

D3.5 Energy Saving Competition





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1. Introduction

The START2ACT Energy Saving Competition is one of the four features of the Interactive Energy Saving Platform along with the Knowledge Base, E-Learning modules and the Interactive Social Platform. The Energy Saving Competition will provide a motivating framework for SME employees to change their behaviour. The purpose of the competition is to make SME employees conscious of their energy consumption at work and to encourage them to reduce this in a variety of ways.

The competition will focus on two aspects:

- » Improving energy management processes
- » Reducing energy use at work

The former is incredibly important for energy saving, as many SMEs do not have any formal energy management processes in place. Once these processes are set up and energy becomes a focus for the company, implementing projects that will save energy will be easier and have a higher success rate. As the SMEs grow, their energy management processes will allow them to continue to save energy, even if some of their shorter term energy saving projects have ended.

The latter is equally important, as START2ACT aims to reduce current energy use in SMEs as well as future-proofing their energy use as they grow. The START2ACT Knowledge Base identifies over 100 low and no cost energy saving measures that SMEs can implement to start saving energy immediately. Immediate results are key to incentivising SMEs to maintain momentum and interest in energy saving within their companies.

This document outlines a new proposed approach to the START2ACT Energy Saving Competition. Subsequent to the last partner review, the structure of the competition has been reassessed to make it enjoyable and inclusive for participants, whilst ensuring that it is actively driving energy saving action and engagement.

The competition will comprise a series of seasonal challenges, each promoting energy saving actions and staff engagement in energy reduction within a technology topic. The challenge of the season will be hosted on the main Energy Saving Competition webpage on each of the partner country webpages, translated into the native languages. The explanation of the competition will include the challenge title, a short blurb explaining why the particular challenge has been selected for the relevant season and a list of suggested actions that companies can do to get involved.

Engagement is a key part of the competition, and SMEs are encouraged to share their sustainability commitments internally with staff and also externally with customers and suppliers. Promotion of the competition will be led primarily through social media to increase engagement and awareness externally, though it will also be promoted to SMEs through the other START2ACT activities. The START2ACT Twitter handle will be used alongside the challenge hashtag e.g. @START2ACT #S2Achallenge. All posts with this hashtag will feed through to the main competition webpage on each START2ACT partner country site.

It is envisaged that four seasonal challenges will be run initially from August 2017 to June 2018, and additional challenges can be added from July 2018 on demand.



The remaining sections of this document outline the practicalities of how the START2ACT Energy Saving Competition will function. Section 2 provides the competition schedule, Section 3 sets out an example of the content and structure of how the competition will look for the first challenge (we reserve the right to slightly modify the details for the official publish of each challenge) and Section 4 specifies the scoring criteria and the assessment process for the award of prizes at the end of each seasonal challenge. A fifth and final section has been added to the revised version of this deliverable in February 2018, to share results of the first two challenges and some practical examples of how the competition has been promoted to motivate SMEs to participate.



2. Competition schedule

The challenges will be themed to the season to keep them relevant and to target the highest energy using equipment in each season.

Challenges	Run time	Topic	Reasoning
START2ACT summer challenge	Aug – Sep 2017	Save energy on cooling	Demand for cooling is high in summer, and simple changes can be made to improve both energy savings and comfort.
START2ACT autumn challenge	Sep – Nov 2017	Save energy on IT	After the summer holiday period has finished and employees have returned to work, September is a good time to introduce new efficient habits in the workplace.
START2ACT winter challenge	Jan – Mar 2018	Save energy on heating	Heating makes up half of energy use in the average office over winter, so presents a significant opportunity for energy saving at work.
START2ACT spring challenge	Apr - Jun 2018	Save energy on lighting	As summer is coming and the days are getting longer, it is a good opportunity to use natural daylight and save on lighting.

The challenges will focus on the guidance provided in the START2ACT Knowledge Base, encouraging participants to draw inspiration from the 100 plus low and no cost energy saving measures identified there. Each of the challenges listed in the table above has its own Knowledge Base page, which can be linked to on the competition page.

Depending on demand, further challenges may be added after the first year. Potential additions could focus on improving energy management processes following guidance provided on the Knowledge Base, such as setting an energy policy and collecting energy data.

3. Summer challenge



START2ACT Summer Challenge: stay cool and save energy

As the weather gets warmer and the sun is streaming in, air-conditioning and electric fans can contribute to up to an unbelievable half of your office's energy needs. There are hundreds of small changes that you can make to save energy and costs, as well as improving comfort levels for you and your colleagues.

Take part in the START2ACT summer challenge for a chance to win an Amazon Fire tablet.

Every participating company will receive a START2ACT energy saving starter pack. Terms and Conditions apply.

How do we take part?

Take a photo or film a video clip of up to 3 minutes and write a description of the action(s) that your office has taken to reduce the need for cooling. Tweet your efforts to @START2ACT using #S2Achallenge or email them directly to info@start2act.eu*

The competition is open now and will close on **Friday 8 September 2017**.

What can my office do to save energy from cooling?

Come up with your own ideas to save energy from cooling in your office, or use the suggestions below as inspiration. Complete as many actions as possible and describe what how you have implemented them to increase your chances of winning.

- » **Reduce sun radiation:** adjust blinds to direct light towards the ceiling if possible and close blinds/curtains at night to reduce early morning sunlight heating up the room.
- » **Use natural cooling:** if your building does not have air-conditioning, try opening windows on opposite sides of the room rather than using desk fans. This is a carbon friendly and completely free source of cooling.
- » **Change your summer dress code:** let employees know that they can wear more casual summer clothing to work when there are no client meetings.
- » **Clean fans and filters:** dirty or clogged filters and fans or air-conditioning units and desk fans can reduce efficiency by up to 30%. You can make immediate energy savings and increase the cleanliness of your workspace by maintaining them.

- » **Change your settings:** increase your air-conditioning temperature setting to 1 degree higher. This change is normally unnoticeable and can save around 3% of cooling costs.

Use these initial tips to get inspired and come up with your own ideas of how to save energy. You can visit the [START2ACT Knowledge Base](#) to read more tips on how to save energy at work and at home.

Assessment and prize giving

Entries will be evaluated based on three criteria:

- » Involvement (amount of actions that you completed within the timeframe)
- » Commitment (how much commitment the actions required, including involving staff members and complexity of the actions)
- » Creativity (whether new energy saving ideas were used that weren't included on the list above)

The winner will be announced on Friday 29th September 2017. All participants will be sent their START2ACT energy saving starter pack within four weeks of providing their postal address.

*Email submissions may be shared on the START2ACT website and on social media. If you do not want your submission to be shared, please state this within your email.



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4. Assessment criteria and prizes

One winner will be awarded the overall prize for each challenge. At the close of each challenge, each partner will assess the entries based on the criteria in the table below and will put forward their country winner to a central pool alongside a few lines to justify this choice. Country winners will be featured on the national START2ACT website homepages. One overall winner will then be selected by the Carbon Trust, and adjudicated by Geonardo. In the event that two scores are tied, the judges will select a winner based on the overall level of commitment demonstrated in the submission.

Assessment criteria:

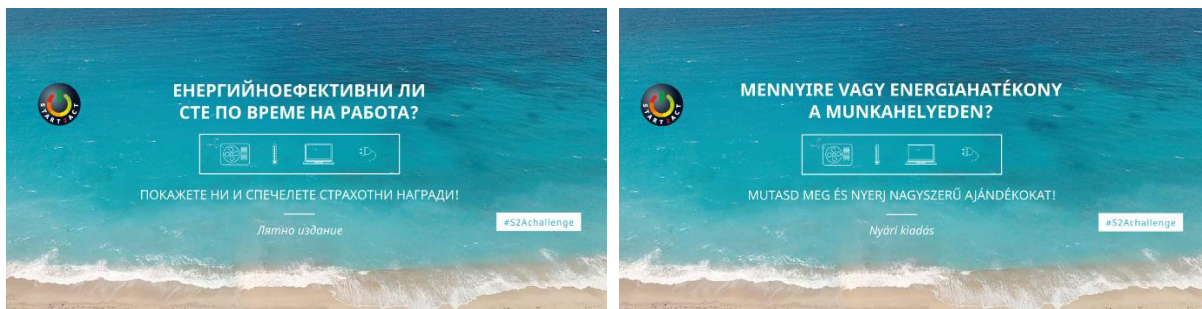
Criteria	Level	Points
Involvement (amount of actions completed)	The SME has completed one action	1
	The SME has completed two actions	2
	The SME has completed three or more actions	3
Commitment (how difficult the actions were to implement)	The action/actions required low commitment	1
	The action/actions required medium commitment	2
	The action/actions required high commitment	3
Creativity (whether new energy saving ideas were used)	The action/actions was/were suggestions listed in the competition	1
	The action/actions was/were suggestions listed on the Knowledge Base	2
	The action/actions was/were new energy saving ideas from the SME	3

The prizes will be announced at the beginning of each competition round. Terms and conditions for the award of the prize will be provided via a link on the competition page.

5. Summer and Autumn Challenge results

The **Summer Challenge** was used as the competition pilot, running for four working weeks from Monday 7 August to Friday 8 September. All partners translated the competition text ahead of the launch deadline and dedicated pages were created for each local language site. Several images were designed by Geonardo in advance to facilitate promotion on social media and in news articles (Figure 1).

Figure 1: Example social media content translated into local languages



Promotion of the Summer Challenge was primarily led through social media, using the START2ACT accounts, partner company accounts and personal accounts of those involved in START2ACT. The reach was magnified by engaging stakeholders and umbrella organisations, who shared the posts with their wider networks.

The partners were also encouraged to post their own example entries to stimulate interest and motivate others to participate. Examples from CentERdata and KAPE are shown in Figure 2 below.

Figure 2: Example entries posted by partners to stimulate interest



The Summer Challenge webpages received a total of 56 unique visitors at the challenge close four competition entries had been received, from Croatia (2), Slovakia (1) and the UK (1). These entries all tackled the challenge from a different perspective, each coming up with a different way for reducing cooling energy consumption. The two most creative ideas were a handmade propeller attached to the air vent to remind employees to switch off the air-conditioning, and 'green windows' to reduce solar gain. The

latter was awarded with first prize, and each of the three runners-up received an Energy Saving Starter Pack to expand their energy saving efforts.

Before the launch of **the Autumn Challenge** the Consortium met for the periodic meeting in Warsaw and was able to evaluate the success of the pilot Summer Challenge and use learnings to form improvements for the future challenges.

The Autumn Challenge was launched on Monday 2 October alongside a [news article](#) promoting the winning entry of the Summer Challenge, to encourage more participation from SMEs and to strengthen the reality of the prize incentive. As for the Autumn Challenge, a strong media campaign was led by the partners using new Autumn Challenge imagery and increasing stakeholder engagement. Effort was dedicated to making the entry process as clear as possible, demonstrated by the four-step process in Figure 3 below (also translated into all partner languages). New social media content was also created by Geonardo and other partners, including videos, Gifs and deadline countdowns to attract attention to the competition on social media feeds.

Figure 3: New four-step process for the Autumn Challenge



To increase promotion through direct engagement with the target audience, a presentation slide was produced and shared with partners to include in Business Breakfasts, startup mentoring sessions and to insert into the SME Training Kit. As the Autumn Challenge ran for a full two months, weekly reminders were also sent to all partners with an update on entries and ideas to motivate SMEs, in order to retain momentum throughout the full length of the challenge.

The number of unique visitors to the Energy Saving Competition webpages increased nearly six-fold from 56 for the Summer Challenge to 390 for the Autumn Challenge; reflecting the marked increase in outreach by the consortium partners. The Autumn Challenge received six entries from SMEs in Romania (2), Croatia (1), Slovakia (1), Poland (1) and the UK (1). The majority of participants shared three or more ways that they reduce their office equipment energy consumption, including using cooling stands for equipment to reduce



fan electrical consumption and setting timers and switch-off schedules for different pieces of equipment. Several of these included manual switch-off, which led to the decision of including seven day timers as runner-up prizes to motivate participants for the subsequent Winter Challenge. The winner of the Autumn Challenge implemented a comprehensive approach to equipment energy reduction through training, policies, procurement and accreditation, showing the most commitment and effort to reduce consumption throughout their office.



6. Outreach activities from the START2ACT Consortium

A variety of approaches were used by partners to promote the Summer and Autumn Challenges. A selection of individual outreach activities for the Autumn Challenge have been presented in the partner summaries below. These summaries are not exhaustive records of competition outreach activities, but they show the diversity of approaches and variety of ideas to engage the target audience.

Although Europa Media as coordinator and CentERdata as data management partner are not primarily involved in the challenge, they promoted both the Summer and Autumn Challenge with contributions on social media.

Geonardo: For both Summer and Autumn challenge an email with a call to participate, promotion and short guide to participate was sent in Hungarian language to over 600 contacts at young SMEs and startups. The message was sent at the beginning and slightly modified towards the end of each challenge as a reminder. Geonardo promoted the challenge personally to the target group on dissemination events such as the V4 EYES conference (31.08.2017), the PowerUp! MeetUp event (29.08.2017), the Startup Night Budapest (23.11.2017) and the START2ACT Business Breakfasts (3rd on 14.09.2017, 4th on 09.11.2017 and 5th on 16.11.2017) in Hungary. The chamber of Trade and Industry in Pécs (PBKIK) integrated a link and detailed information about the summer challenge into their online and offline newsletter (24.08.2017). The office team at Geonardo created several scenarios for energy efficiency in office spaces to participate via social media at the challenges (exemplary entries) and help induce activity among the target group.

Carbon Trust: The Carbon Trust promoted the Summer and Autumn Challenges widely using a variety of methods: (1) External SME events in Manchester (25.10.2017), Blackpool (15.11.2017) and London (28.09.2017) to an audience of 50 SMEs interested in energy efficiency; (2) Regular posts on social media including to 13,900 followers on LinkedIn and 56,700 followers on Twitter with a variety of promotional messages; (3) An example entry for each of the challenges to inspire our networks to participate; (4) Directly to SMEs at 9 SME site visits around the UK; (5) At a business breakfast event in Peterborough Allia Future Business Centre (20.09.2017); and (6) Through personalised emails to SMEs to encourage them to participate (20 recipients).

CentERdata: The S2A summer and autumn challenge were distributed in the CentERdata social networks. CentERdata provided an example entry on Twitter (24/08 for the summer challenge and 9/11 for the autumn challenge) and retweeted the original S2A autumn challenge post (9/11). Furthermore, CentERdata challenged two companies we collaborate with via email for the autumn challenge. The S2A winter challenge was distributed in the CentERdata social networks. The original S2A challenge tweet was retweeted (16/1/2018) and received 739 impressions. CentERdata also posted an entry to the S2A challenge on twitter.

ENVIROS: Both competitions, summer and autumn, were mainly promoted through our stakeholders. A leaflet of the competitions was created in the Czech language and it was distributed to small and medium-sized enterprises, which cooperate with our stakeholders (ENERGY HUB, Impact HUBs and Czechinvest). To reach the highest possible number of participants the leaflet of the summer competition was also sent to

the Prague Startup Center and Prague's E-accelerator, with the request to distribute this link to the widest possible public and their clients. Enviros promoted the autumn challenge on organized business breakfasts in November (promoted to more than 30 SMEs) and other workshops, e.g. Workshop 3.10.2017 - "Energy in companies innovatively and effectively" (78 participants), 14.10.2017 Boot camp - Power UP! (activity of the project and ongoing challenges presented to 25 young SMEs). Our stakeholder ENERGY HUB also promoted the autumn challenge via daily report on 24.10.2017. Enviros team has promoted both challenges via social networks (e.g., LinkedIn).

EIHP: In Croatia, summer and autumn challenge were promoted through the network of our stakeholders, our inhouse network of entrepreneur (including companies who attended our business breakfast), Croatian chamber of commerce and German-Croatian Industrial and Chamber of Commerce. Also, we promoted the competition on our website. In total, we have send around 600 emails to Croatian entrepreneurs. The promotion of autumn challenge started 7.11.2017, and promotion for summer challenge started 17.8.2017. Croatian chamber of commerce and German-Croatian Industrial and Chamber of Commerce have send 35 emails, through the network of our stakeholders and our inhouse network of entrepreneur emails have been sent to 500 entrepreneurs with request to forward our competition to all parties that could be interested in the competition. The promotion of all our activities, including summer and autumn challenge took place in all business breakfasts that we have organized in this period. With these numbers, we believe that reached at least 600 young SMEs and entrepreneurs interested in our project topic.

SOFENA: For both Summer and Autumn challenge SOFENA communicated the events by an article, a short invitation and guidance how to proceed that was published on its web site (on 11.08.2017 and on 05.10.2017 respectively). The two publications were read totally by 224 site visitors. In addition, SOFENA promoted the competitions personally during the START2ACT Business Breakfasts that took place in Sofia (BB4 on 21.07.2017 and BB5 on 17.11.2017) where totally over 50 participants were present, and during the Annual Meeting of the Association of the Bulgarian Energy Agencies held in Sofia (12-13.09.2017). Personal e-mails with a call to participate in the START2ACT summer challenge were sent to 48 SMEs and start-ups (04.08.2017). E-mails were also sent with a message to be circulated to 22 organizations for business support like SOFIATECH, ELEVEN, LaunchHub, CEIBG, BARDA, etc. (on 04.08.2017) and to other 7 regional offices of the Bulgarian Chamber of Commerce and Industry (08.08.2017). By face to face meetings and by telephone calls the stakeholders were asked to promote the events, and in e-mail detailed information and a link was sent about the autumn challenge asking them to share it online and, in their newsletter (07.11.2017).

ENERO: For the Summer Challenge and the Autumn Challenge, ENERO sent information about it by email, targeting the SMEs consulted within the START2ACT project, and some other personal contacts. Circa 30 SMEs were directly reached. We also shared the information on ENERO and personal social media accounts (Facebook). We also promoted the two energy efficiency competitions during the training events organized within START2ACT project: (1) 15 SMEs trained and informed in total during the period (8 SMEs during 30-31.10.2017 in Cluj and 7 SMEs during 14-15.11.2017 in Iasi; and (2) 36 participants informed during workshops for startups (20 participants on 30.10.2017 in Cluj and 16 participants on 15th November 2017 in Iasi). As a result, two entries came from Romania (Lacra Ocunsi and AMFILM) for the Autumn Challenge.

KAPE: Both the Summer and Autumn challenge, KAPE promoted via different web presences: The own website with 1500 followers per month; www.energia0.pl energy efficiency related website with 300 followers per month and via social media: facebook with 500 followers and post read by 1300 followers,

twitter with 96 followers. KAPE promoted the challenge personally to the target group on events such as SME on-site visits (27 visits), startup mentoring (3 events). Winter challenge was also promoted on dissemination event Startup Europe Week 2018 (7th March 2018) with 300 participants. KAPE promoted Summer and Autumn challenges by making own photos on START2ACT challenge twitter with examples of energy saving behaviour.

Startups.be: Startups.be leveraged its networks (i.e. website and social media) to promote the Summer and Autumn challenge. Our online marketing strategy aimed to create awareness among our network of Belgian startups and to build traffic, leading to more participants. The Summer challenge was cross-promoted on our blog section. The blog post where it was placed received 93 unique page views (<https://startups.be/blog/post/belgian-startups-take-bite-out-israeli-food-industry>). The Autumn challenge was added as an open call to our calendar on the Startups.be website, receiving a total of 38 unique page views. Both challenges were also promoted through our social media network, mainly Facebook and Twitter and through employees' own social media networks. In addition to the START2ACT promo material we created supplementary promotion material, tailored to the local environment. For instance, we made a short video that promoted the Autumn challenge (<https://twitter.com/StartupsBe/status/930405101788958720>). We also created animated graphics with the residents of BeCentral (an innovation hub in Brussels, where our office is located) to promote the Autumn challenge. This helped us to engage and spread the word about the challenge among BeCentral residents, mostly startups. (<https://twitter.com/StartupsBe/status/923563283289952261>). More than 158 people engaged with both challenges through social networks.

SIEA: To promote the START2ACT Summer and Autumn challenge, an email was prepared and sent to contacts in Slovak language. The email described the START2ACT project with its key activities laying a special focus on the Summer and Autumn challenge, respectively. The email was sent to approximately 50 contacts - mostly gained during the START2ACT project implementation. Another approximately 200 email contacts were reached through stakeholders and their databases. Moreover, the START2ACT Autumn challenge was also introduced and participants were invited to participate, on the Business Breakfasts organised in Bratislava (12.10.), Košice (17.10.) and Banská Bystrica (24.10.) with total outreach of 159 participants. During the START2ACT on-site capacity building activities, employees of the SME consulted were informed about the START2ACT challenges and how to participate. Thanks to the website examples how to enter the challenge, this approach proved to be very successful in Slovakia as one of the participants (ECONS ENERGY) was selected as the [winner of the summer challenge](#).