priority: low - medium
<p>On the spot energy checks in households providing independent information and concrete advice on energy savings measures for electricity, heating/cooling, thermal insulation and use of renewable energies. These kinds of mini-audits would be conducted upon appointment by qualified energy experts preselected by MECIT. Cost could be either borne fully or partially be the ministry through a new promotional scheme. This measure could be combined with the introduction of building renovation passports which are already been applied in some Member States.</p>		<p>Primary target group: Households</p>
		<p>Outreach: Individual households upon appointment</p>
		<p>Duration: ~ 2 hours</p>
		<p>Initial costs: Conceptual design, training/selection of suitable experts</p>
		<p>Running costs: Programme administration costs Expert fees</p>
		<p>Outreach indicator: # households visited # energy saving measures implemented (ex-post evaluation)</p>

No. 9	Electronic tools for calculation of energy savings	Priority: medium
<p>A lower cost alternative to on the spot energy advice is the development of electronic tools for calculation of energy savings and payback periods based on default values. Different such tools exist and are applied in other countries but would need to be calibrated to the Cyprus' context, e.g. for the following purposes:</p> <ul style="list-style-type: none"> - Energy efficient refurbishments - Replacement of white goods - PV/solar thermal installations - Energy efficient car <p>The calculators shall be promoted on the central Energy Efficiency website on their other means.</p>		<p>Primary target group: Citizens</p> <p>Outreach: Primarily homeowners</p> <p>Duration: Continuous</p> <p>Initial costs: Varies</p> <p>Running costs: None</p> <p>Outreach indicator: # calculations performed with different tools</p>

No. 10	Energy days in municipalities and communes	Priority: medium
<p>Energy days are public activities and events organised by (local) public and private organisations to raise awareness on energy efficiency and renewable. Activities and intensity can vary depending on the local circumstances and may include</p> <ul style="list-style-type: none"> - public visit to public administration buildings, private homes or companies that have been refurbished energetically or are using very energy efficient equipment - Fairs or exhibitions where producers or installers of EE equipment can present and explain their products (already happening at SAVENERGY fair) - educational activities for schoolchildren to discover and learn about energy efficiency and renewable energy - Online events on sustainable energy - Any many more <p>Energy days shall mobilise consumers, business and decision-makers to promote secure, clean and efficient energy. Signatories of the EU initiative Covenant of Mayors - of which there are 24 in Cyprus - are requested to hold energy days within their constituency once a year in the months of May or June.</p> <p>There is vast experience among these municipalities and communes and within the Cyprus Energy Agency that has supported them in this realm that can be scaled up and disseminated to other municipalities.</p>		<p>Primary target group: Citizens and SME</p> <p>Outreach: Population of the municipality/commune</p> <p>Duration: Once a year</p> <p>Initial costs: Depending on activities</p> <p>Running costs: None</p> <p>Outreach indicator: # of events # of participants</p>

No. 11	Pupils' education	Priority: medium-high
<p>Though behavioural change and working with schoolchildren has been outside the scope of the campaign to be proposed additional measures targeting teachers and schoolchildren shall be considered and complement the new school curriculum recently introduced which puts a higher emphasis on energy and environmental topics.</p> <p>The Cyprus Energy Agency within the scope of different EU projects has developed not only vast experience but also various concepts and tools for sensitising schoolchildren for the environment and for different energy savings strategies. These are applied in different municipalities having signed the Covenant of Mayors and offer significant upscaling potential over the island. These include for instance</p> <ul style="list-style-type: none"> - Educational board games - Crosswords - Drawing or other competitions - Textbooks and leaflets (including 2 publications produced by MECIT) <p>Special further education modules for teachers shall be prepared and trainings held informing about RE and EE and its benefits and tools and strategies to teach these topics.</p>		<p>Primary target group: Schoolchildren</p> <p>Outreach: All pupils</p> <p>Duration: Continuous</p> <p>Initial costs: Depends on activities</p> <p>Running costs: Depends on activities</p> <p>Success indicator: To be defined per measure</p>

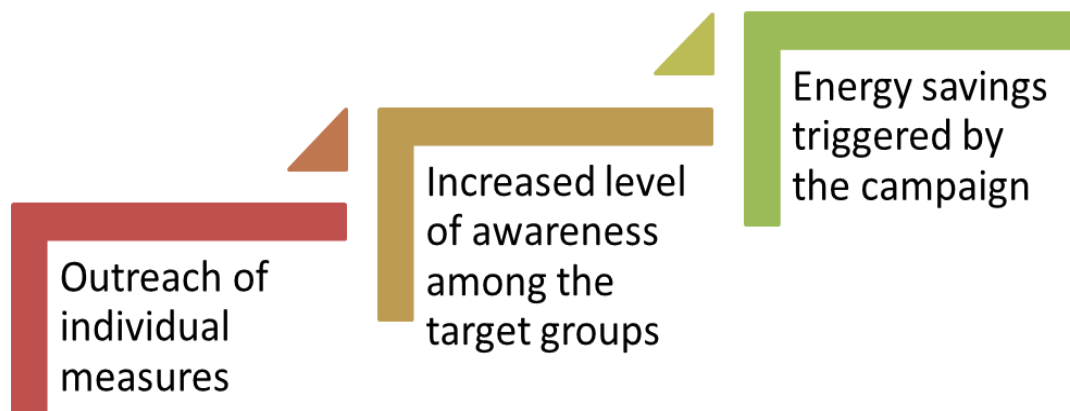
No. 12	Sustainable mobility	Priority: medium-high
<p>Though mobility has been out of the scope of the present campaign it is strongly advised to develop specific awareness raising measures for fostering sustainably mobility (nationally or locally) in the future to flank policy measures to be undertaken to reduce energy consumption in the transport sector. These measures could include:</p> <ul style="list-style-type: none"> - Information and trainings on eco-driving (municipal/professional drivers and citizens) - Information campaign for switching to public transport / organisation of car-free days during energy weeks - Information and promotion of carsharing/pooling schemes - “I go alone to school” campaigns for pupils 		<p>Primary target group: Citizens, professional drivers</p> <p>Outreach: Whole population</p> <p>Duration: Depending on activities</p> <p>Initial costs: Depending on activities</p> <p>Running costs: Depending on activities</p> <p>Success indicator: # of events # of participants</p>

No. 13	Building media partnerships	Priority: medium-high
<p>Energy Efficiency being a non-tangible technical and thus often perceived as a hard to sell topic for the general public usually does not go down very well with journalists as well who rarely have a technical background.</p> <p>Securing relationships with journalist and media outlets to sensitise for the upcoming media campaign, increase understanding of the topic and trigger additional uptake in the form of other media products could boost the effect of the awareness raising efforts of the ministry. It is a good way of ensuring positive press coverage throughout the campaign and beyond:</p> <p>Specific measures could include:</p> <ul style="list-style-type: none"> - Detailed press briefing at the launch of the mass-media campaign including facts, saving potentials, lighthouse projects and other data - Separate training session for journalist on EE and RES (optional) - Organising field visits with journalist to lighthouse projects, local initiatives, interviews with spokespersons, building owners, hotel owners or industrialists, politicians - Together with the State Broadcaster initiating a thematic week on EE or RES in TV and radio with different features such as reportage, discussion round, news features or event plays 		<p>Primary target group: Indirectly households (and business)</p> <p>Outreach: Potentially whole population</p> <p>Duration: Few days before start of the campaign Over many months in case of thematic weeks on TV</p> <p>Initial costs: Moderate staff resources for conceptualising, preparation and implementation of measures. Substantial staff resources for thematic weeks and other formats.</p> <p>Running costs: -</p> <p>Success indicator: # TV features, articles and other formats produced Measured through newspaper clipping and TV monitoring</p>

V.II Monitoring

The introduction of an effective monitoring scheme to evaluate the impact, outreach and effectiveness of policies often the weakest parts of dissemination activities in Member States. For monitoring the effectiveness of the proposed campaign the following three dimensions of effectiveness of the campaign are distinguished.

Figure 13: Dimensions of effectiveness



V.II.I Energy savings triggered by the campaign

Research has shown that information campaigns can induce savings of 1-2% among the target groups reached (Dahlbom, Greer, Egmond, & Jonkers, 2009). Though verifying possible savings through awareness raising and information campaigns is very difficult since such campaigns vary a lot in scope and intensity and default values are thus difficult to define. Within the Horizon 2020 project multEE-facilitating multi-level governance for energy efficiency an attempt to define bottom-up formula to measure the effect of such campaigns has been developed that can be used for monitoring and reporting purposes (Jamek, Pickl, Tretter, & Böck, 2016). This formula for bottom-up calculation of energy savings can also be used for reporting deemed savings on Art. 7 obligations though it would need to be ensured that double counting is avoided especially with regard to awareness raising activities undertaken by Art. 7 obligated parties.

Bottom-up formula

$TFES = FEC_{TG} * S_Q$ $FEC_{TG} = n * FEC_{person}$	
Definition	
TFES	Total Final Energy Savings [kWh/a]
FEC _{TG}	Final energy consumption of specific target group (either for electricity or for electricity and heat) [kWh/a]
FEC _{person}	Final energy consumption of a person (either for electricity or for electricity and heat) [kWh/a]
S _Q	Savings factor of the awareness raising campaign [%]
n	Number of persons of a specific target group
Baseline	
No awareness raising campaign has been launched.	

Values:
Lifetime of the measure in years (default or project specific)
(Average) Final Energy Consumption of specific target group (either for electricity or for electricity and heat) (default or project specific)
Final energy consumption of a person (either for electricity or for electricity and heat) (default or project specific)
Savings factor of an awareness raising campaign (default or project specific)
Number of persons of a specific target group (project specific)

Lifetime of the measure

A default lifetime of 2 years is recommended in a draft excerpt from the European Commission in implementation of the Energy Services Directive for behavioral measures (European Commission without date). A project specific value may be used if results from empirical studies are available.

Average final energy consumption of specific target groups or a person

The final energy consumption of the specific target group or a person for electricity and heat can be calculated based on the national energy balance. Alternatively, this information may also be sought from energy suppliers or regulators, the national statistical office or from empirical studies.

Savings factor of information campaigns

Since there are no empirical values at hand for Cyprus findings is recommended to the findings from the behave project as a reference and set a value between 1 and 2% depending on the final scope and intensity of the campaign (Dahlbom, Greer, Egmond, & Jonkers, 2009).

V.II.II Overall indicators for measuring the effect of awareness raising campaigns

Since energy efficiency awareness campaigns usually consist of a range of different communication product distributed through various communication channels it is advisable to measure the aggregate effectiveness of the campaigns in terms of increased awareness on Energy Efficiency with aggregate indicators.

Suggested indicators

- % of citizen who believe they can noticeable reduce their energy bill by implementing energy efficiency measures
- % of citizens who can name at least X specific energy saving measures
- % of citizens who have been triggered by the campaign to seek further information about how to implement energy saving measures.
- % of citizens who communicate campaign's information also to other persons (e.g. family, friends)
- % of citizens who implement some of the EE measures, which were proposed in the campaign

Measurement

Measuring the aggregate effects of energy efficiency campaigns can be rather costly if conducted through ex-ante and ex-post telephone surveys which are offered by market research firms. Costs per interview are around 7.5 EUR with a sample of 500 – 1000 to be interviewed to receive representative results.

	# of interviewees	costs per interview (EUR)	Sum
ex-ante	750	7,5	5625
ex-post	750	7,5	5625
Agency fee (development of questions/evaluation)			3000
Total			14250

A less costly alternative are online or mobile phone app surveys. The latter start from 1 EUR per interviewee. Online or app surveys usually do not involve baseline assessment and the catalogue of questions hence rather need to be adapted. They are usually used to measure the

- exposure to the campaign and reaching the target audience
- unaided and aided advertising awareness and message recall
- comparative impact of each advertising channel
- motivations and likelihood to take specific actions

Also, online-surveys tend to reach slightly “greener” respondents which needs to be taking into account for interpretation of the results.

V.II.III Outreach of individual measures

Mass media activities

Monitoring of mass communication activities are usually offered as part of the package of the coordinating PR Agency. In case of engaging an external service provider a fee of up to 5% of the total campaign costs might be charged. Different mass media products are monitored in different ways and with different tools:

TV

Total number of viewers exposed to a TV spot (REACH) will be monitored during the campaign through the AGB Nielsen planning software which is a standard tool for Television ratings and can be adjusted to get the maximum Gross Rating Points (GRPs⁵). At the end of the campaign, a certificate of transmission will be issued by each TV Station. Outreach of the communication activity will be detailed in a report to the commissioning party with the total amount of GRPs, Opportunity-To-See (OTS⁶) and REACH⁷.

Radio

The number of listeners exposed to radio spots cannot directly be monitored during the campaign by any tool or software. REACH must therefore be indirectly calculated on the basis frequency of the spots and the market share of the radio stations which can be obtained from media research firms. Random checks on the actual airing are advised based on the media plan provided to the radio station. At the end of the campaign a certificate of transmission will be issued by the station and that can be cross checked with the media plan.

⁵ GRP is the sum of rating delivered by a given list of media vehicles.

⁶ OTS (Frequency) – The number of times within the specific time period that an average person or household is exposed to the message.

⁷ REACH is the number of different persons or households exposed to a particular media schedule at least once during a specified time period.

Magazines and Newspapers

The number of persons exposed to ads in print media is calculated based on the readership (distribution) provided by the publisher and the frequency of placing the ads. The actual placement of an ad can be checked online for the newspapers every morning.

Social media

The exposure of users to the ads on social media can be monitored instantly at any time with real statistics and reports with the ads manager of Facebook. A report will be provided at the end of the campaign with all the data analysis provided by Facebook (REACH, Likes, Engagements, CPC etc.)

Web Portals

The exposure on web portals can be monitored through an ad serving software and at the end of the campaign a report will be issued from the web portal on REACH.

Billboards

Exposure of viewers to billboards is most difficult to assess. For highways estimations can be made based on statistics from the Cyprus Statistical Department though the latest figures are from 2010 and thus would need to be treated with caution. For other locations no such information is available. Actual placement of the ad is verified for each billboard by a photo sent by the provider of the installation.

Build-up measures

For each build-up measure in chapters V.II a specific indicator has been defined to measure the outreach of an individual measure. They can range from clicks on a website, calls to a hotline, visitors to information sessions etc. and its monitoring should become an essential part of the implementation of each measure.

V.III Recommendations on sequencing and interaction with other measures

As it turned out during the stakeholder interviews current levels of information among the target groups seem to be insufficient and can be raised with the measures elaborated in more detail above. Though, lack of information is only one – and sometimes subordinated – barrier hindering investments in energy efficiency.

Therefore, for an information campaign to reap its full effect it needs to be embedded into a set of policies tackling other barriers of legal nature, providing financial incentives, mobilisation of private capital, building capacities of professionals in the energy efficiency value chain etc. These are elaborated in Deliverable 1.2 “An Energy Efficiency Strategy up to 2020, 2030 and 2050 for Cyprus and possible measures to exploit its related potential” and include inter alia measures for stimulating the market for energy services, energy management in public buildings, voluntary agreements in the business sector, and establishment of a dedicated Energy Efficiency Fund.

There is one critical element that should be highlighted in this respect. Experience has shown that investments into energy efficiency measures can hardly be triggered by raised awareness and informed market participants alone but need to be flanked by government incentive schemes. Given the exhausted resources in the main government support schemes “Special Fund for RES and EE” and “I SAVE I UPGRADE” and the currently deferred investments by the market participants in anticipation of a new support scheme it is recommended to defer the start of the campaign until a new support/subsidy scheme for stimulating investment in energy efficiency has been decided on and opened. Additional campaign elements should then be included to specifically market the new or revised instrument. Running the campaign without operating support schemes and a basic set of “build-up” measures risks to miss its mark and not fully achieve the expected impacts.

VI Annex: Mass Media Campaign

See separate PDF

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