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CampaignXchange Deliverable 1: Library of Campaigns



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Belgium: I have impact



The Belgian campaign was launched in April 2022 in response to Russia's war on Ukraine. It aimed to decrease Belgium's dependency on Russian gas and oil by reducing consumption of electricity, oil and gas. With a goal to save energy without minimising comfort, the campaign ran from April to mid-May and focused on supporting Ukraine, increasing energy security and mitigating high energy bills.

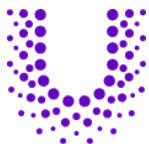
Design

Target audience: The campaign primarily focused on households, with businesses and public bodies as a secondary target. Therefore, the campaign tips were clearly aimed towards households and did not offer organisation-specific advice.

Objectives and message: Belgium imported only 6% of its gas from Russia and had efficient LNG connections, but the call to save energy was important to reduce imports from neighbouring countries such as Germany and The Netherlands that were dependent on Russia. Messaging focused on five tips for Belgian households, geared toward saving energy without reducing comfort. Measures and targets were chosen based on prior analysis of the potential for energy savings from different measures and assumed consumers' potential to follow the recommendations.

Resources: Approximately EUR 200 000 was allocated to the campaign, this was spent in two areas, the purchase of commercial radio advertising time and website design. An external advertisement agency was put in charge of creating the radio spot, while most other content was produced in-house.

The most important lessons learned: The impact of the campaign was relatively limited due to the constraints around advertising budget. Increasing the spending for future campaigns would likely result in greater impact.



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Implementation

Media channels used: The campaign messages were primarily disseminated through radio channels and their dedicated websites.

Recommended measures: Because the campaign was relatively limited in time and scope, there was a clear focus on five short-term actions to immediately save energy. Each measure included some indicative quantification of monetary or energy savings. Next to these short-term measures, recommendations were made to consumers to invest in structural measures such as insulation and solar PV.

1. *Lowering the thermostat by 1°C and heating only the rooms that are used and close the doors of rooms that are not heated.*
2. *Turning on the night mode (15°C) of home heaters one hour earlier.* For floor heating, setting the temperature at 17 or 18°C minimum was advised, to avoid spending energy on heating in the morning.
3. *Monitoring the large energy consumers in the house and take note of the energy label on products being purchased.*
4. *Commuting differently to save costs and travel more sustainably, such as biking or walking when having to travel short distances and public transport to cover long distances.*
5. *Cooking smart by heating up a plate or drink using the microwave, which consumes up to four times less energy than a gas hob. Switching from gas to induction hob was also advised, as it results in significant energy efficiency gains.*

Stakeholder involvement: The campaign was launched by the Minister of Energy. A unique aspect of the campaign was the collaboration with regional actors, who play an important role in governance in Belgium. Specifically, the campaign forwarded visitors to regional websites of Flanders, Wallonia and Brussels for information on grants or extra tips.

The most important lessons learned: The connection to regional government website ensured consistency among different governance levels and a coherent message.





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Tracking

Impacts: The campaign reached a significant audience through radio commercials, but overall impact was relatively limited due to budgetary constraints of the campaign.

Outcomes: The campaign contributed to reaching an 18.5% reduction in Belgian gas consumption, in line with the EU energy reduction targets. A new campaign, Energy Watchers (<https://www.energywatchers.be/nl>), was launched in parallel to this campaign focusing on lowering energy consumption through energy efficiency, with detailed information shared on the website including more than a hundred tips and games.

The most important lessons learned: Monitoring the impact of the campaign can help inform its future revisions and demonstrate its effectiveness.

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