

# Emerging Best Practices for Campaign Design and Implementation

The **CampaignXchange Task** fostered knowledge sharing among governments, collected campaign results and data and identified best practices for future public campaign design and implementation.

The Task emerged from the collective interest of policymakers to assess the outcomes and features of behavioural interventions in response to the 2022 energy crisis.

The Task created a collaborative community of practice, enabling Australia, Belgium, Canada, Finland, Ireland, Netherlands, Sweden, Switzerland, and the United Kingdom to exchange approaches for the design and implementation of public energy saving campaigns.

Several workshops were held to facilitate informal knowledge sharing as well as to collect insights. A set of eight campaign case studies were developed in addition to a best practice guide and data collection protocol.

## Observations for policy makers

Behavioural changes play an important role in energy transitions towards net zero. Governments have many tools to encourage more efficient energy use, including mandates, subsidies, and energy-saving campaigns.

- More than 20 energy-saving campaigns were launched in response to the 2022 energy crisis, encouraging households to curtail their energy use to manage overall demand.
- Governments have demonstrated that investing in dedicated teams to design and manage campaigns early on can effectively engage with citizens and result in greater impact.
- Networks and partners are an essential resource to multiply communication channels and significantly improve campaign reach.
- Surveys and smart meter data can offer useful insights, even though the direct effect of campaigns on behaviour and energy consumption is difficult to measure.
- This field continually evolves, informed by new insights from behavioural science, practical experience from the private sector and lessons from recent government campaigns.



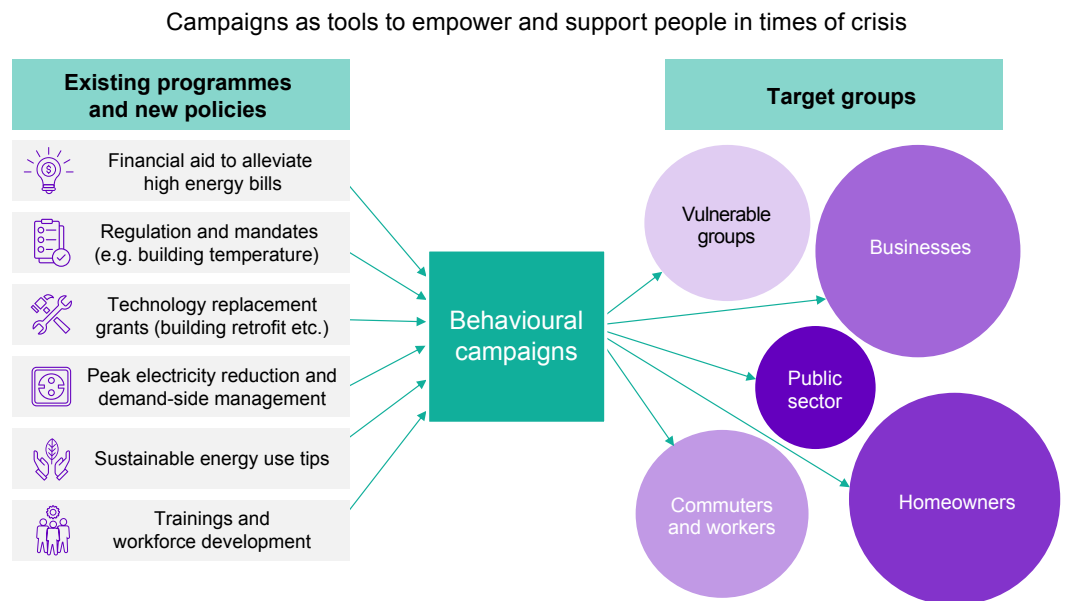
# Key findings

- **Learning from best practice approaches**, lead to a stronger impact when approaches are based on behavioural science and an enhanced understanding of the target audience.
- **Effective behavioural campaigns respond to national circumstances and culture**, both in terms of their design and how they are delivered. There are no identical behavioural campaigns.
- **Governments should build evaluation into their campaign** at the design stage, it can reveal campaign performance and identify potential improvements for future iterations.

## Lessons learnt

### Campaign Design

- Campaigns benefit from a dedicated government team working on strategy and design.
- Defining the goals and the target audience early improve effectiveness.
- Creative, clear, and consistent messaging draws people to the campaign.

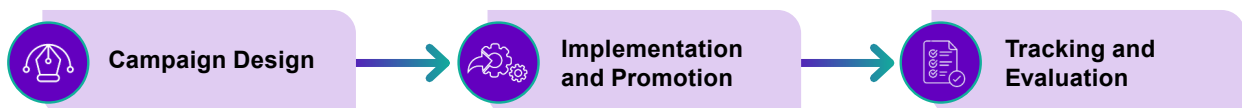


### Implementation and Promotion

- Highlighting existing subsidies, grants and support schemes increases their uptake.
- Working with industry groups and community associations can help amplify campaigns' messages.
- Showcasing government actions to save energy sends a powerful message.
- Using multiple channels to promote campaigns can help reach a wider audience.
- Keeping the messages fresh avoids potential campaign fatigue.

### Tracking and Evaluation

- Tracking immediate campaign results can help tailor the messaging.
- Assess longer-term impact of a campaign to determine its effectiveness.



**MORE INFORMATION:** Emerging Best Practices Brief as well as a library of campaign case studies are available on the [CampaignXchange Task – UsersTCP](#) webpage.

The IEA continues to analyse behavioural change campaigns as part of broader ongoing work on this topic. This particular Task, coordinated by the Office of Energy Efficiency and Inclusive Transitions, was completed in May 2024. For inquiries about behaviour change and energy efficiency, please reach out to [energy\\_efficiency@iea.org](mailto:energy_efficiency@iea.org) for all other questions, please write to [admin@userstcp.org](mailto:admin@userstcp.org). <https://doi.org/10.47568/1PB141>



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