



ENGAGE CAMPAIGN GUIDANCE SUMMARY



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OVERVIEW



This document contains the set of 10 key principles you can use as guidance to design and implement a successful ENGAGE campaign in your city.

These principles are based on Futerra's best practice approach to communicating sustainability, as well as some of the lessons learned from the core group of 12 pioneer cities from different countries that have already launched ENGAGE campaigns.

Detailed [FAQs and data measurement guidelines](#) are available through AGORA.



VISION



At the end of a successful ENGAGE campaign, you see...

A city of engaged citizens and stakeholders that are aware of their energy consumption, understand why and how they can act to make a difference, and are excited to do more in the future.

A city that is recognised for taking a leadership role around climate change and helping to drive the European sustainability agenda forward.



CAMPAIGN SUMMARY



The ENGAGE campaign aims:

- 🌈 To engage citizens by social proof through a poster campaign, where they can make their own energy reduction pledge
- 🌈 To raise awareness amongst citizens by hosting an event
- 🌈 To enable citizens to calculate their energy consumption with an online tool





KEY CAMPAIGN PRINCIPLES



www.citiesengage.eu





THE 10 PRINCIPLES

1. Define objectives
2. Set targets to meet
3. Know your audience
4. Be prepared
5. Think locally
6. Build strong media relationships
7. Define & tailor key messages
8. Use creative tactics
9. Make it fun
10. Evaluate and measure





1. DEFINE OBJECTIVES

Why is it important?

Setting the right objectives will help you focus your words, efforts and resources.

How do I do it?

Each objective should be specific and measurable. The strategic Engage campaign objective is your foundation for creating bespoke communications and local objectives.

ENGAGE Strategic Campaign Objective

What is every city trying to achieve through the ENGAGE campaign?



Communications Campaign Objective

What do you want to use your communications to achieve?



Local Campaign Objectives

What is your city specifically trying to achieve through the ENGAGE campaign?

FOR EXAMPLE...



ENGAGE Strategic Campaign Objective

To motivate citizens and stakeholders to reduce their personal energy consumption

Communications Campaign Objective

To raise awareness of the campaign

To inspire your audience to participate in the campaign

To make your audience aware of events and drive them to attend

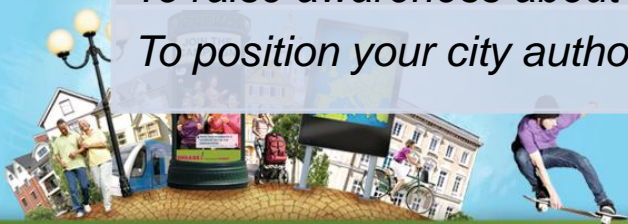
To educate your audience about new ways to save energy

Local Campaign Objective

To achieve a measurable reduction in your city's energy consumption

To raise awareness about your city's new recycling facility

To position your city authority as a credible and respected sustainability leader





2. SET TARGETS TO MEET

Why is it important?

Identifying the desired outcomes that you would like to see as a result of the campaign is critical for measuring its ultimate success.

How do I do it?

Ensure the key performance indicators (KPIs) you set are as quantifiable, specific and measurable as possible. You need to measure the sustainability impact as defined by the strategic ENGAGE campaign target (cut in energy consumption) and the communications impact of your city's ENGAGE campaign.

ENGAGE Strategic Sustainability Campaign KPI

Reduce your city's energy consumption by 20%

Local Communications Campaign KPIs

How will you measure the communications impact of your city's campaign?



2. FOR EXAMPLE...

ENGAGE Strategic Campaign KPI

Participative PR campaigns lead to real energy savings by means of a monitoring system with concrete and quantifiable results:

	Public servants	Stakeholders	Citizens
Percentage of participants evaluated	25-50%	15-20%	10-20%

Your Local Campaign Communications KPIs

400 citizens and stakeholders participate in the poster campaign

50% increase in traffic to your website

10 news articles published in regional newspapers



3. KNOW YOUR AUDIENCE



Why is it important?

Identifying and understanding the specific audience(s) you want to reach ensures your campaign is focused and relevant. This is especially critical for campaigns like ENGAGE which aim to shift perceptions and increase take-up of sustainable behaviours. By gaining insight into the opinions, habits and feelings of your target audience you will understand how to persuade them.

How do I do it?

1. At the planning stage of the your campaign, identify the groups of citizens and stakeholders that you wish to target. Outline why you are choosing to target each group and what outcomes you are looking to achieve. These people will be your target audience(s) and the focus of every piece of communications around the campaign.
2. Use tools at your disposal to gain insights into your audience, especially their “drivers” and “motivators”—what inspires them to act, from saving money on their energy bills to becoming famous locally for being featured in a poster? What are their biggest fears and concerns?



3. FOR EXAMPLE...



Conduct market research

Before beginning the campaign, use a telephone or online survey to listen to how representative people in your audience are acting, thinking and feeling. What motivates them most? Is it saving money on their energy bills, becoming famous locally by featuring on a public poster or in a local news article, being a leader of the local community, or copying what their friends are doing?

For campaigns focused on promoting sustainability behaviour change, it's important to use this market research as a benchmark both at the start and at the end of the campaign. This way you can discern if you have achieved a significant shift in attitudes, values and behaviours within your target audience(s).

Leverage social proof

Making behaviours socially acceptable and desirable is an important way to reach your audience, no matter who they are. For example, using poster stars from diverse sections of society, such as city officials (the Mayor), CEOs of local businesses, directors of charities, heads of architects associations or celebrity musicians, makes the campaign more likely to resonate with a wider audience.



4. BE PREPARED



Why is it important?

Brainstorming potential challenges that may arise during your campaign in advance helps ensure your campaign is designed to overcome key barriers, and prevents your campaign from being unnecessarily derailed. Pay special attention to identifying your audiences' reservations or negative views around sustainability.

How do I do it?

1. Gauge how your city is positioned to design and implement a campaign aimed at increasing energy efficient behaviours, by asking questions such as:
 - What is the level of awareness around climate change and sustainability in your city?
 - Who are the biggest consumers of energy in your city?
2. Develop a SWOT matrix by plotting the biggest strengths, weaknesses, threats and opportunities associated with running the ENGAGE campaign in your city.
3. Brainstorm tactics to overcome the strengths and reduce the level of threats. For example, if the level of confidence in climate change is low, you can increase the social proof around your posters by shifting the timing of a photo shoot so that more people are able to attend.



4. FOR EXAMPLE...



Strengths

- Increases citizens and stakeholders' pride in your city
- Builds your city's credibility around green issues

Weaknesses

- Low levels of awareness around energy consumption within your target audience

SWOT

Opportunities

- Making energy-saving behaviours desirable can open the door to other sustainable behaviours in the future

Threats

- Noise from other sustainability campaigns drowning out your campaign



5. THINK LOCALLY



Why is it important?

In order to run an effective behaviour change campaign, your local audiences need to be able to relate what you are asking them to do in the context of their everyday lives.

How do I do it?

- Tap into the elements of your city that are most likely to inspire pride and excitement in your target audience(s). What are the traditions, moments in history or common values that bring your citizens and stakeholders together? Are there figures in local communities that everyone admires and respects?
- Ensure you give people a familiar context - think about what your target audience experiences in their home, work and family life in your city. Where and when in their daily life are these people most likely to respond to the calls to action in your campaign?



5. FOR EXAMPLE...



Using the overall ENGAGE campaign strategy as a foundation, adapt your campaign locally by taking into consideration:

What are the most effective local channels for you to get your messages across to your target audience(s)?

- *Is it in and around local schools? Inside the supermarket? Through the local paper or radio station?*

What kind of local event is likely to appeal to your target audiences most?





6. BUILD MEDIA PARTNERSHIPS

Why is it important?

Securing relationships with your local journalists and media outlets before you even start the campaign gives them a stake in your success and builds trust. It's a good way of ensuring positive ongoing press coverage throughout the campaign.

How do I do it?

- Choose a small group of journalists to take along with you on your campaign journey, and let them be a part of the process from start to finish. These journalists will expect interviews with key campaign spokespeople and participants in return – as well as invitations to all events.
- Link to other local, regional or national initiatives around sustainability. Energy efficiency in particular is a key focus of many sustainability campaigns across Europe. Consider what you can do to build on these existing messages and channels, and avoid confusing your target audience(s).
- Think about how you can engage key influencers and opinion formers (see next page).



6. FOR EXAMPLE...



Engage opinion formers and press

- If you are hosting a public event, offer an element of exclusivity for key influencers. This could be an exclusive drinks reception the evening before to give them a preview of the campaign.
- Create a VIP enclosure at a function where opinion formers can network with other 'important' guests.
- Set up one-to-one briefings with key journalists at the start of the campaign so they feel that they are the first to hear about it. Keep them informed.
- Several cities have sent personal letters inviting key influencers to participate in the poster campaigns.
- Other cities have invited local businesses to partner with the campaign and are offering them grants towards energy efficiency measures as well as free training and consultancy.





7. DEFINE & TAILOR KEY MESSAGES

Why is it important?

Defining a core set of key messages ensures everyone who is responsible for communicating your campaign does so consistently and compellingly.

How do I do it?

1. Start from imagining the newspaper headlines you would like to see written about your campaign. Ask yourself: what you would like to see your citizens blogging about the campaign? What would you like to hear a leader of one of your stakeholder groups say about your campaign on local radio?
2. Use these insights as a foundation to create a message grid, by drawing up a list of key messages to target each of our audience(s). This will give you a solid framework to guide all of your communications.



7. FOR EXAMPLE...



Parameters for your key messages

- Be positive – Environmental messages should avoid fear and threats about the future.
- Be straightforward – Avoid information overload and be concise and clear.
- Give agency – Show individuals the steps they can take to save energy.
- Build on local pride—Harness the community spirit in your city, show people together they can make a difference where they live.
- Use emotional language – Rational messages change minds but not behaviours.. Inject some feeling into your messages.





7. FOR EXAMPLE...

MESSAGE GRID STRUCTURE

(Your city) ENGAGEs its Citizens in Climate Change		
Media	Citizens	Key stakeholders and leaders
Media headlines and key messages	Key Messages citizens will blog about	Spokespeople's comments
Proof points Catchy statistics, photos, and events.	Proof points Personal experiences citizens are having with the campaign and examples of their individual actions that are making a difference.	Proof points Personal experiences leaders and opinion formers are having with the campaign, and their role in making a difference.



8. BRAINSTORM TACTICS

Why is it important?

Effective and exciting tactics are what will raise awareness around your campaign and deliver your campaign objectives and KPIs.

How do I do it?

For your campaign to have the desired outcome, the PR activities and tactics themselves always need to reflect the campaign's overall objectives and strategy.



8. FOR EXAMPLE...



Tactics that make for great PR

Here are a handful of ideas that tend to make for great campaign coverage. Think of ways that you could apply them to your poster photography, event design, press releases or other aspects of your campaign:

Celebrity Engagement - Do you know any local celebrities and can you persuade them to participate in the poster campaign?

Example: Helsinki's celebrity bike tour

Stunts - Can you think of an eye-catching stunt that will grab the public's attention and inspire them to attend your event?

Example: Heidelberg's ice block stunt

Biggest, smallest, longest, shortest - Extremes make good stories. Could you tie this idea in with a stunt for your event and invite a press photographer along?

Example: Create the world's largest milkshake by asking lots of citizens to take turns riding a bicycle to power an electric blender



8. FOR EXAMPLE...



One-offs - Journalists like writing about occurrences that will only happen once

Real life stories - Are any of your poster participants prepared to talk about their energy-saving experiences? Journalists like case studies of personal testimonies as their readers will be interested in reading about people similar to them.

Out of the ordinary - Journalists like anything unusual, rare and unique. How can you reflect this in your poster photography or your event?

Being the one and only - Is yours the only city in your country to be participating in this European initiative? Regional newspaper journalists will like this angle.





9. MAKE IT FUN

Why is it important?

If the ENGAGE campaign isn't fun, people will be less motivated to engage with it.

How do I do it?

Inject a bit of humour, light-heartedness and pleasure to stop change from feeling like a “sacrifice” to your target audience(s). This could be anything from events and entertainment (theatre, live music), serving local organic food and green-coloured cocktails to demonstrating an exciting energy efficient technology such as electric cars, in action.



9. FOR EXAMPLE...



Make it fun: Ideas from ENGAGE cities

- Hosting workshops for kids showing them how to make solar collectors by hand
- ‘Piggyback’ existing city events; set up an ENGAGE photo booth at another event that is already planned to run in your city. This means less work for your team as the event will be promoted by other people and your stand will benefit from footfall of a diverse audience.
- Organise a visual public balloon launch to symbolise the number of pledges made
- Creating an extra long scroll with all the names of stakeholders and citizens who’ve signed the ENGAGE petition





10. EVALUATE AND MEASURE

Why is it important?

Evaluating and measuring the impact of your campaign is a critical part of understanding why it worked (or didn't). You can use these results to show stakeholders proof of what you have achieved and build your credibility.

How do I do it?

There are standard ways that a PR campaign can be evaluated, which include volume metrics and value measures. Measuring by value can often be a more effective indicator of a campaign's success.





10. EVALUATE AND MEASURE

Evaluating by volume

Number of pieces of press coverage achieved:

- split by media type – broadcast, regional, national

Number of people reached by the campaign:

- by calculating total circulation of press coverage achieved
- counting how many attended events
- how many signed up to poster campaign
- how many made pledges

Number of hits to website:

- number of PDFs downloaded etc



10. EVALUATE AND MEASURE



Evaluating by value

- Number of the campaign's key communications messages communicated in press articles
- Number of times that a keyword or phrase is mentioned, i.e. poster campaign or Energy Week event
- Measuring how positive the journalist has been in each article against a score (e.g. 1 very positive – 2 positive – 3 neutral – 4 negative – 5 very negative)
- The size of the piece of coverage
- How many of your campaign visuals/photos were included
- Calculating the advertising value equivalent (AVE) of what your editorial article would have cost if the space had been paid for
- Comparing the amount of coverage that your campaign has achieved compared to other similar PR campaigns
- For more detail on evaluation and measurement please see [Key Data Requirements](#) for the engage campaign, and our [FAQ document](#)

