



Deliverable 3.2:

Report on consumer outreach



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INTRODUCTION

Deliverable 3.2 aims to report the activities developed under WP 3 – Consumer Outreach for all the Tasks that are within this Work Package. DECO Proteste is the WP leader and there are 6 different tasks under this WP:

- Task 3.1 Detailed communication plan and creation of ad-hoc outputs;
- Task 3.2 Communication via consumer organization channels;
- Task 3.3 Communication to consumers via retailers;
- Task 3.4 Communication to citizens and large audience;
- Task 3.5 Reaching out to consumers in secondary target countries;
- Task 3.6 Share best practices to inform consumers;

This work package presents a very specific and focused target which is the consumer: all the task aims to the delivery and broadcast of communication material on the new energy labels directly to consumers, using different channels.

These different channels establish Tasks 3.2 to 3.5: from the consumer defense organizations, retailers, citizens and large audiences and ending on consumers in secondary target markets (via national consumer defense associations present in these secondary markets). Task 3.1 is focused in the creation of individual Detailed Communication Plans (DCP) for each participant whereas Task 3.6 will try to promote the sharing of best practices, findings and remarks drawn from the executions and application of Tasks 3.2 to 3.5.

Although this quite a consumer centric Work Package, there is the need to involve pretty much all the participants of BELT's consortium, as all of the target areas are touched by consumer communication activities – at the end of the day, we are all consumers. Also, there is the intention to try and maximize the consumer reach in all the communication actions, if done at somewhat specific levels like Public Procurement or with Manufacturers: even in specific open action which such target, consumers may be touched and involved in these actions.

This Report is focused on the period between the 1st January and the 31st October 2020 and only targets reporting any communication action executed directly to consumers, through one of the above-mentioned channels. All other actions/events/materials that are outside of this scope will not be reported on this document and will be presented in other deliverables.

WP3 – Consumer outreach

As presented in the previous chapter, Work Package 3 focused primarily in the communication to consumers of the new energy label, its impacts, requirements, needs, benefits and timings. Basically,



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everything that a consumer needs to know about the new energy label should be communicated and made available to consumers under this Work Package's Tasks.

So, each of the WP3 Tasks are intended to cover a specific channel in which consumers can be reached. Also, one of the Tasks dictates the creation of individual Detailed Communication Plans (DCP) for each of BELT's consortium participants on this WP – to ensure that all the communication actions and moments are aligned both in terms of planning and also with BELT's KPIs.

Two specific tasks impel the communication to consumers on secondary markets – markets that had not been covered by the main BELT's consortium – and to the sharing and dissemination of the best practices drawn from the implementation of all of the communication actions that WP 3 establishes, by all the consortium's participants.

CONSUMER OUTREACH SPECIFIC TASKS

We now present a description of each of the Tasks within WP 3, followed by the indication of the consortium's participants in each Task:

Task 3.1: Detailed communication plan and creation of ad-hoc outputs

Brief description: Detailed Communication Plans (or DCP for short) should be constructed from the Master Communication Plan designed and presented under WP2. Ideally, each individual participant of WP 3 should have its own individual DCP, with all of the communication actions clearly defined in time, target, channel... Also, the DCP is to present a GANT-like diagram for all of the participant's actions, thus depicting the overlay, length and duration of each action. DCPs should provide a clear picture of all individual communication actions, operating as a support on the mid/long term work preparation.

Participants: DECO Proteste, SONAE, MCBO, ICLEI.

Task 3.2: Communication via consumer organization channels

Brief description: Task 3.2 aims to promote the direct and focused communication to consumers via the national consumer defense associations present at BELT's consortium. Supported on the *business-as-usual* activities of the associations, communicating the new energy label with consumers should be an action that the participants need to have clearly identified and for which specific actions/resources need to be allocated. One of the main objectives of this Task



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is to capitalize the vast and wide consumer audience the participants have and, therefore, to easily disseminate the intended message. For this task, each participant is to devise a package of communication actions on all the available/proper communication channels (magazine, online, social media, videos, leaflets, training sessions...).

Participants: DECO Proteste, Altroconsumo, Test Achats, OCU, ZPS

Task 3.3: Communication to consumers via retailers

Brief description: Capitalizing on the very important relation retailers maintain with the consumer, Task 3.3 tries to promote a deeper and more define communication strategy involving retailers and the final consumer – this being considered as another channel to reach end consumers. The idea is to disseminate the same message on the new energy labels but through another communication entity/channel: the retailers. Again, the strategy is the same: create a list of specific and well determined communication moments with the consumer in which the intended message should be disseminated.

Participants: SONAE

Task 3.4: Communication to citizens and large audience

Brief description: Citizens and large audiences is another specific target for BELT's communication strategy. Here, specific communication actions will be deployed trying to reach consumers through these two channels (groups of citizens and larger audiences), using the expertise and ease-to-communicate of some BELT's consortium participants. Again, the main objective is to capitalize on the previously existent communication network of such participant's and to be able to, in these specific channels, present the intended message.

Participants: MCBO, ICLEI, ERION



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Task 3.5: Reaching out to consumers in secondary target countries

Brief description: Task 3.2, 3.3 and 3.4 are focused in communicating the new energy label to consumers present on the countries of BELT's consortium participants. Could this message be also transmitted and conveyed in other countries? Yes, it could. This is what Task 3.5 intends to do: to (re)use the communication actions, materials and messages, from the original BELT's consortium countries, and to disseminate them onto secondary/satellite countries, thus amplifying the consumer outreach.

Participants: BEUC

Task 3.6: Share best practices to inform consumers

Brief description: Sharing best practices on the activity of consumer information is also a very important vector of this work package. The idea, here, is to try to gather the main and most important findings, strategies, techniques, actions and schemes that promote a better, more efficient and effective consumer communication on technical matters such the new energy label. It's important to be able to capture and to properly analyze these findings as they can prove to be quite useful in future communication and dissemination actions.

Participants: BEUC

CONSUMER OUTREACH ACTIONS AND RESULTS

Presenting results, figures and action numbers is always complicated and we'll try to present them through several tables for each of the Tasks, presented at the end of this Report. Also, and taking into consideration the KPIs embedded in the Project, we'll present a subjective analysis of the execution of the KPIs for each of the task/participant.

Task 3.1: Detailed communication plan and creation of ad-hoc outputs

Altroconsumo

The DCP have been created and continuously updated during 2020.



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In the following DCP you can see the tools and activities already done and on working. Altroconsumo developed some crucial project tools: BELT web calculator, BELT video, BELT factsheet, BELT official website (which is constantly updated with the news and project results).

Following the DCP timeline, work on the specific actions was started in order to have the communication actions ready for the specific date. However, some of the actions' timeframe needed to be adjusted in order to accommodate some delays on the production of some base materials. The web tool calculator has been delayed due to the complexity of the web implementation. BELT master video has been delayed because people who were working on it has been affected by COVID-19, so the work has been done slower. However the delays above mentioned don't compromise the success of the project. The web tool is ready and embedded in BELT website and AC website. The video will be ready by the end of November.

The DCP also took into consideration the communication actions developed in coordination with LABEL2020 project on a national level.

Picture 1: a part of BELT's WP3 DCP for Altroconsumo

 DETAILED COMMUNICATION PLAN: ITALY - AE										
			COUNTRY:		Italy					
			PARTICIPANT:		AE					
			REVISION DATE:		17/11/2020					
			REVISION DONE BY:		RCP					
Name	Type	Responsible Entity	Country	Target	Start Date	End Date	Note	LINK FOR PROOF	Action Status	
Article 1	Magazine Article	AE	IT		1-mar-2021		Article about the new label of washing machine, refrigerators, dish washers and TV's		✘	
Article 2	Magazine Article	AE	IT		1-jan-2021		Article on BELT web tool		✘	
Article 3	Magazine Article	AE	IT		1-set-2021		Article about the new label of lamps		✘	
Article 4	Magazine Article	AE	IT		1-out-2020		Article about the new label	PDF saved on Project c	✔	
Article Online 1	Article - Online	AE	IT		1-mar-2021		Article about the new label of washing machine, refrigerators, dish washers and TV's		✘	
Article Online 2	Article - Online	AE	IT		1-set-2021		Article about the new label of lamps		✘	
Article Online 3	Article - Online	AE	IT		1-out-2020		Article about the new label	https://www.altroconsumo.it	✔	
Leaflet	Leaflet	AE	IT		1-nov-2020		leaflet for consumers		✘	
Facebook post 1	Facebook Post	AE	IT		1-out-2020			https://business.facebook.com/altroconsumo	✔	
Facebook post 2	Facebook Post	AE	IT		1-mar-2021				✘	



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BEUC

For the secondary market targets, DCPs were created, prepared and controlled during the first semester of 2020 for the current 4 entities initially targeted (CAI, EKPIZO, KEPKA and ALCO). The DCPs for these specific secondary market entities are heavily supported by the reuse and republishing of communication material prepared by the Project's consortium.

Each secondary market entity has planned the communication moments based on the Energy Label key dates and also on the communication material availability.

DECO Proteste

A Detailed Communication Plan (DCP) was created and put into operation, firstly only for DECO Proteste and on a second stage also containing the Consumer focused actions promoted by SONAE/Worten – as DECO Proteste and SONAE/Worten are from Portugal, a joint approach for the design, conception and operation of the Detailed Communication Plan was considered to be the best course of action.

After BELT's kick-off meeting, it became clear that LABEL20 interaction, on a national level, was also required. This meant that the DCP from BELT (DECO Proteste and SONAE/Worten) would have to be aligned with the one from LABEL2020. That merge and analysis was done during the first semester of 2020, on several meetings that took place between both Project's national participants.

However, due to differences in LABEL2020's project structure, the final national DCP was a not an early Deliverable and, for that, it has not yet been possible to present a final joint (BELT plus LABEL2020) DCP. Also, some delays associated to structural changes within LABEL2020's participants meant that the joint discussion of the common DCP, for 2021, was not done during the last semester of 2020 – although BELT national consortium is awaiting for a green light from LABEL2020 to finish the communication analysis for 2021.

Picture 2: a part of BELT's WP3 joint DCP (DECO Proteste and SONAE)



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 DETAILED COMMUNICATION PLAN: DECO PROTESTE + SONAE									
					COUNTRY: Portugal PARTICIPANT: DECO + SO + LABEL2020 REVISION DATE: 13/11/2020 REVISION DONE BY: AMS				
Name	Type	Responsible Entity	Country	Target	Start Date	End Date	Note	LINK FOR PROOF	Action Status
ARTIGO 1	Article - Magazine	DECO	PT		26-out-2020	30-nov-2020	PT NOVEMBRO 2020 PLANNET OK	CHECK FOL	✓
ARTIGO 2	Article - Magazine	DECO	PT		22-fev-2021	31-mar-2021	PT MARÇO 2021 PLANNET OK		✗
ARTIGO 3	Article - Magazine	DECO	PT		23-ago-2021	30-set-2021	PT SETEMBRO 2021 PLANNET OK		✗
ARTIGO 4	Article - Magazine	DECO	PT		22-jun-2020	30-jul-2020	PT JULHO 2020 Dia Mundial da Energia Lançamento do Leaflet	CHECK FOL	✓
ARTIGO ONLINE 1	Article - Online	DECO	PT		2-nov-2020	6-nov-2020	MUDAR ISTO OU USAR O ESTATISTICO		✗
ARTIGO ONLINE 2	Article - Online	DECO	PT		8-mar-2021	12-mar-2021			✗
ARTIGO ONLINE 3	Article - Online	DECO	PT		6-set-2021	10-set-2021			✗
ARTIGO ONLINE 4	Article - Online	DECO	PT		29-mai-2020		Dia Mundial da Energia Lançamento do Leaflet	https://wy	✓
ARTIGO ONLINE 5	Article - Online	DECO	PT		17-jul-2020		Nova Seccção: Aviso para dupla Etiqueta Energética	https://wy	✓

Even if the two Projects end up not having a common DCP – especially because both Projects have decided to adopt a complementarity approach to the communication actions – the DCP for BELT will always take into consideration the communication actions developed by LABEL2020, eventually reflecting some of those specific actions. This is important in order to assure the above-mentioned complementarity of the actions which can only be achieved if there is a joint planification of the actions.

The DCP have been continuously updated during 2020, not only to identify new actions that were introduced but also to reflect the execution of the actions.

Following the DCP timeline, work on the specific actions was started in order to have the communication actions ready for the specific date. However, some of the actions' timeframe needed to be adjusted in order to accommodate some delays on the production and conception of some base materials (delivered by WP2, like the videos, web tool, leaflet...). Also, the pandemic moment that we face also brought some distortion to the timeframe for WP3, on a national level.



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Erion

A DCP was created, prepared and controlled during the first semester of 2020 and it is continuously updated according to activities evolution.

The DCP allows providing a comprehensive picture of ERION communication actions towards different targets: market actors (suppliers, retailers and distributors) and consumers (families, students, etc). Targeted stakeholders are from Europe, specific activities are performed also for the Italian audience. The communication plan of ERION aims at reaching even higher slices of targeted stakeholders, informing and supporting them regarding the introduction of the new energy label.

During the first year of the project, market actors have been addressed primarily with a dedicated website in which many and differentiated information and guidelines are contained, allowing also a direct interaction concerning specific requests. Then focused training session and other materials have been tailored on suppliers and retailers' needs. Materials provided wants to deeply investigate topics while being easy to be used.

Consumers are continuously informed regarding BELT project and updating of new energy label through multidisciplinary posts within Erion official social channels. Sensitization activities are being performed with families and school, highlighting advantages of the rescaled label.

The communication activities towards consumers have been designed taking advantage of the expertise of ERION communication department and creating synergies with other European projects, in particular for reaching youngsters effectively.

The communication via retailers have been co-created with the support of the Italian retailers' association (AIRES), the BELT partner SONAE and the Label2020 partner Eliante.

It is to be noticed that due to the COVID-19 pandemic situation some events have been rescheduled or programmed virtually.

Here below you can find a snapshot of ERION DCP.

Picture 3: a part of BELT's WP3 for ERION



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 DETAILED COMMUNICATION PLAN: ITALY - ERION									
						COUNTRY: Italy PARTICIPANT: ECO REVISION DATE: 17/11/2020 REVISION DONE BY: RCP			
Name	Type	Responsible Entity	Country	Target	Start Date	End Date	Note	LINK FOR PROOF	Action Status
CAMPAIGN 1	Facebook Post	ECO	IT		12/09/19	12/09/19	BELT Kick Off Meeting communication	https://www.facebook.com/ecoitalia/	✓
CAMPAIGN 1	Linkedin Post	ECO	IT		12/09/19	12/09/19	BELT Kick Off Meeting communication	https://www.linkedin.com/company/ecoitalia/	✓
CAMPAIGN 1	Twitter Post	ECO	IT		12/09/19	12/09/19	BELT Kick Off Meeting communication	https://twitter.com/ecoitalia	✓
CAMPAIGN 2	Website	ECO	IT		01/10/19	28/02/22	Section dedicated to BELT project on ERION website	http://www.ecod.it	✓
CAMPAIGN 3	Facebook Post	ECO	IT		18/06/20	18/06/20	Invitation to / Communication of BELT Workshop/Webinair (campaign 7 and 8)	https://www.facebook.com/ecoitalia/	✓
CAMPAIGN 3	Linkedin Post	ECO	IT		18/06/20	18/06/20	Invitation to / Communication of BELT Workshop/Webinair (campaign 7 and 8)	https://www.linkedin.com/company/ecoitalia/	✓
CAMPAIGN 3	Twitter Post	ECO	IT		18/06/20	18/06/20	Invitation to / Communication of BELT Workshop/Webinair (campaign 7 and 8)	https://twitter.com/ecoitalia	✓
CAMPAIGN 4	Facebook Post	ECO	IT		23/06/20	23/06/20	Second invitation to / communication of BELT Workshop/Webinair (campaign 7 and 8)	https://www.facebook.com/ecoitalia/	✓
CAMPAIGN 5	Manufacturer Training S	ECO	IT		24/06/20	24/06/20	Training BELT for suppliers	https://www.youenergylabel.com	✓
CAMPAIGN 6	Facebook Post	ECO	IT		25/06/20	25/06/20	Communication of material upload on BELT website, related to campaign 7 and 8	https://www.facebook.com/ecoitalia/	✓
CAMPAIGN 6	Linkedin Post	ECO	IT		25/06/20	25/06/20	Communication of material upload on BELT website, related to campaign 7 and 8	https://www.linkedin.com/company/ecoitalia/	✓

ICLEI

ICLEI’s communication campaign is targeting public procurers. In collaboration with MCBO a communication plan and training material has been prepared to inform procurers on the revised energy label.

The outputs include (slides for a train-the-trainers session, guidelines for procurers, an infographic on the revised label and social media content. The information on the revised energy label was also promoted via the following ICLEIs channels:

- i. Sustainable Procurement Platform (3000 monthly visitors);
- ii. Procurement Forum (5000 procurers registered);
- iii. (iii) Procura+ Newsletter (950 recipients).

MCBO

A DCP was created, prepared and controlled during the first semester of 2020.

Picture 4: a part of BELT’s WP3 for MCBO



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Picture 5: a part of BELT's WP3 for OCU

DETAILED COMMUNICATION PLAN: SPAIN - OCU										
										Spain
										OCU
										17/11/2020
										RCP
Name	Type	Responsible Entity	Country	Target	Start Date	End Date	Note	LINK FOR PROOF	Action Status	
ARTICLE 1	Magazine Article	OCU	ES		1-jun-2020	30-jun-2020	Article about the new label of washing machines	https://www.ocu.org/-/media/ocu/ressur	✓	
ARTICLE 2	Magazine Article	OCU	ES		22-fev-2021	31-mar-2021	Article about the new label of washing machine, refrigerators, dish washers and TV's		✗	
ARTICLE 3	Magazine Article	OCU	ES		23-jul-2021	8-jan-2021	Article about the new label of fridges		✗	
ARTICLE 4	Magazine Article	OCU	ES		23-ago-2021	30-set-2021	Article about the new label of lamps		✗	
ON LINE ARTICLE 1	Website	OCU	ES		1-jun-2020	4-jun-2020	Article about the new label of washing machine, refrigerators, dish washers and TV's	https://www.ocu.org/vivienda-y-energia/	✓	

In a second phase a Macro Communication Plan, together with the Spanish LABEL2020 entity, ECODES has been created. That merge and analysis was done during the first semester of 2020, on several meetings that took place between both Project's national participants, unfortunately, first because each entity are based on different places, and then because Covid 19, all the meetings have been hold on line. Both communication plans are focused in actions to promote the outputs from the project, and mainly to help consumers to understand better and to be informed about the new energy label in some appliances.

To be sure that both projects transmit the same claims to consumers, the main deliverables have been translated together, sharing them also with the Energy Ministry, IDAE, who agreed with them, including their image on that factsheets.



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Picture 6: example of deliverable used from both project within the Energy Ministry

Both Projects will work together, and also will try to have complementarity communication actions, in order to inform as much stakeholders and consumers as possible.

The DCP have been continuously updated during 2020, not only to identify new actions that were introduced but also to reflect the execution of the actions.

Following the DCP timeline, work on the specific actions was started in order to have the communication actions ready for the specific date. However, some of the actions' timeframe needed to be adjusted in order to accommodate some delays on the production and conception of some base materials (delivered by WP2, like the videos, web tool, leaflet...). Also, the pandemic moment that we face also brought some distortion to the timeframe for WP3, on a national level.

The first communication effort was in June 2020, with an on line article, and a magazine one, in order to announce that the new energy labels for some product categories were about to change, the second at the end of October, before the two energy labels will be presented on the packaging of the appliances. During these moments press release, magazine and online articles, social media & webinars are combined to have maximum reach towards Consumers.



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Deliverable 3.2: Report on consumer outreach

SOFIES

Sofies did not execute any specific action on Task 3.1 during the period of the 1st of January until the 31st October 2020.

SONAE/Worten

Under WP3, SONAE presented a joint DCP with DECO Proteste – also including some actions for WP4 that focused and touched consumers. Please, refer to DECO Proteste’s description for this task.

Besides collaborating with DECO Proteste on the DCP for Portugal, SONAE and Worten have also detailed actions to run in Spain, given their Iberian presence. Thus, many of the initiatives planned for Portugal, for online, social media, in-store communication and other channels, will be implemented in Portugal and Spain as per the DCP shown below:

Picture 7: a part of BELT’s WP3 DCP for SONAE (SPAIN)

 DETAILED COMMUNICATION PLAN: SONAE									
					COUNTRY: SPAIN PARTICIPANT: SO REVISION DATE: 17/11/2020 REVISION DONE BY: AMS.				
Name	Type	Responsible Entity	Country	Target	Start Date	End Date	Note	LINK FOR PROOF	Action Status
VIDEO 1	Video	SO	ES		1-set-2020	4-set-2020			✘
FACEBOOK POST 1	Facebook Post	SO	ES		9-nov-2020	13-nov-2020			✘
FACEBOOK POST 2	Facebook Post	SO	ES		11-jan-2021	15-jan-2021			✘
FACEBOOK POST 3	Facebook Post	SO	ES		8-mar-2021	12-mar-2021			✘
FACEBOOK POST 4	Facebook Post	SO	ES		6-set-2021	10-set-2021			✘
LINKEDIN POST 1	Linkedin Post	SO	ES		9-nov-2020	13-nov-2020			✘
LINKEDIN POST 2	Linkedin Post	SO	ES		11-jan-2021	15-jan-2021			✘
LINKEDIN POST 3	Linkedin Post	SO	ES		8-mar-2021	12-mar-2021			✘

Test Achats

A DCP was created, prepared and controlled during the first semester of 2020.



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Deliverable 3.2: Report on consumer outreach

Picture 8: a part of BELT’s WP3 for Test Achats

 DETAILED COMMUNICATION PLAN: BELGIUM - TA										
				COUNTRY:		Belgium				
				PARTICIPANT:		TA				
				REVISION DATE:		17/11/2020				
				REVISION DONE BY:		RCP				
Name	Type	Responsible Entity	Country	Target	Start Date	End Date	Note	LINK FOR PROOF NL	LINK FOR PROOF FR	Action Status
CAMPAIGN 1	Magazine Article	TA	BE		1-out-2020		Focus on: 'The system is about to change'	https://euroconsumers	https://euroconsumers	✓
CAMPAIGN 2	Magazine Article	TA	BE		1-mar-2021		Focus on the new label of washing machine, refrigerators, dish washers and TV's			✗
CAMPAIGN 3	Magazine Article	TA	BE		1-set-2021		Focus on the new label of lamps			✗
CAMPAIGN 4	Article - Online	TA	BE		22-set-2020		Focus on: 'The system is about to change'	https://www.test-aank	https://www.test-achat	✓
CAMPAIGN 5	Article - Online	TA	BE		1-mar-2021		Focus on the new label of washing machine, refrigerators, dish washers and TV's			✗
CAMPAIGN 6	Article - Online	TA	BE		1-set-2021		Focus on the new label of lamps			✗
CAMPAIGN 7	Leaflet	TA	BE		26-out-2020		consortium leaflet 4p	https://euroconsumers	https://euroconsumers	✓
CAMPAIGN 8	Facebook Post	TA	BE		22-set-2020		Focus on: 'The system is about to change'	https://www.facebook	https://www.facebook	✓
CAMPAIGN 9	Facebook Post	TA	BE		6-nov-2020		Focus on the label inside the packaging & the web tool	https://www.facebook	https://www.facebook	✓
CAMPAIGN 10	Facebook Post	TA	BE		End of Febr - begin of March 2021		Focus on the new label of washing machine, refrigerators, dish washers and TV's			✗

The detailed communication plan is built around communication moments with specific messages. The first moment in September was to announce that the new energy labels for some product categories were about to change, the second beginning of November focused on the availability of the BELT tool. During these moments press release, magazine and online articles, social media & newsletters are combined to have maximum reach towards consumers.

Picture 9: Test Achats’ communication material example



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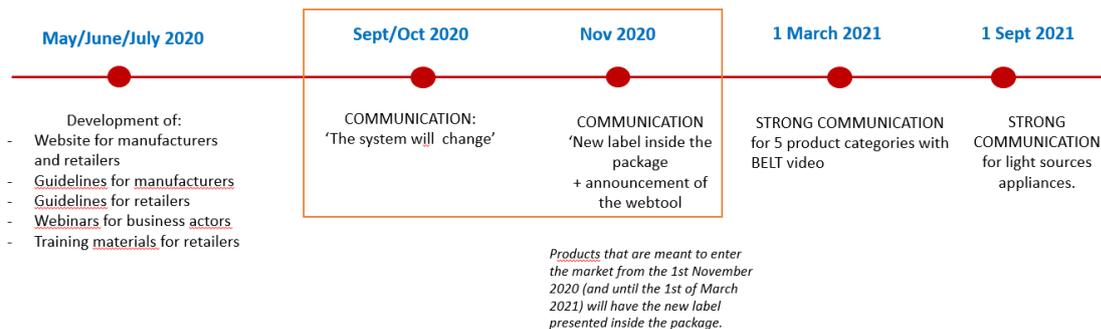
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Deliverable 3.2: Report on consumer outreach



BELT: Boost Energy Label Take up Communication plan TA



The four page leaflet and a one page flyer provided in English have been translated to Dutch & French. This material has been communicated via the newsflashes of Test Achats.

The BELT tool has been translated to Dutch and French and is available on the website of Test Aankoop & Test Achats.

- <https://aline.nl.be.cm.scaline9.pro.conseur.org/belt>
- <https://aline.fr.be.cm.scaline9.pro.conseur.org/belt>

The BELT 5 videos have been translated to Dutch & French.

ZPS

A DCP was created, prepared and controlled during the first semester of 2020. Since March ZPS has been active on social media. Also, some newsletters and two articles were prepared, flyers and infographics were published on BELT subsection on ZPS webpage (beside two other articles on new energy label).

All materials were and will be used in webinars for retailers and public procurement. One of the online retailers, MIMOVRSSTE, who is ZPS's partner on the project, will in December launch landing page on new energy label as well begin with soft communication activities – on Slovenian and Croatian market.

Materials will be used as well in preparing school lessons for primary and secondary (technical) schools. The list will be prepared in November 2020 and send out in November 2020 as well – if interest levels are high, webinars for pupils will be organised.



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Deliverable 3.2: Report on consumer outreach

Task 3.2: Communication via consumer organization channels

Altroconsumo

Below, one can find the main actions taken by Altroconsumo through their communication channels. The idea was to start with a light communication from September until December 2020, and then to do a stronger communication during the first 4 months of the 2021.

Articles:

- Online: the online article (<https://www.altroconsumo.it/elettrodomestici/frigoriferi/speciali/elettrodomestici-come-ridurre-i-consumi?fbclid=IwAR3vuFJvKL6aO2jjeclD43rCsV24hm234f0afSaRhY6Ff1Q28tLiv6hXyg>) on Altroconsumo website has been read by 2193 consumers. This was just a first article to inform about the upcoming of the new labels;
- Magazine: 1 article on *Inchieste* magazine. This magazine has been shipped to 333.039 consumers.

BELT website: <https://www.belt-project.eu/>

Social media posts:

- FB: <https://business.facebook.com/70212282110/posts/10157308523657111/>. This post about the new energy label upcoming has reached an audience of 18.821 people.

Leaflets, Infographics and Factsheets:

- Factsheet: has been uploaded in BELT news website section.

BEUC

BEUC and its linked third parties (ALCO, EKPIZO, KEPKA and the CAI) have contributed to the communication around the energy label through several communication channels, as indicated in their respective DCPs.

Articles:

- 2 articles on the BELT project have been written and published on its website by EKPIZO;
- 1 news piece article has been written on the energy label and the BELT project by BEUC.

Press Release:



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- 1 press release on the project has been published by ALCO.

Social Media:

- 5 Facebook posts have been created on various aspects of the project and the energy label by EKPIZO;
- 5 Twitter posts have been created on various aspects of the project and the energy label by EKPIZO;
- 5 LinkedIn posts have been created on various aspects of the project and the energy label by EKPIZO;
- 1 Twitter post has been created on the energy label, with direct mention of the BELT project, by BEUC;
- 1 LinkedIn post has been created on the energy label, with direct mention of the BELT project by BEUC.

Website:

- A dedicated BELT page has been already published on ALCO's website.

DECO Proteste

The idea was to take advantage of the actual and already in place communication channels on a national level. Therefore, the first approach was to define clear communication moments focused on magazine and online articles – which, for the available communication materials, was the best channels to use during 2020.

Articles:

- 2 magazine articles;
- 2 online articles.

Leaflets, Infographics and Factsheets:

- 2 Leaflets were produced during the first semester of 2020.

Newsletter:

- The reference to the online article containing BELT's information was included in one newsletter.

Press Release:

- 1 Press Release was done during the first semester of 2020.



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Deliverable 3.2: Report on consumer outreach

Social Media:

- 2 Facebook posts;
- 1 Twitter post;
- 1 Instagram post.

Leaflets were firstly designed and conceived to work as a direct communication channel to consumers. The presence and use of leaflets was intended to reach consumers in a very direct way, in a pre-pandemic scenario – which was heavily impacted during 2020. Nevertheless, leaflets were produced (in a pdf version) and the high quantity print and dissemination is still waiting for a better opportunity. In Portugal, with the cooperation between BELT and LABEL2020 on a national level, some communication actions and materials were aligned between the two projects – for example, the joint cooperation on the FAQ document creation.

Also, some additional material circulated between the two projects and had may have had an additional consumer outreach, for example, on LABEL2020's specific website.

Picture 11: LABEL2020 specific website in Portugal with some joint contents



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Deliverable 3.2: Report on consumer outreach



Erion

Erion did not execute any specific action on Task 3.2 during the period of the 1st of January until the 31st October 2020.

ICLEI

ICLEI did not execute any specific action on Task 3.2 during the period of the 1st of January until the 31st October 2020.

MCBO

In this first half of the project, as written above, the Metropolitan City of Bologna has created a series of communication tools made available to all Partners in order to better communicate with the different targets.



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Deliverable 3.2: Report on consumer outreach

OCU

The main actions developed by OCU have been done using their own communications channels. The idea is to inform consumers before they will get the new energy label on their purchased, so, a light communication started on June, increased in October, and will be more important during first part of 2021.

Articles:

- 1 magazine article;
- 1 online article.

Leaflets, Infographics and Factsheets:

- 2 Leaflets were produced during the first semester of 2020.

Press Release:

- 2 Press Release was done during the first semester of 2020.

Social Media:

- 2 Facebook posts;
- 2 Twitter post;

Webinar:

- 1 Webinar;

Leaflets were firstly designed and conceived to work as a direct communication channel to consumers. The presence and use of leaflets were intended to reach consumers in a very direct way, in a pre-pandemic scenario – which was heavily impacted during 2020. Nevertheless, leaflets were produced (in a pdf version) and for the moment will be disseminate on an electronic way.

In Spain, with the cooperation between BELT and LABEL2020 on a national level, some communication actions and materials were aligned between the two projects – for example, the joint cooperation on the translation of the Guidelines Public Administrations and professional buyers

SOFIES

Sofies did not execute any specific action on Task 3.2 during the period of the 1st of January until the 31st October 2020.



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Deliverable 3.2: Report on consumer outreach

SONAE/Worten

SONAE/Worten, together with DECO Proteste, participate in the liaison with Label 2020 representatives in Portugal to align communication strategies and contents such as the leaflet already highlighted by DECO Proteste.

Test Achats

TA focussed in 2020 on 2 communication moments. The first moment in September was to announce that the new energy labels for some product categories were about to change, the second beginning of November focussed on the availability of the BELT tool. During these moments press release, magazine and online articles, social media & newsletters were combined to have maximum impact.

Following communication activities took place: 2 press releases, 2 magazine articles, 2 newsflashes, 1 online article & 1 dossier, 2 newsletters, 2 FB posts & 2 Instagram posts.

Picture 12: Test Achats' communication plan lookup



BELT: Boost Energy Label Take up
Communication plan



Message	Sept/Oct 2020	Nov 2020
	The system will change + "SWOT"	New label inside the package + announcement of web tool
Press release	Sept, 22	Nov, 6
Magazine article	Oct 20: New labels are coming	Washing machines
Web article or newsflash	Sept 22 – newsflash	Nov, 6 webarticle, dossier & newsflash
Newsletters members & non-members	Sept 29 – link to newsflash	Nov, 10
Facebook	Sept, 22	Nov, 6
Instagram	Sept, 22	Nov, 6
Communities- link to NF or web article + special post	Week 28 Sept	Ongoing
Collaboration with other medias "Energy Label : latest news" ..	Radio 2 De Inspecteur	



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ZPS

ZPS used all available communication channels to promote BELT content:

Articles:



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Deliverable 3.2: Report on consumer outreach

- Proactive media work (7 articles).

Leaflets, Infographics and Factsheets:

- Infographic (translated in CRO language as well);
- Leaflet (translated in CRO language as well).

Newsletter:

- ZPS newsletter (3 newsletters include info on new energy label – 2 for ZPS members+ non-members, 1 only for ZPS members).

Press Release:

- 1 press release on the project has been published by ALCO.

Social Media:

- Social media posts (Facebook, Twitter and LinkedIn).

Website:

- ZPStest magazine (2 articles were prepared and published – both with free access within ZPStest app and on ZPS webpage).

Task 3.3: Communication to consumers via retailers

Altroconsumo

Altroconsumo is trying to reach retailers through its network. Most of the Italian retailers are already in contact with Erion, which has the specific task to outreach this target group. To date Altroconsumo did not get in contact directly with any retailers, but it is coordinating with LABEL2020 Italian partners in order to find the best strategy to contact retailers and not to overlap in doing this.

BEUC

BEUC and its linked third parties (ALCO, EKPIZO, KEPKA, the CAI) did not execute any specific action on Task 3.3 during the period of the 1st of January until the 31st of October 2020.



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Deliverable 3.2: Report on consumer outreach

DECO Proteste

DECO Proteste did not execute any specific action on Task 3.3 during the period of the 1st of January until de 31st October 2020. Nevertheless, DECO Proteste maintained a close look at the communication materials produced and disseminated under this Task and communicated and published the joint BELT-LABEL2020 leaflet designed and target for retailers and consumers.

Picture 13: BELT and LABEL2020 joint leaflet for double label presence

A etiqueta energética de produtos está a mudar

Recebeu duas etiquetas energéticas com o seu produto?

Há mais de 20 anos que a etiqueta energética é uma referência de confiança para os consumidores. Contudo, as classes de eficiência de A+++ a D esgotaram o seu potencial de apoio ao consumidor na identificação dos produtos mais eficientes. Para continuar a apoiar o consumidor na seleção de produtos eficientes, a União Europeia decidiu reforçar os requisitos de desempenho dos produtos, e regressar à escala de A a G.

Durante o período de transição, os produtos apresentarão ambas as etiquetas, a atual e a nova, com classes distintas, fruto da revisão da metodologia de classificação energética.

Saiba mais em: <https://www.novaetiquetaenergetica.pt/>

Nova escala de eficiência

A
B
C
D
E
F
G



Projeto co-financiado pelo programa Horizonte 2020 da União Europeia

Estes projetos são financiados pela União Europeia no contexto do programa de Investigação e Inovação Horizonte 2020 sob os contratos No 847062, Label 2020 e, No. 847043, BELT. A responsabilidade pelo conteúdo deste documento recai sobre os seus autores, não refletindo necessariamente a opinião da União Europeia. Nem a EASME nem a Comissão Europeia são responsáveis por qualquer utilização que possa ser feita do conteúdo disponibilizado neste documento.

Also, DECO Proteste and SONAE/Worten are closely cooperating at a national level, allowing for a close inter WP cooperation – for example, a retailer store action is contemplated at the DCP.

Erion

Erion has contributed to the communication to consumers via retailers, as indicated in its DCP.

In particular Erion has developed a leaflet (see Picture Picture 14) in collaboration with Aires. Aires is the Italian Association of Specialized Appliances Retailers, that brings together the main chains and major groups active in the sale of electrical and electronic equipment in Italy.



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Deliverable 3.2: Report on consumer outreach

The leaflet contains information about what is the energy label and why there is the need of having a new label. Then the rescaled energy label peculiarities are presented together with a simplified timeline which explains when and how the new label could be visible.

The leaflet has been distributed through Aires to many retailers with the advice of displaying it in their shops.

Picture 14 and15: Flyers for retailers developed by ERION in collaboration with Aires

L'ETICHETTA ENERGETICA STA CAMBIANDO
MENO CLASSI, PIÙ EFFICIENZA

CHE COS'È L'ETICHETTA ENERGETICA?
È un importante strumento che permette ai consumatori di comprendere e confrontare meglio l'efficienza degli elettrodomestici, consentendo loro di operare scelte più consapevoli, sostenibili ed economiche.

PERCHÉ UNA NUOVA ETICHETTA?
La scala attualmente in uso non è più proporzionata alle performance dei prodotti presenti sul mercato. Le classi superiori (A+, A++ e A+++) sono "sovrappopolate", mentre le categorie inferiori sono vuote, poiché i produttori hanno realizzato elettrodomestici sempre più performanti. Per tale motivo, l'Unione Europea ha deciso di modificare l'etichetta: tutte le attuali classi "A" comprendenti il simbolo "+" scompariranno lasciando il posto ad una nuova e più semplice scala da A a G.

Così, per esempio, i prodotti più efficienti, attualmente etichettati come A+++, corrisponderanno approssimativamente alle classi "B" o "C", a seconda della categoria di appartenenza, al fine di lasciare spazio ai modelli a maggiore efficienza energetica che verranno prodotti in futuro.

VECCHIA ETICHETTA | **NUOVA ETICHETTA** | **ELEMENTI DELLA NUOVA ETICHETTA COMUNI A TUTTI I GRUPPI DI PRODOTTI**

- Il codice QR consente ai consumatori di ottenere ulteriori informazioni sull'apparecchio semplicemente effettuando una scansione con lo smartphone
- Nuova scala energetica: da A a G, senza le classi "+"
- Consumo energetico: è specifico per ogni prodotto
- Performance e caratteristiche: il numero e il tipo di pittogrammi presenti variano in base alla categoria di appartenenza.

1 MARZO 2021

Da oggi fino a marzo 2021 il consumatore potrà trovare all'interno del prodotto la **doppia etichetta** (vecchia + nuova)

Nuova etichetta esposta in punto vendita e online
La nuova etichetta dovrà essere esposta e visibile nei negozi e sui siti per gli acquisti online per lavastoviglie, lavatrici, lavasciuga, frigoriferi, congelatori, le cantinette vino e i display.

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Moreover, in collaboration with the Italian retailer Mediaworld, some training materials were prepared to train store/e-commerce/customer service staff. The focus of the training was to support retailers answering the most common questions customers can ask concerning new energy label implementation. For example:

- Is there a direct correspondence between the classes and the values reported in the new label and those reported in the old one?
- What information is displayed by scanning the QR code on the label?
- By purchasing a product online, will I receive the equipment with the old or the new label?
- Why did I receive a product with two labels?
- How is the energy efficiency of an equipment measured?

Picture 16 and17: training material developed by ERION



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Deliverable 3.2: Report on consumer outreach



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LA NUOVA ETICHETTA ENERGETICA

Cosa c'è da sapere

- I. Cosa cambia
- II. I dubbi dei consumatori
- III. Per chi vuole saperne di più
 - a) Le etichette in dettaglio
 - b) I tempi in dettaglio
- VII. È tutto chiaro?
- VIII. Dove trovare altre informazioni

2

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 847043.

ICLEI

ICLEI did not execute any specific action on Task 3.3 during the period of the 1st of January until the 31st October 2020.

MCBO

MCBO did not execute any specific action on Task 3.3 during the period of the 1st of January until the 31st October 2020.

OCU

As some retailers signed the support letters for the project, OCU is in contact with them. During the webinar that taken place on 1st of October, organized together with LABEL2020, all the stakeholders, also retailers were part of the session, sharing the different strategies that each group are following to inform about the new energy label.

So, OCU will coordinate with LABEL2020 Spanish partner, ECODES, the different actions to be done, in order to find the best strategy to contact retailers and not to overlap in doing this. Indeed, during that webinar, the attendees were asked to be part of the National Expert Forum.

In addition, SONAE/Worten are closely cooperating at a national level, for example, participating on the webinar mentioned before.

SOFIES

Sofies did not execute any specific action on Task 3.3 during the period of the 1st of January until the 31st October 2020.



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Deliverable 3.2: Report on consumer outreach

SONAE/Worten

SONAE/Worten shared the project on social media (Twitter) to start raising awareness on the new labels.

Under the DCP, specific consumer communication actions have been considered that can be implemented via retailers such as in-store communication (displays, flyers, digital signage...) and also online at retailers' websites.

The mentioned, an A5 leaflet designed together with Label 2020 is a first example of a communication material jointly prepared under the two projects that retailers can use to reach and inform individual consumers:

Picture 18: BELT and LABEL2020 joint A5 leaflet that retailers can use to start informing consumers

A etiqueta energética de produtos está a mudar

Recebeu duas etiquetas energéticas com o seu produto?
 Há mais de 20 anos que a etiqueta energética é uma referência de confiança para os consumidores. Contudo, as classes de eficiência de A+++ a D esgotaram o seu potencial de apoio ao consumidor na identificação dos produtos mais eficientes. Para continuar a apoiar o consumidor na seleção de produtos eficientes, a União Europeia decidiu reforçar os requisitos de desempenho dos produtos, e regressar à escala de A a G.

Durante o período de transição, os produtos apresentarão ambas as etiquetas, a atual e a nova, com classes distintas, fruto da revisão da metodologia de classificação energética.

Saiba mais em: <https://www.novaetiquetaenergetica.pt/>

Nova escala de eficiência

A
B
C
D
E
F
G

Em vigor/exibição até 28 de fevereiro de 2021

O que é a etiqueta energética?
 A etiqueta energética é uma ferramenta importante para que os consumidores possam compreender melhor e comparar a eficiência de eletrodomésticos como os frigoríficos, os televisores ou as máquinas de lavar loiça ou roupa. Permite fazer escolhas mais sustentáveis e, assim, poupar na fatura da eletricidade.

Porquê uma nova etiqueta?
 De acordo com um inquérito realizado junto dos consumidores, a escala atual induz em erro, isto porque a maior parte dos eletrodomésticos situa-se, hoje, nas classes A+, A++ e A+++ deixando as classes inferiores vazias, essencialmente porque os eletrodomésticos menos eficientes foram entretanto desaparecendo do mercado. Para resolver este problema, a União Europeia decidiu rever a escala da etiqueta, as classes "C" desapareceram, dando lugar a uma classificação de A a G. Inicialmente, a classe A irá manter-se vazia, para encorajar os fabricantes a desenvolverem produtos mais eficientes.

Nova etiqueta energética, em vigor/exibição nas lojas físicas e online a partir de 1 de março de 2021

Projeto co-financiado pelo programa Horizonte 2020 da União Europeia

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Test Achats

The four-page leaflet and a one page flyer in Dutch & French has been shared on the 26th October with the following partners, for communication to consumers via retailers:

- Comeos (represents commerce and services in Belgium);
- Nelectra (the organisation of independent electro retailers);
- Agoria (the trade federation for the technology industry).

The BELT tool & videos will also be shared with above partners later.



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Deliverable 3.2: Report on consumer outreach

ZPS

All materials prepared within the project (leaflet, infographics etc.) were sent to major retailers and in November they will be sent to Chamber of Craft and Small Business of Slovenia.

- For retailer MIMOVRSSTE online training via webinar was already organised, the next one will be done on 10. 11. 2020 for the others;
- additional training sessions for retailers will be organised during March 2021 if the interest is high;
- The BELT tool & videos will also be shared with above partners later.

Task 3.4: Communication to citizens and large audience

Altroconsumo

Italian retailers are already in contact with MCBO, which has the specific task to outreach this target group. To date Altroconsumo is coordinating with LABEL2020 Italian partners in order to find the best strategy to communicate towards citizens and not to overlap in doing this.

BEUC

BEUC and its linked third parties (ALCO, EKPIZO, KEPKA, the CAI) did not execute any specific action on Task 3.4 during the period of the 1st of January until de 31st October 2020

DECO Proteste

DECO Proteste did not execute any specific action on Task 3.4 during the period of the 1st of January until de 31st October 2020. Nevertheless, DECO Proteste maintained a close look at the communication materials produced and disseminated under this Task and plans to try and reuse, adapt and promote some communication material, during the remaining period of the Project, if possible.

Erion

Erion has contributed to the communication to citizens and large audience, as indicated in its DCP.

Three main typologies of actions have been developed within the 3.4 task:

- Landing page on official Erion website;
- Ecodom-Erion social media channels;
- Sensitization activities within online classes and families dedicated events.



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Deliverable 3.2: Report on consumer outreach

The first tool that has been used is the Erion website. Erion dedicated a landing page in its official website (<https://erion.it/en/research-and-inovation/belt/>) introducing BELT project and linking to BELT's official website.

Ecodom (renamed to Erion) social media channels (Facebook, LinkedIn and Twitter) have been used since the beginning of the project. Five social media posts campaigns have been published addressing both market actors and consumers. Main objectives of the campaigns are the following:

- overview of the BELT project and link to the EU official project page;
- description of the new energy label, highlighting timing and general requirements;
- impact of the new energy label on the six categories of appliances impacted by the new regulation;
- overview on the transition period;
- participation to conferences.

Awareness raising activities have been performed. Within the International E-Waste Day 2020, Erion developed virtual session of sensitization within two events: one in Bologna for three classrooms of students (along three days, from 13/10/2020 to 15/10/2020) from the Sabin high school (about 60 participants), and one addressing the families and inhabitants of the Merezzate+ quarter in Milan. The registration of the event held on 14/10/2020 online for the Merezzate+ inhabitants can be found here <https://youtu.be/IXC-URipYxA>. The poster of the activities performed with schools is reported below.

Picture 19: ERION's school poster



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ICLEI

The information on the revised energy label was also promoted via the following ICLEIs channels:

- Sustainable Procurement Platform: 3000 monthly visitors;
- Procurement Forum: 5000 procurers registered;
- Procura+ Newsletter: 950 recipients.

MCBO

In this first phase of the project, MCBO produced different types of communication tools. These tools aimed at a wider public and are as follows:

- A landing page was published on the website of the Metropolitan City of Bologna. The web page is only in English (https://www.cittametropolitan.bo.it/progetti_europei/Belt_project) but it will also be translated into Italian;



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- A short video will be communicated through a LinkedIn campaign for public purchasing professionals but also for a wider audience through a display campaign on Google;
- On the school front, MCBO has started a collaboration with Erion (formerly EcoDom) for communication with schools in the metropolitan area of Bologna. At the moment we are in the research phase of interested schools;
- MCBO is currently collaborating with Altroconsumo and other partners on the general public for the drafting of one or more press releases that hopefully have an impact on Italian national newspapers;
- MCBO has already started using its proprietary social channels to reach citizens in its area of relevance and beyond;
- MCBO also organized with the precious collaboration of DECO Proteste and Altroconsumo an on-line workshop within the 18th edition of the European Week of Regions and Cities which took place on an online platform open to all interested parties.

OCU

As some public administrations signed the support letters for the project, OCU is in contact with them. In addition, and together with LABEL2020, OCU has contacted with the Energy Ministry, IDAE, in order to share with them the different actions that will be done during the project, and to be sure that they are in line with the National strategy, and to get the official support.

SOFIES

Sofies did not execute any specific action on Task 3.4 during the period of the 1st of January until the 31st October 2020.

SONAE/Worten

SONAE/Worten did not execute any specific action on Task 3.4 during the period of the 1st of January until the 31st October 2020.

Test Achats

The four-page leaflet and a one-page flyer in Dutch & French has been shared on the 26th October with the FOD Economie, the Belgian government for communication to citizens.

The BELT tool & videos will be shared later.



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ZPS

ZPS did not execute any specific action on Task 3.4 during the period of the 1st of January until the 31st October 2020.

Task 3.5: Reaching out to consumers in secondary target countries

Altroconsumo

Altroconsumo is gathering interest from secondary target countries thanks to the communication activities done with online events and BELT website.

In particular we have received request for BELT material from Finland (Energiavirasto; Kuluttajaliitto), and from Germany (Verbraucherzentrale Bundesverband e.V). These consumers association are going to share BELT materials with consumers on a national level.

BEUC

BEUC supported its linked third parties (ALCO, EKPIZO, KEPKA, the CAI) with the development and implementation of their DCPs. At the moment, the 4 entities have fully operational DCPs, which are regularly updated with details on the implementation of each communication activity.

As part of its communication activities in Lithuania, ALCO has translated the BELT website in Lithuanian and has published a Press Release announcing their involvement in the BELT project.

Picture 20: the homepage of the dedicated website on BELT in Lithuanian



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Deliverable 3.2: Report on consumer outreach



Informacija aktuali gamintojams ir verslininkams

Picture 21: ALCO's press release on the BELT project



- [APIE ALJANSĄ](#)
- [ALJANSO NARIAI](#)
- [ALJANSO KOMANDA](#)
- [NAUJIENOS](#)
- [PRANEŠIMAI SPAUDAI](#)
- [RENGINIAI](#)
- [PROJEKTAI](#)
- [NAUDINGA INFORMACIJA](#)
- [DUK](#)
- [KONTAKTAI](#)

Atgal į sąrašą

PROJEKTAS BELT PADĖS VARTOTOJAMS LENGVAU ĮVERTINTI PRIETAISŲ ENERGIJOS EFEKTYVUMĄ

2020-06-15

2020-2021 m. Lietuvos vartotojų organizacijų aljansas (LVOA) kartu su partneriais iš kitų ES valstybių įgyvendins projektą BELT (angl. Boosting Energy Label Take Up), kurio tikslas – paskatinti vartotojus įvertinti energijos prietaisų efektyvumą, atkreipiant dėmesį į gaminių ženklavinimą ir etiketėse pateikiamą informaciją.

2017 m. liepos 4 d. buvo priimtas Europos Parlamento ir Tarybos reglamentas 2017/1369, kuriuo nustatoma energijos vartojimo efektyvumo ženklavimo sistema ir panaikinama Direktyva 2010/30/ES. Gaminių ženklavinimas atnaujintas, kad vartotojus pasiektų tiksliai, atpažįstama ir lengvai palyginama informacija apie energijos suvartojimą, efektyvumą ir kitas pagrindines savybes. Tai padės vartotojas išsirinkti energetiškai efektyviausius produktus ir sumažinti



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EKPIZO has translated the BELT factsheet in Greek and published it in its website. They also made a publication on their website and published a series of social media posts about the BELT project and the energy label.

Picture 22: EKPIZO's translated Fact Sheet on the energy label

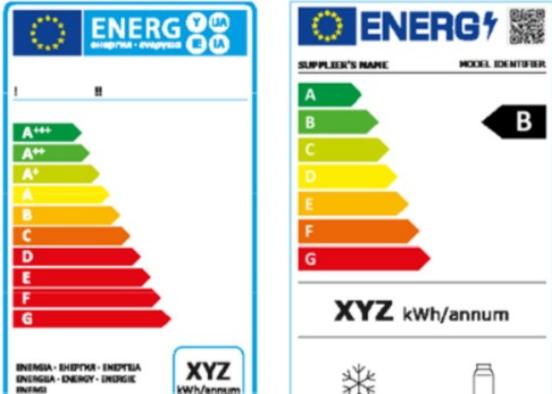


ΕΝΗΜΕΡΩΤΙΚΟ ΔΕΛΤΙΟ

Η νέα ενεργειακή ετικέτα
Λιγότερες κατηγορίες, περισσότερη αποδοτικότητα

ΤΙ ΕΙΝΑΙ Η ΕΝΕΡΓΕΙΑΚΗ ΕΤΙΚΕΤΑ ΤΗΣ ΕΕ;

Είναι ένα σημαντικό εργαλείο που επιτρέπει στους καταναλωτές να κατανοήσουν καλύτερα και να συγκρίνουν την απόδοση των ηλεκτρικών συσκευών όπως ψυγεία, τηλεοράσεις, πλυντήρια πιάτων. Επίσης, επιτρέπει στους καταναλωτές να κάνουν πιο βιώσιμες και οικονομικά αποδοτικές επιλογές.



The image shows two energy labels. The left label is a standard EU energy label with a scale from A+++ (top, green) to G (bottom, red). The right label is a translated version with a scale from A (top, green) to G (bottom, red). The right label shows a specific example with a B rating and a consumption of XYZ kWh/annum. It also includes fields for 'SUPPLIER'S NAME' and 'MODEL IDENTIFIER'.



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Picture 23: one of EKPIOZO's LinkedIn posts on the energy label



BEUC also actively facilitates the communication between the 4 entities, the project's coordinator and the other partners to the consortium and regularly updates them about relevant developments.

So far, BEUC organized a series of online calls with its linked organizations and Altroconsumo, to address specific aspects of the national communication activities (for example, on the embedding and translation of the web-tool in Lithuanian and Greek, and on the impact of Covid-19 on the organization of dissemination events).



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Deliverable 3.2: Report on consumer outreach

DECO Proteste

We have worked alongside BEUC during the first semester of 2020 on supporting the elaboration and creation of the DCPs for the secondary market target entities. At this point, the 4 entities already involved (CAI, EKPIZO, KEPKA and ALCO) have fully operational DCPs and are starting to implement, on the field, their communication strategy and actions.

Erion

Erion did not execute any specific action on Task 3.5 during the period of the 1st of January until the 31st October 2020.

ICLEI

ICLEI did not execute any specific action on Task 3.5 during the period of the 1st of January until the 31st October 2020.

MCBO

MCBO did not execute any specific action on Task 3.5 during the period of the 1st of January until the 31st October 2020.

OCU

OCU did not execute any specific action on Task 3.5 during the period of the 1st of January until the 31st October 2020.

SOFIES

Sofies did not execute any specific action on Task 3.5 during the period of the 1st of January until the 31st October 2020.

SONAE/Worten

SONAE/Worten did not execute any specific action on Task 3.5 during the period of the 1st of January until the 31st October 2020



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Deliverable 3.2: Report on consumer outreach

Test Achats

Test Achats has not performed any action on Task 3.5 during the period of the 1st January to the 31st October 2020.

ZPS

All major materials produced within BELT project (infographics, leaflet, ZPS articles from ZPStest magazine) were translated in CRO language – were MIMOVRSTE online retailer will communicate with CRO consumers through its channels (webpage, newsletter, social media, POS) – start in December 2020.

Task 3.6: Share best practices to inform consumers

Altroconsumo

Altroconsumo has not performed any action on Task 3.6 during the period of the 1st January to the 31st October 2020.

BEUC

BEUC decided to postpone the sharing best practices activities (including the organization of the 2 events with civil society) to Spring 2021 onwards, as we believe we will then be able to share more information on the various activities organized at national level on the energy label as part of the BELT project and identify best practices.

DECO Proteste

DECO Proteste has not performed any action on Task 3.6 during the period of the 1st January to the 31st October 2020.

Erion

Erion did not execute any specific action on Task 3.6 during the period of the 1st of January until the 31st October 2020.



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Deliverable 3.2: Report on consumer outreach

ICLEI

ICLEI did not execute any specific action on Task 3.6 during the period of the 1st of January until the 31st October 2020.

MCBO

MCBO did not execute any specific action on Task 3.6 during the period of the 1st of January until the 31st October 2020.

OCU

OCU did not execute any specific action on Task 3.6 during the period of the 1st of January until the 31st October 2020.

SOFIES

Sofies did not execute any specific action on Task 3.6 during the period of the 1st of January until the 31st October 2020.

SONAE/Worten

SONAE/Worten did not execute any specific action on Task 3.6 during the period of the 1st of January until de 31st October 2020

Test Achats

Test Achats has not performed any action on Task 3.6 during the period of the 1st January to the 31st October 2020.

ZPS

ZPS has not performed any action on Task 3.6 during the period of the 1st January to the 31st October 2020.



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CONCLUSIONS

The first major conclusion that we can draw is that the Tasks under WP3 were deployed during 2020, following the initially designed plan of the Project.

Nevertheless, it's quite clear that BELT Project faced some unforeseen challenges during 2020, especially those challenges brought by Covid 19 pandemics and the limitations it imposed to the circulation of people. This meant that some of the communication actions that were prepared to be deployed directly to consumers had to be adjusted and transformed, for example, into communication actions done on a more digital approach. Also, the pandemic meant that some actions had to be delayed due to the fact that some delays on the production of specific communication materials were encountered.

All of the consortium's participants created and are running individual Detailed Communication Plans (DCP) as required by the Project. However, these documents are not closed and fixed documents and the consortium participant's have moved into a "update as need basis" approach for the DCPs – meaning that these documents are under constant revision and adaption, both in terms of the type, number and nature of communication actions and also in terms of dates.

At this point, by the end of October 2020, we see that more than 1.5 million consumers (1 563 512) have been reached by the magazine articles present on the Consumer Defence Associations magazine articles. This number is expanded by the 15 717 consumers touched by the online articles launched during this period.

For ZPS, the national website area, with specific content/information/tools related to the new energy label, proved to be another interesting vehicle of communication, reaching more than 2500 page views during 2020. For the remaining consortium participants, no specific data is available essentially due to the fact that these specific website areas have not yet been launched or have been launched quite recently and don't have yet outreach figures calculated. Also, there are some participants that use the online articles has the online website channel.

Social media actions generated some contact with consumers during this period, with more than 245 000 consumers reached (245 761) throughout the entire social media network of all participants, for WP3.

Other communication vectors with consumers were also explored during the period from the 1st of January to the 31st of October 2020 in the form of newsletters, press releases and mass media channels (radio). Newsletters enabled us to reach an excess of 228 000 consumers (228 222) while press releases enabled us to broaden the replication of the online information published in all the consortium partner's websites – although it's virtually impossible to measure the consumer outreach of the replicated information via these secondary and tertiary communication channels. A particular note for Test Achats' radio communication action, with a quite interesting potential consumer



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outreach of around 1 084 500 consumers – which is a very interesting number for a single communication campaign.

Other more targeted actions, namely specific training sessions for consumers, retailers and public procurement (both having end consumers as one of its targets) provided some minor consumer outreach. Also, for leaflets and factsheets – who's consumer outreach effectiveness was severely impacted by CV-19 situation. Other communication actions are expected to add to the consumer outreach during the rest of 2020 and 2021, in particular the launching and operation of BELT's tool on the Consumer Defense Association consortium's participants and on those present in secondary markets. Videos that will be launched during this timeframe are also expected to be able to provide with a significant consumer outreach.

BEUC has managed to engage and start working with 4 Consumer Defence Associations in secondary markets, outside the ones already covered by BELT consortium's participants. At this point, DCPs are in place and communication actions have started during September (in some cases) or will start by the end of 2020/early 2021.

A final word for LABEL2020 integration that is being done on a national level. Each Project participant has developed national actions in order to integrate the communication actions in the countries where LABEL2020 was also present, trying to optimize resources, communication moments and possible synergies. Under WP3, the integration work is being done at this time of the Project's execution and will assume a higher importance for 2021, as both Projects anticipate the bulk of the communication actions for this period.

WP3 is under control and the communication actions, at this point, are aligned with the overall expectations even taking into consideration all the unforeseen impacts that CV-19 has brought to the year of 2020.



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CONSUMER OUTREACH TABLE: Altroconsumo

Name	Type	Responsible Entity	Country	Target	Start Date	End Date	Action Status	CONSUMER OUTREACH	Units
Article 4	Magazine Article	AE	IT		1-out-2020		✓	333039	consumers out reached
Article Online 3	Article - Online	AE	IT		1-out-2020		✓	2193	consumers out reached
Facebook post 1	Facebook Post	AE	IT		1-out-2020		✓	18821	consumers out reached
Factsheet	Leaflet	AE	IT		30-abr-2020		✓		
Video	Video	AE	IT		30-nov-2020		✗		



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CONSUMER OUTREACH TABLE: DECO + SONAE/Worten

Name	Type	Responsible Entity	Country	Target	Start Date	End Date	Action Status	CONSUMER OUTREACH	Units
ARTIGO 1	Article - Magazine	DECO	PT	Consumers	26-out-2020	30-nov-2020	✓	340000	Magazine prints
ARTIGO 4	Article - Magazine	DECO	PT	Consumers	22-jun-2020	30-jul-2020	✓	369000	Magazine prints
ARTIGO ONLINE 4	Article - Online	DECO	PT	Consumers	29-mai-2020		✓	5855	Unique page views
ARTIGO ONLINE 5	Article - Online	DECO	PT	Consumers	17-jul-2020		✓	494	Unique page views
NEWSLETTER 4	Newsletter	DECO	PT	Consumers	6-abr-2020	6-abr-2020	✓	124448	sent mails
PRESS RELEASE 4	Press Release	DECO	PT + ES	Media	29-mai-2020		✓	10 1	online articles magazine article
FACEBOOK POST 5	Facebook Post	DECO	PT	Consumers	1-jun-2020	5-jun-2020	✓	82064	Views
FACEBOOK POST 6	Facebook Post	DECO	PT	Consumers	4-ago-2020		✓	45652	Views
TWITTER POST 5	Twitter Post	DECO	PT	Consumers	4-ago-2020		✓	0	Impressions
INSTAGRAM 1	Instagram	DECO + SO	PT	Consumers	1-jun-2020	5-jun-2020	✓	6673	Impressions
LEAFLETS 1	Leaflet	DECO + SO	PT + ES	Consumers	29-mai-2020		✓	5855	Unique page views
LEAFLETS 2	Leaflet	DECO + SO	PT + ES	Consumers	15-jul-2020	1-dez-2020	✓	494	Unique page views
TWITTER POST 1	Twitter Post	SO	PT		1-jul-2020	24-jul-2020	✓	903	Impressions



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CONSUMER OUTREACH TABLE: ERION



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Name	Type	Responsible Entity	Country	Target	Start Date	End Date	Action Status	CONSUMER OUTREACH	Units
CAMPAIGN 1	Facebook Post	ECO	IT		12-set-2019	12-set-2019	✓	139	Lifetime Post Total Reach
CAMPAIGN 1	Linkedin Post	ECO	IT		12-set-2019	12-set-2019	✓	n/a	n/a
CAMPAIGN 1	Twitter Post	ECO	IT		12-set-2019	12-set-2019	✓	1.529	Visualization
CAMPAIGN 2	Website	ECO	IT		1-out-2019	28-fev-2022	✓	27 (Erion) + n/a (Ecodom)	Pageviews
CAMPAIGN 3	Facebook Post	ECO	IT		18-jun-2020	18-jun-2020	✓	110	Lifetime Post Total Reach
CAMPAIGN 3	Linkedin Post	ECO	IT		18-jun-2020	18-jun-2020	✓	486	Visualization
CAMPAIGN 3	Twitter Post	ECO	IT		18-jun-2020	18-jun-2020	✓	1.38	Visualization
CAMPAIGN 4	Facebook Post	ECO	IT		23-jun-2020	23-jun-2020	✓	118	Lifetime Post Total Reach
CAMPAIGN 6	Facebook Post	ECO	IT		25-jun-2020	25-jun-2020	✓	151	Lifetime Post Total Reach
CAMPAIGN 6	Linkedin Post	ECO	IT		25-jun-2020	25-jun-2020	✓	369	Visualization
CAMPAIGN 6	Twitter Post	ECO	IT		25-jun-2020	25-jun-2020	✓	872	Visualization
CAMPAIGN 10	Leaflet	ECO	IT		1-jul-2020	1-jul-2020	✓	1500 - Can be potentially reached	Physical and online selling point
CAMPAIGN 13	Article - Online	ECO	IT		1-set-2020	1-set-2020	✓	500	Participants to the EGG conference
CAMPAIGN 13	Facebook Post	ECO	IT		1-set-2020	1-set-2020	✓	141	Lifetime Post Total Reach
CAMPAIGN 13	Linkedin Post	ECO	IT		1-set-2020	1-set-2020	✓	468	Visualization
CAMPAIGN 13	Twitter Post	ECO	IT		1-set-2020	1-set-2020	✓	249	Visualization
CAMPAIGN 14	Linkedin Post	ECO	IT		3-set-2020	3-set-2020	✓	379	Visualization
CAMPAIGN 14	Facebook Post	ECO	IT		3-set-2020	3-set-2020	✓	113	Lifetime Post Total Reach
CAMPAIGN 14	Twitter Post	ECO	IT		3-set-2020	3-set-2020	✓	183	Visualization
CAMPAIGN 15	Consumer Training Session	ECO	IT		14-out-2020	14-out-2020	✓	57	Online participants + subsequent visualization
CAMPAIGN 15	Consumer Training Session	ECO	IT		13-14-15/10/20	13-14-15/10/20	✓	60	Participants



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Deliverable 3.2: Report on consumer outreach

CONSUMER OUTREACH TABLE: ICLEI

Name	Type	Responsible Entity	Country	Target	Start Date	End Date	Action Status	CONSUMER OUTREACH	Units
Campaign1	Newsletter	ICLEI	Germany	Public Procurers	28.10.2020		✓	950	Recipients
Campaign2	Article	ICLEI	Germany	Public Procurers	28.10.2020		✓	3000	Monthly visitors
Campaign3	Infographic	MCBO & ICLEI	Germany	Public Procurers	15.09.2020		✓	N.A.	
Campaign4	Procurement Forum	ICLEI	Germany	Public Procurers	20.10.2020		✓	5000	Registered procurers
Campaign5	Guidelines	MCBO & ICLEI	Germany	Public Procurers	30.09.2020		✓	N.A.	
Campaign6	Training material	MCBO & ICLEI	Germany	Public Procurers	30.03.2020		✓	N.A.	



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CONSUMER OUTREACH TABLE: MCBO

Name	Type	Responsible Entity	Country	Target	Start Date	End Date	Action Status	CONSUMER OUTREACH	Units
CAMPAIGN 5	Leaflet (Factsheet)	MCBO	IT	Citizens	7-set-2020		✓	NA	
CAMPAIGN 6	Facebook Post	MCBO	IT	Citizens	14 set 2020		✓	34	views
CAMPAIGN 7	Linkedin Post	MCBO	IT	Citizens	set 2020 out 2020		✓	1100	views
CAMPAIGN 8	Video	MCBO	IT	Citizens	30-set-2020		✓	NA	
CAMPAIGN 9	Web Tool	MCBO	IT	Citizens	30-out-2020		✓	NA	
CAMPAIGN 17	Video	MCBO	IT	All targets	31-out-2020		✓	NA	
CAMPAIGN 18	Web Tool	MCBO	IT	All targets	31-jul-2020		✓	NA	



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CONSUMER OUTREACH TABLE: OCU

Name	Type	Responsible Entity	Country	Target	Start Date	End Date	Action Status	CONSUMER OUTREACH	Units
ARTICLE 1	Magazine Article	OCU	ES		1-jun-2020	30-jun-2020	✓	210000	Magazine prints
ON LINE ARTICLE 1	Website	OCU	ES		1-jun-2020	4-jun-2020	✓	2844	Unique page views
FACEBOOK POST 1	Facebook Post	OCU	ES		4-jun-2020	11-jun-2020	✓	415 visits within FB and TW; 15 + 14	Retweets and likes
FACEBOOK POST 2	Facebook Post	OCU	ES		29-out-2020	12-mar-2021	✓	399 visits within FB and TW; 10 + 13	Retweets and likes
TWITTER POST 1	Twitter	OCU	ES		4-jun-2020	5-jun-2020	✓	415 visits within FB and TW; 24 + 21	Likes, shares and comments
TWITTER POST 2	Twitter	OCU	ES		29-out-2020	12-mar-2021	✓	399 visits within FB and TW; 65 + 44 + 2	Likes, shares and comments
PRESS RELEASE 1	Press Release	OCU	ES		1-jun-2020	15-jun-2020	✓		
PRESS RELEASE 2	Press Release	OCU	ES		29-out-2020	12-mar-2021	✓		
LEAFLET 2	Leaflet	OCU	ES	Consumers	1-nov-2020	1-mar-2021	✓		
LEAFLET 3	Leaflet	OCU	ES	Administrations	1-nov-2020	1-mar-2021	✓		



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CONSUMER OUTREACH TABLE: Test Achats

Name	Type	Responsible Entity	Country	Target	Start Date	End Date	Action Status	CONSUMER OUTREACH	Units
CAMPAIGN 1	Magazine Article	TA	BE		1-out-2020		✓	303473	Magazine prints
CAMPAIGN 4	Article - Online	TA	BE		22-set-2020		✓	1331	Unique Page views
CAMPAIGN 7	Leaflet	TA	BE		26-out-2020		✓	NA	
CAMPAIGN 8	Facebook Post	TA	BE		22-set-2020		✓	52195	Total reach (organic + paid)
CAMPAIGN 17	Web Tool	TA	BE		30-out-2020		✓	NA	
CAMPAIGN 19	Leaflet	TA	BE		1-set-2020		✓	NA	
CAMPAIGN 21	Press Release	TA	BE		22-set-2020		✓	586600	Potential reach
CAMPAIGN 25	Bonus	TA	BE		21-25 Sept		✓	1084500	Potential reach
CAMPAIGN 26	Instagram	TA	BE		22-set-2020		✓	NA	
CAMPAIGN 30	Newsletter	TA	BE	MEMBERS & Supporters	29-set-2020		✓	102756	Sent mails to subscribers
CAMPAIGN 38	Website	TA	BE	Aline homepage	1-set-2020		✓	NA	



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CONSUMER OUTREACH TABLE: ZPS

Name	Type	Responsible Entity	Country	Target	Start Date	End Date	Action Status	CONSUMER OUTREACH	Units
CAMPAIGN 1A	Article - Magazine	ZPS	SL		1-mar-2020		✓	8000	8000 members (printed version + online magazine)
CAMPAIGN 3	Website	ZPS	SL		1-mar-2020		✓	2514	Unique page views
CAMPAIGN 6	Facebook Post	ZPS	SL		1-mar-2020		✓		
CAMPAIGN 6A	Facebook Post	ZPS	SL		10-mar-2020		✓	5800	reach
CAMPAIGN 6B	Facebook Post	ZPS	SL		9-jul-2020		✓	3900	reach
CAMPAIGN 6C	Facebook Post	ZPS	SL		28-jul-2020		✓	5900	reach
CAMPAIGN 6D	Facebook Post	ZPS	SL		12-ago-2020		✓	4200	reach
CAMPAIGN 6E	Facebook Post	ZPS	SL		24-ago-2020		✓	5200	reach
CAMPAIGN 7	Linkedin Post	ZPS	SL				✓		
CAMPAIGN 7A	Linkedin Post	ZPS	SL		10-mar-2020		✓	233	impressions
CAMPAIGN 7B	Linkedin Post	ZPS	SL		28-jul-2020		✓	652	impressions
CAMPAIGN 7C	Linkedin Post	ZPS	SL		26-ago-2020		✓	1909	impressions
CAMPAIGN 9	Twitter Post	ZPS	SL	Consumers, media, retailers	1-mar-2020		✓		
CAMPAIGN 9A	Twitter Post	ZPS	SL	Consumers, media, retailers	10-mar-2020		✓	821	impressions
CAMPAIGN 9B	Twitter Post	ZPS	SL	Consumers, media, retailers	9-jul-2020		✓	637	impressions
CAMPAIGN 9C	Twitter Post	ZPS	SL	Consumers, media, retailers	28-jul-2020		✓	1047	impressions
CAMPAIGN 9D	Twitter Post	ZPS	SL	Consumers, media, retailers	24-ago-2020		✓	717	impressions
CAMPAIGN 10	Newsletter	ZPS	SL	ZPS newsletter (ZPS members and also non members subscribed for free newsletter) to stimulate consumers to search for more information via consumer organisations	13-mar-2020		✓	34	subscribers
CAMPAIGN 10A	Newsletter	ZPS	SL		31-jul-2020		✓	34	subscribers
CAMPAIGN 11	Infographics	ZPS	SL		1-jul-2020		✓	557	Unique page views
CAMPAIGN 15	Leaflet	ZPS	SL	Factsheet/online brochure	1-jul-2020		✓	1926	Unique page views
CAMPAIGN 16	Proactive media work	ZPS	SL	Proactive media work	10-mar-2020		✓	7	articles in online media
CAMPAIGN 18	Web Tool	ZPS	SL	Consumers	1-mar-2020	1-out-2020	*		



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