

ENGAGE project

Handout to accompany 'Data requirements to local campaign' presentation by Futerra Sustainability Communications, Rennes 19.11.10

# KEY DATA REQUIREMENTS

## What is in this document?

This document provides guidelines on the minimum data requirements required for evaluating cities' ENGAGE communications campaigns. As all cities' campaigns will be different, you are welcome to add on additional measurements should you wish.

## Measuring your local campaign

### Important considerations

To be measurable, the campaign needs to have a start date and a finish date. Even if your campaign runs over a number of years, it is a good idea to have a set timeframe that you can measure each year, i.e. January-December. The benefit of doing this is so that you can measure the success of the communications campaign year on year. For example, 2011 may show a 10% decrease in energy consumption compared to 2010 etc.

## Measuring results

There are two kinds of results that are important to measure:

- Real energy savings
- PR impact

### 1. Real energy savings

**Key data requirement: measure energy consumption of individual (or company) campaign participants**

Within the context of a communications campaign, it is important to demonstrate actual results to give the campaign true credibility; in this case, energy savings. For ENGAGE, it is strongly recommended that individual participants' energy consumption is monitored with carbon calculators. There are several reasons for this:

- **Proof** - It provides concrete evidence that the campaign is working/has worked. Unless the energy savings being measured are directly linked to the consumption of the campaign participants, there is no proof that the communications campaign has influenced the levels of consumption. For example, if your city's whole energy consumption is being measured with one tool, then it may be that an external factor outside the ENGAGE campaign is influencing people's habits. However, if individual poster stars' energy consumption is measured and the results are positive and energy consumption decreases, this shows that the campaign was effective.
- **Motivation** – Measuring individual participants' energy consumption throughout the campaign is an effective way of motivating them continuously as they watch their own progress throughout the year.
- **Social proof** – It is good both for challenging current participants and for recruiting new ENGAGE poster stars. If participants are willing to share their energy consumption levels publicly, i.e. on your local website forum, this will not only encourage others to participate, but also add a competitive element as participants become determined to beat each other. Even better, if a prize incentive is offered to the person with the lowest energy consumption, the competition is likely to become even fiercer and translate into a tangible reduction in energy consumption across your city.
- **Feedback** – For long-term behaviour change to take place, the majority of participants will benefit from seeing what sort of positive impact they are making as they go along. Unless they are highly self-motivated, if they cannot see the results of their hard work, they are likely to lose interest or give up after the initial excitement of featuring in the poster has worn off.

A word of caution: If participants are responsible for entering their own data, there is a risk of it being entered incorrectly - or falsely, especially if an incentive is offered. This problem could be overcome by a team of professional energy advisers to be on hand to monitor and supervise data input, who could also give participants tips and advice - and for participants to be accountable to as their 'mentors'.

If supervising all participants to input correct data into their personal carbon calculators is not feasible due to time and budget constraints, we suggest that a smaller core group of participants is monitored.

N.B. Please liaise with Energy Cities regarding advice on carbon calculator tools. Energy Cities will produce an inventory of the most relevant calculation tools that you can use in order to measure the participants' consumption. In parallel, please identify what tools are available in your country.

## 2. Measuring PR impact

There are two key aspects to a PR evaluation:

- **Quantitative** – measures awareness raised
- **Qualitative** – measures levels of engagement

## Quantitative evaluation

Measuring the volume of press coverage generated is a good indicator of how much awareness your campaign has raised. There are several aspects that can be evaluated to show the evidence that your campaign attracted attention. Keeping records of the following will serve as effective 'proof points' to show the tangible results of your communications campaign. In addition, measuring these elements will serve as a useful reference when you are planning future campaigns.

- **Visual elements** –

**Key data requirement: keep a digital copy or record of all the following that your campaign generates:**

- Posters
- Press articles – broadcast, print or online
- Advertisements
- Competitions run in the press
- Printed information – leaflets, flyers etc
- Photographs – of stunts, events, exhibitions etc.



- “The ingredients” – campaign elements

**Key data requirement: record the total number of how many of the following were created:**

- Events held
- Information leaflets printed
- Promotional items developed
- News/press releases issued

Description	No.
Events held	33
Information leaflets created	8,000
Promotional items created	7,800
Press/news releases issued	21

Optional:

- Press/news releases - it is recommended to keep a copy of all the releases you write throughout the campaign
- Events – we recommend that you keep a table detailing which events took place, the date, location, activities etc (see Appendix section for examples in the full Heidelberg analysis D2.1)

- Recruitment of campaign participants/“poster stars”:

**Key data requirement: keep a record of**

- **how many individuals you recruited**
- **how many posters resulted** (bearing in mind that some posters will feature more than one person).

Description	No.
Total posters displayed	289
Total participants	486
Public servants	75
Stakeholder participants	186
Citizen participants	300

**Optional:**

- You could also keep a record of how many public servants/stakeholders/citizens you approached initially and of these, calculate the percentage of how many accepted.
- You could also keep a record of which communications channel you used to approach them through: e.g. by telephone/email/post/local newspaper
- You could also keep a record of how participants heard about the campaign, as this will be useful information to have for your next campaign.
- You could go into more detail with social demographics, such as how many men/women/children were recruited; what age the participants were; what their profession/social status was etc.

- **Media**

**Key data requirements:**

- **Count the total number of press articles generated by your campaign**
- **Record the date the press article featured**

- Record the name of the media outlet
- Measure the number of 'Opportunities to see'

NO. OF ARTICLES FEATURED	DATE FEATURED	MEDIA OUTLET	OPPORTUNITIES TO SEE	Circulation/ unique users/ followers	MEDIA TYPE	News	Magazine	Online	Social media	TV	Radio
						paper					
1	01 October 2010	Leicester Mail		75,000		1					
1	10 October 2010	Leicester Mercury		5,000		1					
1	02 November 2010	Leicester Sound		100,000							1
1	01 December 2010	Leicester Life		10,000			1				
1	01 March 2011	thisisleicestershire.co.uk		85,000				1			
1	10 March 2011	Leicester Mail		75,000							
1	15 March 2011	Leicester Mail Twitter		9,000					1		
7	TOTALS			359,000		2	1	1	1	0	1

Optional:

- Measure the number of articles by 'media type' (i.e. local newspaper/national newspaper/magazine/online/radio etc)

## Qualitative evaluation

- Measuring poster testimonials

### **Key data requirement: measure the number of testimonials by target area**

Energy Cities has created a separate measurement tool for measuring your campaign participants' testimonials, will allow each city to keep track of each campaign participants' pledge and what category it falls within i.e. housing, mobility etc. Please refer to this for further information on how to measure your testimonials.

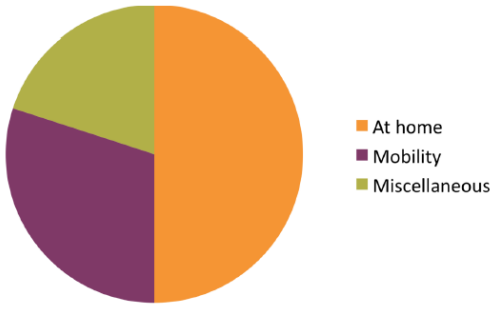
However, Futerra has also done an example table below to demonstrate what this could look like.

Target area	Type	Testimonial pledge	No. of pledges
At home/in a building	Electricity	I pledge to limit the use of air conditioning	5
Mobility	Public transport	I pledge to go to work by tram	15
Miscellaneous	Miscellaneous	I pledge to use rechargeable batteries	1

### **Optional:**

- The target areas can then be presented as percentages etc to show the balance of the target areas etc.

### Testimonials by target area





- Measuring levels of engagement

**Key data requirements: measure the number of participants who attended events, made email enquiries and visited the campaign pages on your local website.**

Description	No.
Attended events	12,111
Made email enquiries	526
Visited ENGAGE pages on your local website (unique visitors)	120,000

**Optional:**

- It is strongly recommended that you also measure how many unique visitors visit each individual page of your local website that relates to the ENGAGE campaign, i.e. visitors to the poster gallery, visitors to the energy advisers page etc.
- You can also measure the number of people who made telephone enquiries if you have an information/energy adviser helpline or of how many visited the information desks at events.

- Press coverage

Measuring the 'value' of the press coverage you generate is vital to ascertain the success of your campaign. This will help you to assess whether your key messages have been understood by journalists and reported accurately and positively to their readers.

**Key data requirements:**

- **Record how many times each of your key messages are mentioned in each press article**
- **Total up the number of times that key messages that were mentioned altogether.**

- **Record whether you think the tone of each press article is positive, neutral or negative.**

Here is a table below, which is from the PR impact measurement tool that you can find on Agora. N.B. The key messages do not need to have been replicated word for word in the press article, just the concept of the message expressed.

MEDIA OUTLET	KEY MESSAGES (message penetration)	It's easy to get involved in the campaign	All citizens/ stakeholders are welcome to sign up to campaign	Citizens/ stakeholders of Leicester can help save xx tonnes of CO2 by signing up to the campaign	Total no. of key messages per article	MESSAGE TONE (message penetration)	Positive	Neutral	Negative
Leicester Mail		1	1	1	3		1		
Leicester Mercury				1	1		1		
Leicester Sound		1			1			1	
Leicester Life		1	1	1	3		1		
thisisleicestershire.co.uk				1	1		1		
Leicester Mail		1	1		2				
Leicester Mail Twitter								1	
		4	3	4	11		4	2	0

**Optional:**

- Keep a record of the number of photographs that were featured in each article
- Keep a record of the total number of photographs were featured altogether.
- **Media value - optional**
- Measure the space that was allocated to your campaign within the press article or the number of pages that were dedicated to it.
- Calculate the value of the same amount of space in advertising.
- Total up the value to see how much your campaign was worth altogether as an advertising value equivalent.

Here is an example of how this looks from the PR impact measurement tool, which you can find on Agora. N.B. Please note that this is a traditional evaluation method that was initially developed for printed press coverage, so is less suitable for evaluating online or broadcast press coverage.

<b>MEDIA OUTLET</b>	<b>ADVERTISING VALUE EQUIVALENT (AVE)</b>	<b>Space on page/ no. of pages</b>	<b>Page advertising rate</b>	<b>Total AVE</b>
Leicester Mail		0.25	£3,072	<b>£768</b>
Leicester Mercury		0.20	£3,350	<b>£670</b>
Leicester Sound		1.00	£815	<b>£815</b>
Leicester Life		2.00	£5,000	<b>£10,000</b>
thisisleicestershire.co.uk		0.25	£861	<b>£215</b>
Leicester Mail		2.00	£861	<b>£1,722</b>
Leicester Mail Twitter		0.00	£0	<b>£0</b>
				<b>£14,190</b>