

2018



ENERGIA
odNOWA

Assessment of the effectiveness of Energia odNowa campaign containing recommendations for future awareness building actions in area of climate protection.

Report prepared by WWF Polska as part of
project: "Implementing Sustainable Development on the Basis of Socially Responsible
Transformacji (WZROST)", LIFE14 GIC / PL / 000008.



Dofinansowano ze środków
Narodowego Funduszu
Ochrony Środowiska
i Gospodarki Wodnej



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przez Unię Europejską
w ramach programu LIFE

All the information provided in the assessment are based on LIFE14 GIC/PL/000008 project materials, studies and results. Key sources are:

- LIFE14 GIC/PL/000008 Final Report
- SUMMARY REPORT FROM THE EVALUATION STUDIES CONDUCTED WITHIN THE ENERGIA ODNOWA PROJECT : : http://energiaodnowa.pl/wp-content/uploads/2018/06/Summary-report_ENG_long-2.pdf
- HOW TO REACH OUT WITH THE PRO-ENVIRONMENTAL MESSAGE TO THE TARGET GROUP (REPORT) : <http://energiaodnowa.pl/wp-content/uploads/2017/01/2-Raport-o-docieraniu-z-przekazem-do-grupy-docelowej.pdf>
- Project website: <http://energiaodnowa.pl/en/>
- Key merit report: <http://energiaodnowa.pl/wp-content/uploads/2016/09/Friendly-development-of-Poland.-For-the-people-the-economy-the-environment..pdf>
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The main goal of the project was to raise awareness on the acceptance of climate and sustainable development actions on national, EU and global level and of support pro-climate policy solutions.

Looking at evaluation studies conducted in the project¹ we see that the first goal was achieved. The attitudes of Poles (based on a study group) towards pro-climate policy actions undertaken by the European Union has become more positive. While in 2016, 78% of Poles supported such measures, in 2018 this number increased by **7 percentage points**. We also observed that very high (90-95%) support levels for renewable energy sources (RES) development in Poland remained stable.

In the area of policy change we see some progress (amidst a rollback on feed-in tariffs for micro-RES and support for inland wind farms), both in terms of relevant policy (new feed-in tariffs for biogas plants, emission restrictions on boilers, anti-smog local laws) as well as declarations of national policymakers.

The success should be also measured in vast interest in educational materials provided by the project (additional screening of the movies, requests for the RM).

Based on a 2-year long project experience we have prepared an assessment of the effectiveness of polls and messages used in the campaign that can be useful to other environmental organisations and LIFE projects. Recommendations are divided into areas, to enable recipients easy and practical use of our knowledge.

1. Materials

- a. We created the first Polish and yet international film² about climate change, but through the perspective of a falling coal sector and EU climate policy. The infographics used and the way they were created and presented, may be used by public administration and other stakeholders to talk to interest groups about climate and energy policy. Our Film is fact-based, it explains the phenomenon in terms understandable to every layman. The decision to make a documentary movie was a good one, we see added value of real-life stories and characters. The economic, social and political background was clearly explained. After watching The

¹ See SUMMARY REPORT FROM THE EVALUATION STUDIES CONDUCTED WITHIN THE ENERGIA ODNOWA PROJECT : http://energiaodnowa.pl/wp-content/uploads/2018/06/Summary-report_ENG_long-2.pdf

² <http://energiaodnowa.pl/en/>

Tipping Point representatives of every target group are able to see and understand the array of complicated connections leading to the fact that implementing climate policy consistent with EU targets in Poland creates a challenge and opportunities. We measured the impact of the movie and results showed that belief in climate change was significantly higher after watching the movie, as well as the support for the climate change mitigation policy of European Union and general support renewable energy. At the same time, the belief that Poland is too poor to contribute to climate change mitigation diminished significantly.

- b. At the same time, The Film and the merit report provide a large number of examples of how anyone can get involved in changing this state of affairs. We think it is a good practice to start work from preparation of a merit base report while making sure it is done professionally and covers all the issues extensively. Our report is still used mainly during conferences and builds credibility among stakeholders. It contains 419 references to the sources which seems to be important source of information for the readers. We received feedback that it provides educational value as well as a starting point for expert debates and discussions.
- c. It's good to measure the results if you plan to raise awareness. The first panel research in our project has been conducted to create a project baseline³. The second panel research has been finalized in Q1 2018 to test the impact. For the second post-panel report⁴ (2018) we've also prepared a booklet version, which was printed in 50 copies and we use them during our events. Measures stemming from opinion polls and questionnaires have proven to be useful. Although there is always a statistical error, it is worth investing in opinion polls to gather arguments. Questionnaires also help to understand whether developed tools have an impact or not. Also, the use of media monitoring is very helpful in catching and measuring the dissemination effort undertaken by media action.
- d. The Layman's⁵ report is a good communication tool for people who want to learn about the project (and its results) in an accessible manner. However, printed versions and their distribution does not seem effective in the era of online documentation and we do not recommend printing them. Also the title of the publication ("Layman's report") does not encourage potential audiences to read it as they do not identify as laymen.

³ Poles on Climate Change and energy policy (public opinion survey, August 2016)
<http://energiaodnowa.pl/wp-content/uploads/2016/10/I-fala-badania-Raport-od-Adriana-i-Katarzyny.pdf>

⁴ Poles on energy and climate policy _summary of public opinion survey (January 2018)
<http://energiaodnowa.pl/wp-content/uploads/2018/03/RAPORT-Z-BADA%C5%83-SONDA%C5%BBOWYCH-OPINII-SPO%C5%81ECZNEJ-DOTYCZ%C4%84CEJ-ENERGETYKI-W-POLSCE-luty-2018.pdf>

⁵ Layman's Report (summary of the project easily explained) http://energiaodnowa.pl/wp-content/uploads/2018/03/Laymans_Report_ENG.pdf

We strongly recommend enabling LIFE projects the right to use other names, with “Layman’s Report” remaining as a secondary title.

- e. It is recommended to ask for feedback right after the distribution of materials, such as reports or movies. Recipients tend to forget the feedback or feel less motivated to provide it after few months.

2. Phrasing and effective narratives about climate change (based on our research findings relevant for Polish society conducted within the project⁶)

- a. Campaigning actions related to the promotion of renewable energy sources should not only focus on arguments related to environmental protection, but should also refer to economic arguments and indicate economic benefits that are associated with a use of RES and Energy Efficiency (EE) on a larger scale.
- b. Information materials should be relevant to every-day lives of target audiences. Showing climate change impact only in distant areas is not enough – audiences need to feel problems knocking on their own doors.
- c. It’s good to address the topics where opinions are negative or neutral and those who hold these believes. In Poland surveys show that the issue for the non-believers in anthropogenic cause of climate change is the belief that institutions who deal with the problem are not independent and work for some interest groups. Too rarely the rhetoric of working for the interest and profit of energy companies is being used towards the denalist. The objection of the interest that often arises in media discussions targeting pro-environmental organisations can thus be easily used to break through showing the interests of the other party (energy company).
- d. We should try to transform positive attitudes towards actions. I.e.: high overall level of support for renewable sources of energy shows that there is no room for strengthening the positive image of RES. Instead, it's worth focusing on showing what negative aspects of current energy system should be avoided in the future.
- e. Social preferences in opinion polls are expressed at a very general level. Attitudes (especially general) are not the best predictor of behaviour. They do not have to translate into support for political activities of solutions. If people are not given a call to action or concrete suggestion of their role, likely nothing is going to change. Since climate change and

⁶ See: How to reach out with the pro-environmental message to the target group (report) : <http://energiaodnowa.pl/wp-content/uploads/2017/01/2-Raport-o-docieraniu-z-przekazem-do-grupy-docelowej.pdf>

environment protection are vast topics, people tend to feel helpless and reluctant about their impact. If given clear instructions what kind action is expected as a result of a given campaign potential recipient is more likely to get engaged.

- f. Studies show that attitudes based on personal experience are more predictive for behaviour than attitudes educated in a passive and abstract way. If you can include some tasks and direct interactions with audience in your project, it can bring great results.
- g. In public discussions it is worth talking about the prevalence of pro-environmental attitudes in the society showing at the same time that the opposite views are in minority. One of the most effective mechanisms of social influence is reference to descriptive norms, and thus to show what type of behaviour and / or attitude are dominant in the society.
- h. The data shows that among Poles large disproportion exist in the perception of environmental risk for Poland and the rest of world. Most Poles agree that the state of the global environment is a reason for their anxiety. At the same time, however, the latest research shows that less than half of Poles is concerned with the state of the environment in Poland⁷. Recommendation: this indicates the need for presenting climate change and generally environmental threats via their effects that can be related direct experience. It is worth focusing, for example, on showing threats to local communities (air pollution as entry point to talk about energy mix change).
- i. Campaign actions that appeal to fear must always give a prescription, what kind of actions an individual can take to eliminate causes of fear. Otherwise it can be counter effective.

3. Dissemination and communication in media

- a. Overall we reached 15 064 214 contacts through the traditional media:
 - i. 43 858 - dedicated website energiaodnowa.pl visits
 - ii. 8 937 550 - advertisement in public transport
 - iii. 6 082 806 - media (TV, radio, press, big portals)
- b. Additionally short films have been introduced to the Discovery platform and were broadcasted 4 452 times, reaching 8 097 160 viewers.

⁷ Badora, B. (2016). Zmiany klimatu na tle innych zagrożeń cywilizacyjnych oraz świadomość źródeł globalnej emisji CO2 (No. 37/2016). Warszawa: Fundacja Centrum Badania Opinii Społecznej, quoted in: <http://energiaodnowa.pl/wp-content/uploads/2017/01/2-Raport-o-docieraniu-z-przekazem-do-grupy-docelowej.pdf>

- c. Working with a PR agency helps in implementing communication projects. Their services are highly valuable, especially when creating communication strategies, reaching journalists and planning events. In the case of this project, the PR Agency has also been very hands-on with bringing Vloggers and Bloggers to cooperate with the Project. The PR Agency was also engaged in disseminating the Film through additional communication channels (such as VOD), film festivals and events.
- d. Never enough PR action. It seems to be more and more difficult to get messages across, especially in social media, because of the sheer amount of information that is being conveyed every day from other sources. This means that messages stemming from the Project are not only in direct competition with misinformation about climate policy, etc, but also with vendors of all sorts. Users of social media are “bombarded” with all sorts of information and it is difficult to catch their attention. In addition, media focus on scandal and grand failures, rather than educational materials. Cooperation with Vloggers and Bloggers alleviates this risk.
- e. TV campaign: The way the episodes have been developed and are used in TV is noteworthy. Thanks to the fact that they are short and dynamic (high quality of production), they attract attention of the viewer and don’t require a long attention span. Also, because they are being aired before other major productions, they seem to be naturally embedded in the network’s program.
- f. Premiere in cinema: Having the Film premiere during a film festival was a good idea, because this way it was played at more than just one movie theatre and in more than just one city. This helped us more than double the amount of people who viewed the film through the premiere. Promotional activities also delivered attention in the media, which helped to get the required number of participants to the cinema.
- g. Lessons learned from Roadshow and discussion panels:
 - i. It is worth noting that although we usually had theatres almost fully booked, some people resign from attending at the last minute. This experience tells us that it is worth overbooking events and taking a risk that there won’t be enough space for everyone. Also, keeping a gender balance in panel discussions is very important. We failed to make sure that this happens during the premiere (the audience was made us well aware of this fact). More focus was put on this issue during the Roadshow. It might be worth giving extra points in applications for EU funds, where gender balance is foreseen in planned activities;
 - ii. We had 5 experts in main panel and it has proven to be too much to effectively interact with the audience; we recommend to reduce the

size of discussion panels (fewer than 5 panellists) and interact with the audience even more;

- iii. We achieved great results using advertisement in public transportation –8,9 M views against 2 M planned. Since the Roadshow was planned in 8 major Polish cities, where public communication is popular, and since we used a competitive tender procedure, we were able to achieve greater results.
- iv. The Roadshow is a good way to promote the Film and the Project objectives and in general it worked. It helped to meet local stakeholders, who later also became ambassadors of the Film and promoted it through organizing viewings.
- h. Media monitoring as an information aggregation tool is very useful. We were able to pick out information about current changes in policy and strategies pertaining to the subject matter of the Project (climate policy and relevant developments).
- i. Using pen-drives to promote the Film instead of DVDs proved to be a good way to attract the audience to fill out questionnaires. Although we bought DVDs anyway (only 100) in order to facilitate the organization of shows by third parties, pen-drives seemed to be an attractive gift.
- j. The most costly part of the project is broadcasting. Although there is a trend for people to use less of cable TV and move towards the Internet and VOD as a source of entertainment and information, TV still delivers results in broad dissemination of information.

4. Dissemination and communication via internet

- a. Overall we reached 10 520 414 contacts through the Internet:
 - i. 2 622 700 through blogs/vlogs promoting the premiere
 - ii. 4 420 625 through blogs/vlogs during the campaign
 - iii. 3 152 430 through WWF's Facebook (throughout the whole campaign)
 - iv. 324 659 through WWF's newsletter.
- b. Cooperation with Vloggers and Bloggers is not easy but worth the effort. Often owners of Vlogs and Blogs are not familiar with rules by which public financed projects are governed. This shows however that LIFE_WZROST_PL is an innovative project, which taps into dissemination tools used by business and not necessarily NGOs and public-financed projects. This cooperation is, however, very valuable, as Vloggers and Bloggers have access to a wide variety of target audience, which would not be otherwise covered by TV broadcasting and through traditional media.

Statistics show that Bloggers and Vloggers surpass our expected results in aggregated number of views (they delivered 7 M contacts vs assumed 2,2 M). However, it is worth noting that when using this tool, there should be much more flexibility in choosing the amount of Vloggers and Bloggers to work with. Some bloggers have so many supporters and subscribers that they could reach all Project goals through a single (but expensive) post. This means that in other projects it would be advised that aggregate number of post views are the most important measure rather than the amount of hired Bloggers/Vloggers.

- c. The web page is a useful tool for promotion in internet. It's good to use "News"⁸ section to promote updates on the project, project theme-related news from the market in order to share it in Social Media. We learned that Facebook was top referring domain for entries to our website, after WWF and project Partners were publishing links on their FB profiles.
- d. Short episodes are a good tool for online dissemination - we see from practice that embedding them on facebook is a good solution, which attracts more attention than simply putting them on youtube and promoting the youtube link, unless funds are spend on intra-YouTube promotion.
- e. Although the production of the Film and the episodes was one of the more cost-intensive parts of the project, it can be said that it is worth investing in quality products, because they are the foundation of a good campaign.

5. Policy

- a. One lesson learned is that there is a discrepancy between objective setting in LIFE projects (in terms of policy outcomes) and the reality of policymaking. LIFE projects are genuinely based on evidence and their guidelines assume that evidence brought through the projects will bring changes in policy. However, when applying this rationale to a situation, where evidence is not the basis for policymaking, then such objectives become heavily risk-induced. This risk should always be taken into account by financing institutions.

6. Education

- a. An array of experts were engaged in the project, including experts in social psychology, RES, climate, climate policy and energy efficiency. Project partnerships had proven to work well, where each partner organization (associated beneficiary) has expertise in their areas. Hiring social psychology experts and climate experts was beneficial to the project, because their expertise and presence during the production

⁸ <http://energiaodnowa.pl/en/news-2/>

process and Roadshows was indispensable. In addition, we have partnered with the Climate Reality Project, who helped us in preparing a workshop and training sessions for media and bloggers.

- b. While preparing educational material information should be targeted. We know that the Report was a resource to be used by policy makers and experts, while the movie is the material for a broader audience. Also, while addressing a broader audience it helps to be specific and address only one issue at the time. Recipients will not be ready for in-depth analysis and a lot of data. Therefore we produced 10 episodes each dedicated to different topic and 5 mins long. They prove to be more effective during mass media events, in TV and for less engaged audiences. In the experimental survey we tested the persuasiveness of the episodes. As they closely related to the study subjects , they positively influenced attitudes regarding the topic.
- c. The creation and use of episodes as a dissemination tool in TV is a good way to ensure that a broad part of the population sees their whole variety without the risk of being bored/not having enough time to see them all.