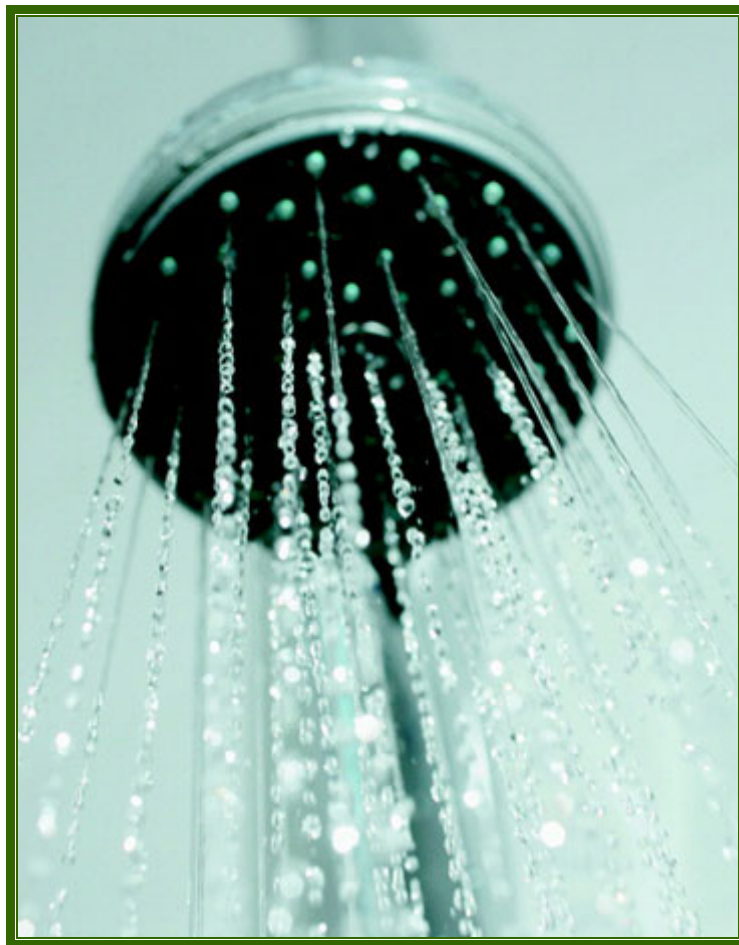


## Case Study 13

# Taupukas residential awareness campaign

## Lithuania



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## Changing Behaviour



Work package 2

Development of the conceptual model: Analysis of success factors,  
underlying models and methods in target group interaction

### Case Study 13:

## Taupukas residential awareness campaign, Lithuania

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## **Summary of the case**

Based on the situation of the Lithuanian energy sector in 1997, the idea emerged to raise awareness of energy saving issues in the residential sector in Lithuania. The main idea was to implement an advertisement campaign, revealing the benefits of energy and water reservoir saving. Including Phare programme it was decided to develop a five-year strategy to raise awareness of energy efficiency. For implementation strategy measures 'Taupukas' was created (in English - 'saver' in diminutive suffix).

The main intention of the 'Taupukas' programme is revealed in this case. The main target of programme is identified. Moreover, an analysis of participants and activities on location is made.

The 'Taupukas' programme was the first programme in Lithuania on the awareness raising aspect. A detailed analysis of the programme was made and institutional, organizational and strategic lacunas were identified.

## **Step 1: Context of DSM programme**

### **National context in general**

In 1997 an extremely abominable situation in efficiency of energy consumption existed in Lithuania. This situation was influenced by low energy prices as well as the people's attitudes towards energy saving. Many individuals had the opinion that installing energy saving measures in their households would be too expensive, and that such measures are only used to improve living conditions. The institutional sector did not promote implementation of energy saving measures. This overall resilience has complicated saving initiatives.

### **Local context**

At present there are many debates, discussions, and suggestions on saving possibilities in Lithuania. Efficiency of energy consumption plays an important part in the local context. Moreover, local institutions have many instruments that can influence efficiency of energy consumption. Some possible instruments are:

- Regulation of energy prices at national or local level, e.g. principles of price establishment, cap of energy price.
- Regulation of energy price subsidies for inhabitants with low incomes, at national or local level.
- Influencing investments. Energy sector companies, such as district heating companies, were previously owned by municipalities (at present there are private and partly private companies).

In 1997 instruments towards increasing efficiency of energy consumption were not as powerful as they are today. Local institutions lacked sufficient capacity to influence efficiency of energy consumption.

### **Specific context of the project**

In 1997 there was one institution responsible for energy saving – the Energy Agency. It contained one section - Energy Efficiency Centre. The centre did not have any experience in the implementation of such campaigns.

The 'Taupukas' programme was part of an awareness strengthening campaign in Lithuania, aimed at the residential sector. Also the task of the 'Taupukas' programme was to develop capacities of the Energy Efficiency Centre.

## **Step 2: Focus of DSM programme**

### **General issues**

The 'Taupukas' programme was one of the measures included in the 5-year strategy implementation. It started in January 1998 and was completed in May 1999. The main institution responsible for implementation of the Taupukas programme was Energy Efficiency Centre of the Energy Agency. The budget for the entire 5-year strategy measures implementation was 400 000 EUR. Financing was provided through Phare programme. The Taupukas programme was a public educational programme, which revealed benefits of energy and water reservoir consumption efficiency. The main idea of the programme was to change the behavior of the end-user - by stimulating energy and reservoir saving.

### **Initiator and partners**

The Taupukas programme was initiated by the Energy Efficiency Center of The Energy Agency. The most important partners in the implementation of the programme were:

- Kredo R (local campaign management and public relations),
- AGE Reklama (detailed advertising design and media buying),
- Gallup Baltic Surveys (market research),
- Energy Efficiency Centre of the Energy Agency (campaign implementation).

The Taupukas Programme was financed by Phare programme.

### **Problem definition**

The main problems were low efficiency of energy consumption and low awareness in end-users. To tackle these problems it was decided to implement a 5-year strategy, entailing a measure towards the capability development of the Energy Efficiency Centre of the Energy Agency to implement future campaigns independently.

### **Goals and objectives**

Goals and objectives:

- Through the implementation of an information campaign raising awareness among various groups in Lithuania to change the common attitude towards reduction of energy consumption while retaining comfort.
- To involve the Energy Efficiency Centre of the Energy Agency as a partner in the implementation and follow-up of the campaign in order to transfer know-how and expertise for future similar or related activities to be carried out by the centre.
- To involve a local public relations company in the implementation of the campaign to transfer know-how and build up expertise locally.
- To prepare a multi-annual plan (5 years) with guidelines for its implementation.

The goals and objectives were quite ambitious; the main idea was to establish new behavior instead of existing behavior. The targets were:

- Increased efficiency of energy consumption in the residential sector;
- Raised awareness of end users regarding energy consumption;
- Demonstration of outside and inside benefits of energy saving.

Aspired new behavior of the energy end user should be rational and effective energy consumption, illustrating and confirming the benefits of saving energy for members of house-

holds. It was expected that individuals demonstrating new behavior will influence the behavior of others.

### **The targets and target group**

An energy saving Taupukas programme was targeted at the residential sector. The main target was directed towards customary energy consumption. Marketing campaigns have mainly been directed towards the residential sector. The campaigns have focused on radio, television and mass communication (through newspapers and targeted journals) and have given Energy Centre staff valuable experience of marketing concepts and in managing marketing programmes. For example: organizing seminars, workshops and discussions, giving interviews, personal communication with the representatives from the target group (households). Such measures were the main instruments used for reaching the target group. Taupukas 'brand image' was created and targeted to the entire society as it was accessible and visible through public communication. Public communication through TV, radio, interviews and seminars was the main instrument to influence end user behavior. The Taupukas 'brand image' was shown on TV, providing simple advice and explaining benefits of the actions. Some suggestions are stated below:

- For heat saving: curtains should be short in order to leave radiators uncovered; heat reflecting foil should be placed behind the radiator.
- For electricity saving: turn off redundant lights; replace with more efficient light bulbs.
- For water and heat savings: use shower instead of bath.

It is important to clarify such propositions by providing an explanation of direct benefits in monetary terms. Frequent appearances of different suggestions raised the awareness of energy savings.



## Step 3: Design of programme

### Research conducted on target group

Two research studies were undertaken during the project: the first, in February 1998, was used to identify the key target groups, messages and media. The second survey was carried out in February 1999 and was used to measure the change in attitudes towards energy saving and a change in knowledge of energy saving. The results were encouraging. Whilst we cannot claim that significant energy savings have been caused directly by the campaign, there has been a significant positive shift in people:

- Ideas on where to get information,
- Knowledge of different ways to save energy,
- Recognition of the Taupukas character and its association with energy saving,
- Perception of the Energy Efficiency Centre of the Energy Agency as a provider of information.

In order to evaluate the results of the campaign, permanent residents of Lithuania were interviewed. The structure of the research group is showed in the table below.

	FIRST SURVEY, FEBRUARY 1998	SECOND SURVEY, FEBRUARY 1999
<b>Interviewee</b>	1016	1014
<b>SEX [%]</b>		
Male	47	46.6
Female	53	53.4
<b>AGE [%]</b>		
15-19	10	10.3
20-29	22	21.8
30-39	19	19.4
40-49	16	16.1
50-59	16	16.0
60-74	16	16.5
<b>EDUCATION [%]</b>		
Higher, incomplete higher	13	12.9
Secondary	48	48.5
Incomplete secondary	39	38.6
<b>SETTLEMENT [%]</b>		
Rural area	32	31.6
Urban area	68	68.4

The results of the interviews:

- 66,6 % of the respondents stated that they know the simplest methods of energy saving. In the survey carried out in 1999 the respondents mentioned more varied energy saving methods than in the survey carried out in 1998. They mentioned methods that were pointed out during the information campaign.
- Results of the survey carried out in 1999 showed that 12% of the respondents are of opinion that they are very well informed regarding energy savings possibilities. Moreover, respondents thought that more information could be provided on TV or through press.
- Every fifth respondent was very interested in learning more about energy savings at home.
- 19% of the respondents remembered the information campaign on energy savings held in 1998. 45% of these respondents learned new things from the campaign in 1999 and 49% of the respondents responded that they did not learn anything new.

- 47% of the respondents tried to save energy in their households after the campaign and 47% of the respondents did nothing. 30% of the respondents who took actions toward energy saving stated that they reduced energy bills, 18% stated that their homes became warmer and more comfortable and 11 % stated that they consumed less electricity.
- 45% of the respondents stated that they have seen the logo of Taupukas and 33% of the respondents remembered the correct name of Taupukas.
- In both surveys the majority of respondents said that they are planning to apply the simplest methods for energy savings, such as turning off redundant lights and taking a shower instead of a bath.
- 22% of the respondents stated that they spent money toward energy saving in 1998, 37% - did not spend money toward this and 41% could not answer this question.
- Comparison of the surveys' results carried out in 1998 and 1999 shows that, after the information campaign was completed, people spent less money on energy savings than while the information campaign was ongoing.
- 28% of the respondents said that they saved money by reducing energy consumption in households in 1998 and 26% of the respondents said that they did not save any money.
- Comparing answers of the respondents who paid attention to the information campaign held in 1998 with answers of those who did not, it was evident that the respondents remembering this campaign saved more money than those who did not.

## **Participation**

### **The Energy Efficiency Centre of the Energy Agency**

The Energy Efficiency Centre of the Energy Agency has performed creditably during the course of the project. The staff has been put under extreme stress, particularly for the first 5 weeks of the advertising campaign. During this period the team had a real sense of achievement with regard to the impact the campaign had on the image of the Energy Efficiency Centre. All performed their tasks to the best of their ability.

### **The Advertising Agency**

Two advertising agencies were involved in the project. They performed outstandingly well and have proven themselves to be on a par with any 'western' agency. They have picked up tips from the study tour to the UK and applied them to the Lithuanian situation. Advertising agencies have been enthusiastic, willing to accept responsibility and ensured the success of the project.

The Advertising Agency was responsible for both advertising/creative design for all publicity materials issued by the Energy Agency or the Energy Efficiency Centre. The same agency also was responsible for public relations work. This ensured that a common format or appearance is used to re-enforce the brand image that has been created using the Taupukas character.

### **The Market researching company**

The market researching company was responsible for market research, identification of target groups and for identification of changed knowledge and habits in energy consumption.

The researchers were implementing their tasks in different instruments:

- public pooling;
- interviewing;
- questioning;
- participation in official appearances of 'Taupukas' character.

### **The end users of energy**

The end users are the most important target of the Taupukas programme. Changing their behavior requires extensive savings of energy and finance. The main idea was to demonstrate the inside (directly addressed to end-user, e.g., saving money) and outside (addressed state, environment, e.g., reducing use of fossil fuels) benefits of energy savings to end users. Similarly, awareness of effective energy consumption increased after end users had understood benefits directed to them. This was reached through the various information campaigns on TV, press, direct consultations at the Energy Efficiency Centre. E.g., at this centre a kitchen area demonstrating the latest energy efficient domestic appliances was created and exhibited to the public.

### **Communication**

Communication was one of the most important instruments of the Taupukas programme. All educational information and recommendations about energy effectiveness were provided through public communication units (TV commercials, radio and mass communication advertisements, as well as 'personal' appearances).

Three main instruments have been applied towards increasing awareness in end users:

- A media campaign involving TV commercials, press advertisements and radio spots;
- A public relations campaign involving press editorial, TV and radio interviews, a competition and a series of Open Doors Days;
- A short programme of direct advice sessions carried out by the staff of the Energy Efficiency Centre.

A central character or 'campaign hero' Mr Taupukas was used to create a 'brand image' for the Energy Efficiency Centre and energy saving advice. The Taupukas character appeared in TV commercials, radio and mass communication advertisements, and made 'personal' appearances at the Open Doors Days.

### **Learning, evaluation and monitoring**

The awareness campaign contained three main themes: electricity saving, water saving and heat saving. The advice given during the awareness campaign was concentrated on no- and low-cost saving possibilities. For example: using shower instead of bath or turning off unnecessary lights, replacing ineffective appliances with more effective ones. A kitchen area demonstrating the latest energy efficient domestic appliances was created and exhibited to the public.

The market research company was responsible for evaluation of the Taupukas programme. Evaluation of the Taupukas programme was performed by identifying habitual changes and the common attitude of energy end users. The first survey was held in February 1998 and the second survey was carried out in February 1999.

According to the results of the surveys the majority of the respondents stated that they are familiar with the most basic measures of energy savings, and in their opinion there is a need to develop energy saving information campaigns. After implementation of the energy saving awareness programme many people were interested in energy savings, some of them detected direct benefits through lower energy bills or warmer conditions at home. Regrettably, after the information campaign was completed, people appeared to forget about the benefits of energy savings. Evidently, there is a strong need for awareness raising campaigns.

A more detailed description is included in the subsection: 'Research conducted on target group'.

## **Step 4: Process of programme**

### **Interaction among the different participants**

The response to the campaign during the campaign period seemed very positive. Inquiries received by the Energy Efficiency Centre increased dramatically. The Open Doors Days were visited by large numbers of people in Vilnius and received widespread media coverage. The amount of media interest in the campaign, especially during the first 8 weeks, was very encouraging.

Despite successful implementation of the programme there was a need to increase the overall deployment of the staff in the Energy Efficiency Centre and to encourage more team work between the energy experts and the energy auditors. It turned out to be necessary to ensure constant activities on promotion and teaching of energy savings.

Furthermore, it was indicated that steps had been taken to improve business management systems in the Energy Efficiency Centre. Particular attention was drawn to stock control of information leaflets and contact databases for targeting and mailing information.

Interaction among the Advertising Agency, Energy Efficiency Centre and Market researching company were indefectible, as it was clearly formulated in the tasks and targets. The interaction system through project partners was flexible: the Advertising Agency and Market researching company were the only contractors who received tasks from the project manager (Energy Efficiency Centre). The concrete tasks were unusual for contractors, because the 'Taupukas' programme was the first programme with such attribution.

## **Step 5: Outcome of process**

### **Objectives/goals/outcomes**

- The perception of the Energy Efficiency Centre of the Energy Agency as energy provider is that 67% of consumers in Lithuania knew about the simplest forms of energy saving. There has been a clear shift of people along the 'awareness chain' from 'unaware' to 'aware' and to 'interested'. People were aware of a much greater variety of energy saving techniques.
- The public profile of the Energy Efficiency Centre has been raised immensely. The Centre was regarded as a reliable provider of information and advice. Many people recognized the EEC logo and the Mr Taupukas character. They associated Mr Taupukas with energy saving.
- Two Lithuanian advertising agencies participated in the project. Both have acquired new skills in preparing public service advertising.
- A detailed marketing strategy has been prepared outlining a marketing theory for raising awareness, providing background to the Lithuanian situation and describing detailed recommendations for future necessary actions. In light of the current market research an action plan has been prepared.

### **Effectiveness**

The 'Taupukas' programme was cost-effective for end users. The programme provided free information about saving possibilities to end users. Based on that information they were able to save not only energy, but also their finances. Financial savings appeared in lower outcomes for energy.

There was no interested investor to financially benefit from the 'Taupukas' programme, as it was financed by the Phare programme.

### **Follow-up of the programme**

After implementation of the 'Taupukas' programme some suggestions were made:

- Any marketing campaign needs to be long term. If it stops, individuals quickly forget not only the message, but also the campaign. If cultural change is achieved, the campaign will need to continue.
- Individuals quickly become bored if the same message is delivered in the same way too many times. A marketing campaign will need to develop over time. The message will need to evolve as individuals move down the Awareness Chain, perhaps including specific local champions talking about individual actions and how it helped their life.
- Individual targets and delivery mechanisms need to change in order to maintain the progress of individuals down the Awareness Chain. The residential campaign is thus required to continue to target women, but also involve children (through schools), Housing Associations and other channels, to ensure that individuals do not forget.

## **Step 6: Analysis and conclusion**

After finalization of the 'Taupukas' programme the following conclusions were drawn:

- The reaction, interest and attitude from society were positive. The character 'Taupukas' was known as a positive person, who provides information about saving or gives directions on where to find this;
- The Energy Efficiency Centre needed to interact more with similar institutions and strengthen the commitment between institutions in Lithuania. It played a crucial role as the centre of an information network;
- Statistics on cost-effective energy saving potentials were weak;
- Advertisement campaigns and programmes such as the 'Taupukas' programme should follow continuity, advertisement development, targets and development principles.

## **References**

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