



Deliverable D6.3:

Report on the awareness raising campaign

November 2020



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1	21.11.2020	The document is updated to this date, as per Grant Agreement it will be updated within the end of the project.





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Introduction

According to the Grant Agreement of the BELT project, the Metropolitan City of Bologna (MCBO) have to communicate the obligations related to the rescaled labelling system to local public and private procurement offices through a comprehensive and easy-to-understand approach. The communication campaign will serve to attract attention, give an overview of the main changes, explain the advantages of green procurement and the expected benefits, and indicate where to find more resources and greater detail (task 6.2).

MCBO has set up a communication plan providing for specific activities and interventions that allow increasing the overall knowledge on the new rules and methodologies regarding the energy label of products, so as to maximize their effectiveness.

Communication activities have to clarify the potential benefits that derive from the new rules and clarify the timing for the gradual implementation of the new labels.

Given these general objectives, the main one consists in the intention to improve the operational skills and competences of public administrations and small and medium-sized enterprises of the countries involved in the project. This would be a very important result in order to increase the number of tenders and purchases which involve the acquisition of products compliant with the new energy labeling rules.

In line with the requests of the project, the plan was implemented through the ideation and execution of an advertising and communication campaign.

The campaign will have a European breadth, with particular reference to the target countries. For optimization reasons, it was mainly conveyed on digital channels (LinkedIn and Google).

The activation sponsored contents via LinkedIn allowed reaching a qualified audience of professionals. The intention is to execute careful profiling, so to take into account the work experience of the recipients (qualifications, skills and functions). The dissemination of sponsored content took place through video ads placed in the news feed, advertising forms with two or more images that will appear in the news feed, and messages delivered in the LinkedIn inbox.

We are also developing a broad collaboration with the Label2020 project, trying to coordinate all the joint communication opportunities on our reference targets. In the rest of the document we will go into detail for the individual tools developed in co-brand.





Objectives and targets

According to objective 3 of the Grant Agreement “the Metropolitan City of Bologna has the capacity to reach over 5.000 PPP and 7.041 metropolitan cities in Italy and Europe. ICLEI will support this objective using its broad network of 1.500 local Governments, towns, and regions. It will also develop advocacy campaigns to assure that the rescaled label and green public procurements topics get high attention in the political agenda. CMBO as well as the organisations supporting the project have the capacity to reach over 200.000 business procurement personnel and SMEs”.

The target nations, as written in the MCBO’s communication plan, are Italy, Belgium, Croatia, Germany, Greece, Ireland, Lithuania, Portugal, Slovenia, Spain, and United Kingdom.

The communication tools

To achieve the set results MCBO has prepared various materials and online and off-line campaigns that allow to reach the targets on several fronts. Considering the pandemic phase of 2020, in this phase the on-line channel was favored, which however ensures a wider coverage regardless.

MATERIALS

Faq

Among the first documents produced, the Faq answer the main questions / doubts that may come to the target public administrations and companies on the new labeling. MCBO wrote the Faq for its target and collaborated in the drafting of the complete Faq. An extract of these Faq has been published on the project website (<https://www.belt-project.eu/faq>).

Teaching materials

MCBO has prepared information material for training on the new energy labeling for all training occasion as ICLEI trainings for public procures (<https://euroconsumers.sharepoint.com/:p:/r/sites/belt/Project%20Communication/2020-02-26-Belt-Slide%20GPP-Guidelines%20for%20the%20trainers%20and%20self-training%20revDefSent.ppt?d=w583a69b2f60e4c8ea4796303979434f3&csf=1&web=1&e=HzzVre>).





Factsheets

(<https://euroconsumers.sharepoint.com/sites/belt/Project%20Communication/Forms/By%20Entity.aspx?id=%2Fsites%2Fbelt%2FProject%20Communication%2FBELT%5FFACTSHEET%2DPPP%2Epdf&parent=%2Fsites%2Fbelt%2FProject%20Communication>)

Made in two different types of content, one more aimed at public purchasing officials and one more aimed at purchasing managers of companies participating in public tenders. They illustrate in a clear and simple way the main innovations of the new electronic labeling.

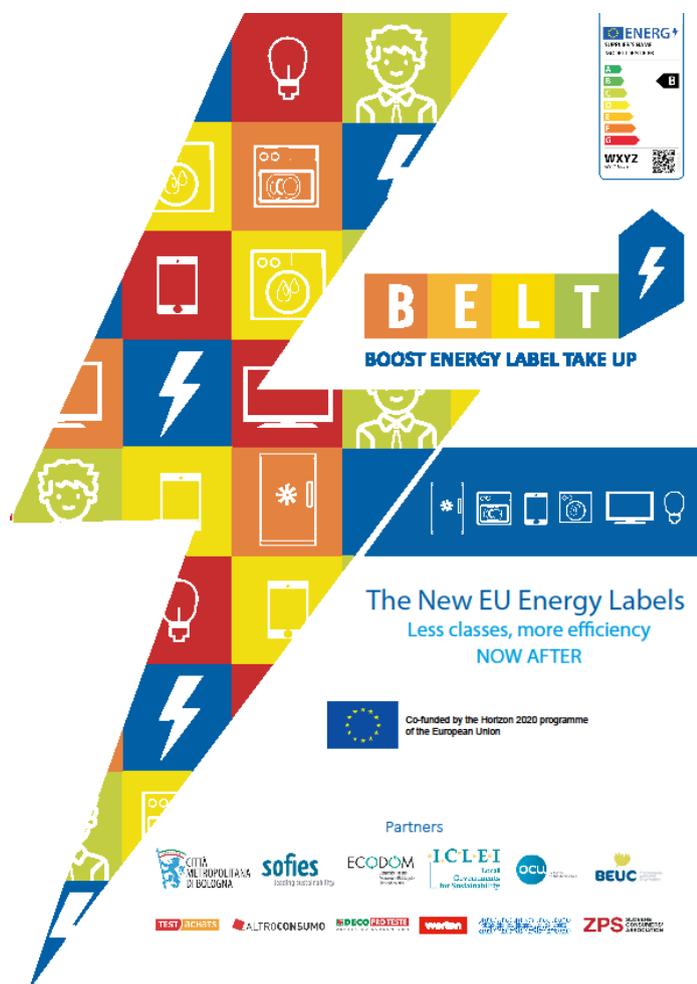


Fig 1: cover of the factsheet

Linkedin page (<https://www.linkedin.com/company/belt-for-buyers/>)

A LinkedIn page dedicated to those who deal with purchases by profession. The page is called "BELT for buyers" and hosts updates and information on the new energy labeling.

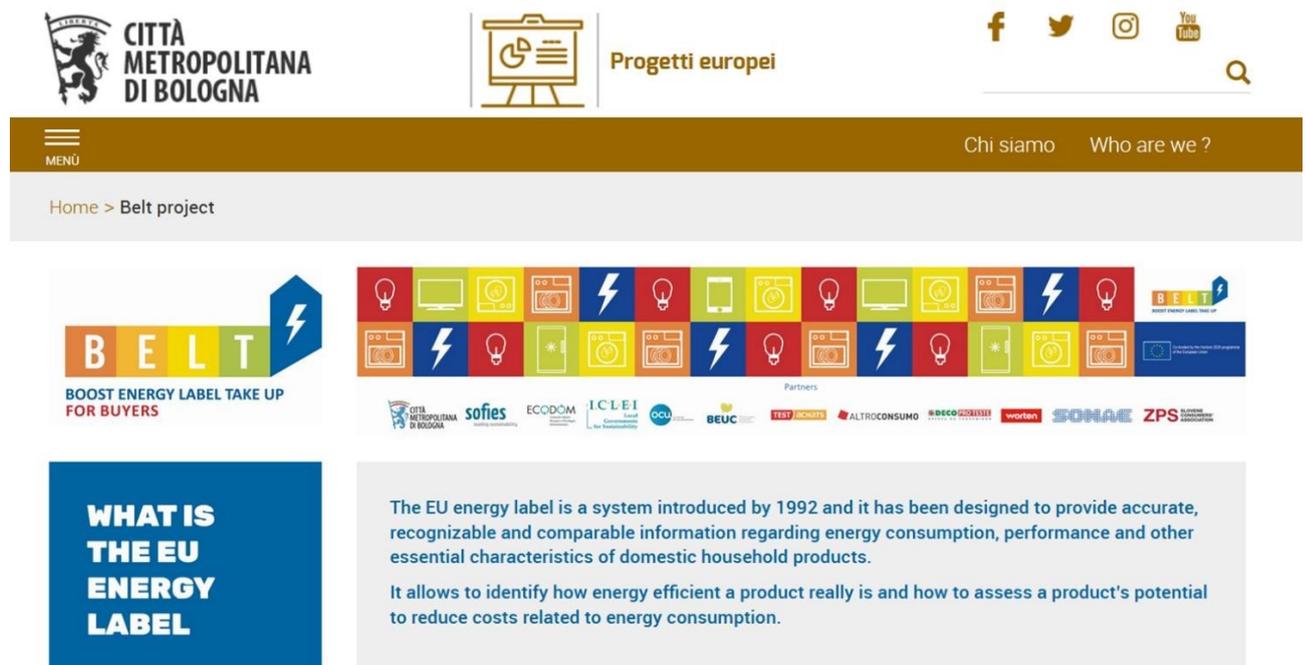




Fig. 2: the cover of the LinkedIn page

Landing page

The landing page is an illustrative page in English and Italian language on the web hosted by the Metropolitan City of Bologna website and linked from the project website for all public and private purchasing operators. The landing page URL is: https://www.cittametropolitana.bo.it/progetti_europei/Belt_project



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Fig.3: The top of the landing page.

Videos

A short video (<https://euroconsumers.sharepoint.com/sites/belt/Project%20Communication/Forms/By%20Entity.aspx?id=%2Fsites%2Fbelt%2FProject%20Communication%2FBELTVideoWithSubtitles%2Emp4&parent=%2Fsites%2Fbelt%2FProject%20Communication>) was made at the time of writing. In a minute of video, we provide the fundamental information to understand the extent of the changes with the new energy labeling. The video is in English with background voice and has also been made available without background voice in order to allow other partners to adapt it in their own language of origin.

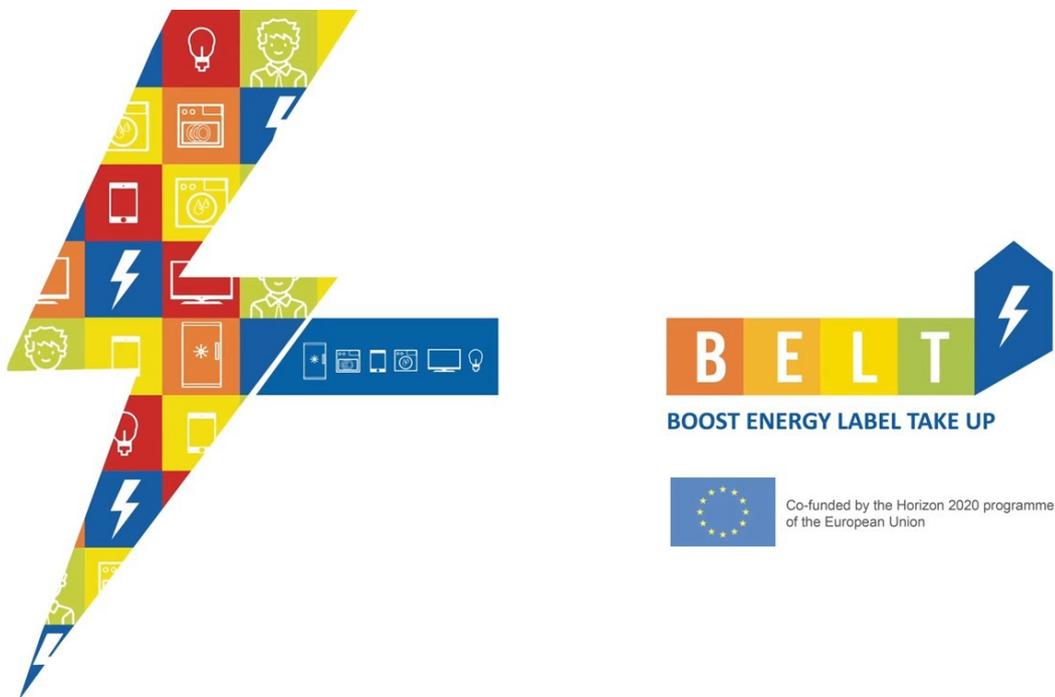


Fig.4: The first frame of the video

Guidelines

(<https://euroconsumers.sharepoint.com/:b:/r/sites/belt/Project%20Communication/Guidelines-BELT-for-buyers-A4-Eng-06.pdf?csf=1&web=1&e=0iNpej>)

Thanks to the close collaboration with the Label2020 project, MCBO has created the guidelines for public and private purchasing operators. The guidelines contain in detail the benefits of the new labeling and the innovations introduced in the market as well as presenting the sources from which





to draw further information. The guidelines were produced in English and Italian as well as the open file was made available in order to allow all partners to translate them into their own language.

The guidelines will be distributed not only on the channels of the BELT project but also on those of the Label2020 project so as to amplify the scope of communication.



Fig. 5: the cover of the Guidelines for public and private buyers.

Articles

According to the MCBO's communication plan, a couple of articles are planned, one on the new labeling for electronic devices and one on the new labeling for light bulbs to be released between





March and September 2021. At the moment we at the moment we have started to intervene with some articles such as this one in the online newspaper of the Italian public administration (<http://www.ilquotidianodellapa.it/contents/news/2020/novembre/1605885649952.html>)

White papers

According to what is reported in the MCBO's communication plan, 2 white papers will be produced, one for local administrations and one for companies starting from March 2021 to explain the new energy labels in more detail.

Events

At the time of writing, it is complex to predict if and how the events that are foreseen in the communication plan will be organized starting from March 2021. We will try to remedy the pandemic situation with online events dedicated to our targets.

CAMPAIGNS

In line with communication plan, the communication will be implemented through the ideation and execution of an advertising and communication campaign.

The campaign will have a European breadth, with particular reference to the target countries. For optimization reasons, it will be mainly conveyed on digital channels (LinkedIn and Google). The activation sponsored contents via LinkedIn will allow reaching a qualified audience of professionals. The intention is to execute careful profiling, so to take into account the work experience of the recipients (qualifications, skills and functions). The dissemination of sponsored content will take place through video ads placed in the news feed, advertising forms with two or more images that will appear in the news feed, and messages delivered in the LinkedIn inbox.

At the time of writing we are preparing the launch of this campaign which will see a gradual implementation preceded by some tests only on some target countries in order to verify the coverage in line with the results to be achieved.

The current results achieved

At the time of writing this report or at the end of the 15 months of the project, we can illustrate the results achieved so far. Considering that the new energy labels officially enter into force from March 2021, in this first half of the project we have concentrated our efforts on the creation of communication materials as reported above. We have tried to produce different types of materials, as clear as possible, easy to understand and use on different types of web platforms.





During these first months of the project we have already reached a few tens of thousands of people thanks to the on-line work (landing page, LinkedIn page, post on social networks). However, the massive communication campaign will start in December thanks in particular to advertising on LinkedIn and Google. Another substantial step towards the project goal will come from the partnership with the Label 2020 project, the joint dissemination of the Guidelines throughout Europe.

