

Campaign Concept

USmartConsumer – ITALY

SOMMARIO

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1. CAMPAIGN CONCEPT

i. Aims and Objectives

The USMARTCONSUMER campaign will be implemented in Italy by AISFOR in collaboration with national key players in order to properly address the identified campaign target as described in this document “Campaign Concept USmartConsumer – ITALY”.

The Italian campaign concept aims **to increase consumers’ knowledge on issues related to household energy efficiency, so as to increase their awareness on their energy consumption patterns and habits as well as increase their knowledge on the smart meters role to monitor and reduce the household energy consumption.**

ii. Target groups

Main targets of this campaign are **domestic consumers** who, based on the results of the market analysis¹ and subsequent market segmentation carried out at the beginning of the project, can be divided into the following three groups:

- Group 1- Inquiring, optimistic and open to innovations consumer,
- Group 2 - Altruistic, willing and idealistic consumer,
- Group 3 - Pessimistic, reserved and passive consumer.

The campaign will target domestic consumers belonging to all three groups with a low level of awareness and knowledge on energy efficiency.

The campaign will address also energy market players, such as:

- Energy operators,
- Energy agencies,
- Local Public Administrations.

¹ On the project website it can find the Market Segmentation Report (<http://www.usmartconsumer.eu/>). For complete document with analysis results contact AISFOR (info@aisfor.it).



In particular the following table shows the characteristics of the average consumer addressed by the USMARTCONSUMER campaign and the relative concept / structure of the campaign:

Table 1 - Characteristics of domestic consumers Vs. campaign structure and content

Campaign target - characteristics of the addressed domestic consumers	Campaign concept and design
Low level of knowledge on energy efficiency	Campaign structured and designed to appeal to a target group of consumers with a low level of awareness / knowledge of energy efficiency.
High interest in technologies and innovation, interested in technological tools for monitoring energy consumption	Campaign mainly based on social and web channels as communication means.
Smart meters considered as a useful tool to monitor energy consumption	Campaign to increase consumers' knowledge on issues related to household energy efficiency, so as to increase their awareness on energy consumption patterns and habits and their knowledge on the smart meters role to first monitor and then reduce the household energy consumption.
No sexual difference, both females and males	Unisex campaign based on post to provide general information with no references to gender.
Age range "40-59"	Campaign based on social and web communication means as well as






	journals addressing energy and consumption issues
“High school” education level	Campaign based on technological means (social and web communication)
Consumers living in apartments in small families (mainly 2 or 3 people)	The social account post writing and selection will target small families.

iii. Partners










The Italian USMARTCONSUMER campaign is designed by AISFOR building on the results of the implemented project activities, such as market analysis and segmentation and workshops and roundtables with main national key actors (energy authority, utilities and operators; media partners; consumer associations; etc.).

In order to reach the target and the objective foreseen, the following market players will play an active role and contribute to the campaign implementation:

Table 2 - National campaign partners











Stakeholders’ Type	Name
Utilities	A2A 
	Hera Group 
	ENEL 



	EDISON	
Energy operators	AGENA	
	ANEA	
	Energy@Home	
	RENAEL	
	Ricerca Sistema Energetico (RSE)	
Consumers associations	Unione Nazionale Consumatori	
University	Università dell'Aquila	
Media partner	Canale Energia - Gruppo Italia Energia	

In addition to these national actors, the campaign will see the collaboration of European actors:

Table 3 - European campaign partners

Stakeholders' Type	Name
European Commission	EASME – European Agency for Small and Medium Enterprises 
Project's partners	ESCAN s.a. (ES) 
	Central Finland Energy Agency (FI) 
	Center for Sustainable Energy (UK) 
	Krajowa Agencja Paszanowania Energii SA (PL) 
	Osterreichische Energieagentur (AU) 
	Ministrie van Economische Zaken (NL) 
	REE! Managementgesellschaft (DE) 
	WEMAG AG (DE) 
	Federacja Konsumentow (PL) 



iv. Campaign messages

The campaign has different targets and foresees the following specific target-focused messages:

Domesic Consumers

- ✓ Are you Smart Consumer? Smart Meters: what are they and how can they help you to save energy and reduce energy consumptions
- ✓ Minus 10%: reduce your household energy consumption by 10%
- ✓ USmartConsumer: do you really know how you can reduce your energy consumptions?

For Operators

- ✓ Utilities and Smart Meters: the role of utilities for development of new services
- ✓ Utilities and Consumers: the importance of dialogue and collaboration for Smart Meters
- ✓ European Landscape of Smart Meters: actual situation and future previsions

Local Public Administrations

- ✓ The role of local public administrations to guide citizens in the smart meters world
- ✓ Utilities and public administration, a cooperation for citizens protection
- ✓ How local administration can address citizens to household energy reduction

v. Estimated schedule

The one year campaign schedule runs from February 2015 to February 2016 with the realization of all the planned activities as described in this document.



2. THE PROMOTIONAL MIX

The USMARTCONSUMER campaign is designed and structured to target Italian domestic consumers with a medium cultural level (secondary school level), living in small families (3 or 4 components), aged between 40 and 59 and with a good familiarity with modern communication technologies.

The USMARTCONSUMER campaign in Italy is structured and designed with a strong focus on social networks and internet supported by traditional activities. The promotional mix of the Italian campaign is:

- Organisation of consumer representative training workshops and conferences;
- Publication of articles on journals, both trade press and consumer articles;
- Broadcasting of radio / tv interviews;
- Preparation and dissemination of USMARTCONSUMER poster;
- Organisation of Regional events and conferences;
- Publication and dissemination of dissemination materials;
- Creation of a Social network account and regular publishing of posts;
- Creation of a Hotline (for enquiries).

The table below shows the matrix of how the promotional activities address the various target groups.





	Consumers	Consumers representatives	Energy operators (including utilities)	Local Public Administrations
Organisation of consumer representative training workshops and conferences		X	X	X
Publication of articles on journals, both trade press and consumer articles	X	X	X	X
Broadcasting of radio / tv interviews	X	X		
Preparation and dissemination of USMARTCONSUMER poster		X	X	X
Organisation of Regional events and conferences	X	X	X	X
Publication and distribution of dissemination materials	X	X	X	X
Creation of a social network account and regular publishing of posts	X			
Creation of a Hotline (for enquiries)	X			

Table 4 Dissemination activities vs target matrix



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The following paragraphs detail the single activities of the promotional mix.

i. Consumer representative training workshops and conferences

At least two meetings with consumers representatives are planned with the aim to:

- Illustrate the state of the art of the smart meter roll out plan and the actual delivered smart meter energy efficiency services in Italy and in other European countries,
- Discuss the actual level of awareness and knowledge of Italian (and European) consumers on energy efficiency in general and, in particular, the functionalities and services of the smart meters,
- Facilitate discussion and exchange of experience amongst the national representatives on initiatives carried out / planned to increase awareness and knowledge,
- Evaluate possible synergies and collaboration for future initiatives.

In order to have a greater insight on the actual level of awareness and knowledge of consumers', on the already carried out activities to increase the awareness and knowledge level and on the reached impact and to evaluate more effectively future activities, two events with two different formats are included in the campaign, as described below:

1. **Conference format** – a conference with a defined agenda including presentation on specific and agreed upon topics by several lecturers in order to reach the above-mentioned objectives of the campaign in general and of the consumers representative events in particular. The participation to the conference will be open to all and the event will be widely disseminated through all possible communication channel and means.

The aim of the conference is mainly informative and a participation of at least 20 participants is expected.



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2. **Workshop format** – a roundtable with invited selected representatives to openly discuss the state of the art of smart meters services, relative consumers' acceptance and needs as well as market and commercial issues related to smart meter services.

The aim of the workshop is mainly a networking and idea-exchanging event. The participation will be limited, through direct invitations, to a selected group of market representatives (mainly consumer associations).

Both type of events (conference and workshop) will represent an opportunity for market players to gain deeper insight and focused knowledge on the actual and potential market of smart meters and related services, to enlarge their network of market players and to increase their knowledge on past activities and reative impacts to promote smart meters and services. The events may rappresent an opportunity to discuss and launch new initiatives (possibly within the USMARTCONSUMER project frame) to test and eventually launch new smart meter services.

The following table shows a selection of possible events to be analysed on a case-by-case basis to define the holding of the consumer representative training workshops and conferences.





Table 5 - Possible events for the organisation of the consumers' representative training workshop

Event	Location	Date	Target	Objectives	In cooperation with
Energy MED	Napoli	9 April 2015	Consumers	Conference (4hours) to encourage awareness and knowledge about energy efficiency issues and to introduce the experimental projects.	RENAEL, ANEA, Gruppo Italia Energia
Greenbuild (Smart Energy Expo)	Verona	October 2015	Consumers	Training Workshop (1hour) to reduce domestic energy consumptions through an aware use of smart meters, to introduce their benefits and added services.	Italia Energia Group, Cassino University
Partner's meeting RENAEL	t.b.d.	t.b.d.	Energy agency, local consumers' associations	Conference to illustrate the project and its expected results	RENAEL
Round table	t.b.d	t.b.d.	Energy operators and consumers' associations	Round table to talk about issues of energy efficiency and smart meter	Media partners, energy operators, consumer associations
FA' LA COSA GIUSTA	Milan	October 2015	Consumers, consumers' associations	Conference to talk about the acceptance of smart meter for consumers	Media partner, consumers' associations



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ii. Trade / Consumer press articles and Radio broadcast

The campaign includes the publication of articles on selected journals as well as TV / Radio broadcast of interviews. The topics of all the press articles / broadcast will be related to the USMARTCONSUMER project and will deal with one or more of the following topics:

- activities – carried out or planned to be implemented
- results achieved
- project issues to reach the general and specific objectives of the project:
 - ❖ increase the dissemination of the project itself – activities, development and results, amongst various stakeholders (from consumers to consumers associations, from energy National authority to energy utilities, from producers of smart meters to ICT operators, etc.);
 - ❖ increase the level of awareness and knowledge on energy efficiency issues, smart meters and related services of consumers;
 - ❖ increase the level of knowledge of energy operators and consumer representatives on the state of the art of the energy market in Europe;

Since the start of the project (March 2014), a dedicated press office has been created for the implementation of the USMARTCONSUMER relative activities to select, contact and maintain regular communication flow with trade and consumer journals / radio. A USMARTCONSUMER Italian media kit has been created which includes the following material specifically prepared at the beginning of the project for this activity (and updated on a case-by-case basis):

- press release prepared - updated at the end of the project first year,
- slide presentation generally illustrating the project,
- template of presentation letter.

The campaign builds on the results of the press office and further develops activities until the end of the project lifetime.





Selected trade and consumer press for the publication of the USMARTCONSUMERS articles are specialized energy magazines, consumers associations newsletters and other National stakeholders newsletter (see annex for the updated press review of all published articles – updated to July 2015).

Agreements with media partners (as indicated in the table of the collaborating partners, such as CANALE ENERGIA and ENERGIA MEDIA) are also foreseen to further boost the campaign and quantitatively increase the target reached.

The press office will also contact radio (regional but also National) to broadcast interviews on the project development.

iii. Posters

The European “SET PLAN” conference was organized in Rome at the end of the Italian semester (December 2014) with the participation of main European / national stakeholders (experts, energy companies, universities, research institutes etc.) and representatives of national and European institutions. The Conference programme included a poster session open to all registered participants to showcase the best 30 projects on the state of the art of energy technology research in Europe and its implementation.

One of the selected 30 posters within the SET PLAN POSTER SESSION was the USMARTCONSUMER poster, specifically prepared and submitted by AISFOR. The poster (in A1 format, figure 1) illustrates the USMARTCONSUMER project both to consumers and energy specialists.

The poster is part of the dissemination material of the Italian USMARTCONSUMER campaign. The A1 format will be inserted in poster sessions of other conferences / events, also an A4 format will be printed and distributed to reach a larger target and the image of the poster will be regularly posted on the social networks



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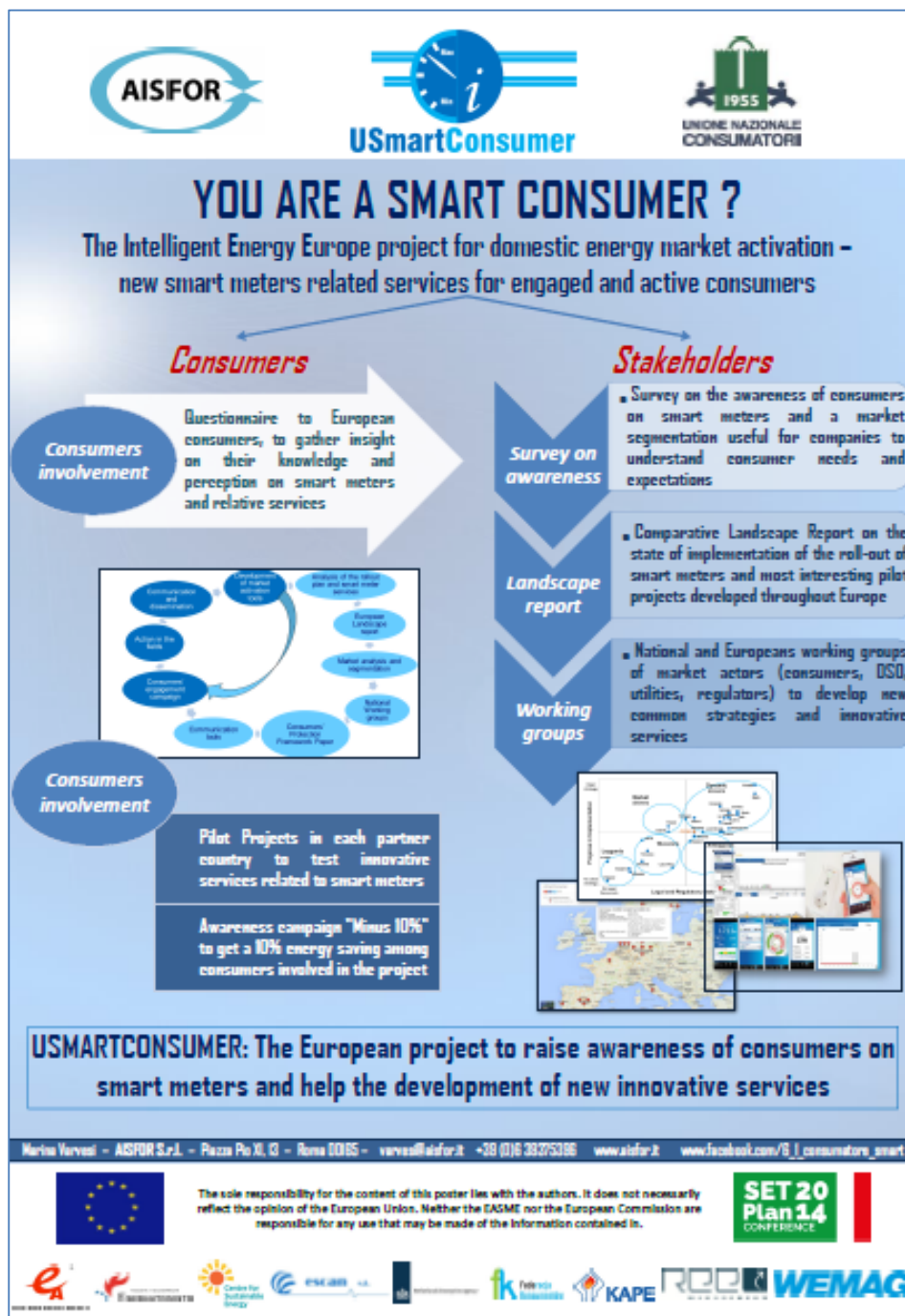


Figure 1 USMARTCONSUMER Italian poster



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iv. Organisation of Regional events and conferences

Further the two consumers representative training workshops, at least two other conferences are part of the campaign to widely disseminate the project, the carried out and foreseen activities and the achieved results as well as:

- Illustrate the state of the art of the smart meter roll out plan and delivered smart meter energy efficiency services in Italy and in other European countries,
- Illustrate the actual level of awareness and knowledge of Italian (and European) consumers on energy efficiency in general and, in particular, the functionalities and services of the smart meters.

The conferences will have the traditional conference format - defined agenda including presentation on specific and agreed upon topics by several lecturers. The participation to the conferences is open to all and the events will be widely disseminated through all possible communication channel and means and a participation of at least 20 participants is expected.

The following table shows a selection of possible events to be analysed on a case-by-case basis to define the holding of the consumer representative training workshops and conferences.





Event	Location	Date	Target	Objectives	In cooperation with
Energy MED	Napoli	9 April 2015	Energy operators	Conference (4hours) to show results of USMARTCONSUMER and promote dialogue about linked services with smart meter	RENAEL, ANEA, Gruppo Italia Energia
Greenbuild (Smart Energy Expo)	Verona	October 2015	Energy operators	Conference/Round table with sector experts to talk about the future of smart meters	Fiera Verona, Sector operators
Other initiatives to be evaluated case-by-case					

Table 6 - Possible Regional Conferences



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v. Dissemination Material

Various dissemination material will be prepared to reach the various campaign targets with the specific target messages. The material will be mainly distributed through the internet (electronic format) and on a case-by-case basis the possibility of printing the material for its distribution will be evaluated.

The dissemination materials are:

- Consumers guide on Smart Meters: an easy and clear guidebook, to explain consumers what smart meters are and how to use it, their features and possible benefits for consumers
- Factsheet on smart meters services on Italian pilot projects and services provided by energy operator
- Executive summary on the results on consumers awareness and knowledge level analysis and market segmentation with identification and description of different type of consumers
- “Landscape Report” - report in English language on implementation state of smart meter and on related services in all European countries
- Consumers Protection Frame, in Italian language

vi. Social media – Facebook, Twitter

The campaign will use social networks to mainly target consumers. A dedicated facebook account will be created to specifically deliver the above messages. The account will be in Italian and posts be regularly published.

Further to the dedicated Italian facebook account, also the social accounts of AISFOR will be used to address the various target groups. AISFOR manages 2 facebook accounts, a twitter and a linkedin account:

- AISFOR facebook (<https://www.facebook.com/AISFORsrl?ref=hl>), twitter and linkedin accounts in Italian targeting all stakeholders interested in European



funding opportunities, posts focus on calls within European funding programmes and information on funded projects. Through this channel general information on the USMARTCOSNUMER project will be disseminated to Italian stakeholders;

- Horizon2020 facebook account (<https://www.facebook.com/2020horizon>) account in English on Horizon2020 funding opportunities and relative funded projects. Through this channel general information on the USMARTCOSNUMER project will be disseminated to Italian stakeholders

Facebook: 6_1_consumatore_smart?

A dedicated facebook account will be created to address Italian consumers and other national stakeholders. The posts will be in Italian and will aim to increase awareness and knowledge on energy efficiency issues and Smart Meters. This account will be directly linked to USMARTCONSUMER, therefore the account name includes the concepts of “smart” and “consumer” and to make it more attractive for young people it uses words and numbers in a fancy manner.:

(https://www.facebook.com/pages/6_1_consumatore_smart/528340180620462?ref=hl)



Figure 2 - Screenshot of the "6_1_consumatore_smart" facebook account





Aisfor will manage this account and will be responsible of posting regularly, either new posts related to the project issues or sharing those of the main Italian energy market stakeholders. Special attention will be given to Italian pilot projects on Smart Meter. The contents and language of the posts will be specifically selected to address the domestic consumers with the defined characteristics (as described in table 1).

Furthermore the account setting will enable all followers to post on the page in order to encourage consumers and operators to share ideas and fears on energy efficiency and smart meters related issues.

The account will be linked with the facebook accounts of the main energy operators account, consumers associations, company operating in energy saving sector.

Twitter: @usmartconsumer

A project dedicated Italian twitter account will not be created. On twitter AISFOR will use the account in Italian of AISFOR (@aisforsrl) and the project one in English (@usmartconsumer), the latter being linked to the project internet website (<http://www.usmartconsumer.eu/>).

vii. Internet

The project has a website in English to inform all European stakeholders of the activities and results achieved. A project dedicated page in Italian will be published on the website of AISFOR (www.aisfor.it), linked to the project website where the National stakeholders can read about the project and download all the dissemination material and the project results.

viii. Hotline

An email and telephone hotline will be available to consumers to answer their questions and doubts on energy efficiency and smart meters. The hotline services will run throughout the project duration. Hotline details (contacts, open hours, etc.) will be published on all the dissemination material, on the Italian webpage on social media





accounts, on leaflet for conferences and workshops and on trade and consumers press articles, explaining their utility and their operation mode.

The telephone and email hotline offer the same kind of support and it is the consumers choice to use the most convenient channel.

- ❖ **Telephone hotline:** +39 06 39375396, during office hours a qualified operator will be available to answer questions related to Smart Meters and related questions.
- ❖ **Email hotline:** usmartconsumer@aisfor.it , a qualified operator will answer emails by consumers on Smart Meters and their services.



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