

Case Study 13: Taupukas residential awareness campaign

Lithuania

Summary

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.



Lessons learned

1. 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;
2. 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
3. Statistics on cost-effective energy saving potentials were weak;
4. Advertisement campaigns and programmes such as the 'Taupukas' programme should follow continuity, advertisement development, targets and development principles.