

H2020 WORK PROGRAMME

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D3.3 - REPORT ON ROUND-TABLE CONSULTATION FOR ADVERTISING CAMPAIGN

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Terms, definitions and abbreviated terms

Acronym	Definition
DoA	Description of Action
GDPR	General Data Protection Regulation
KPI	Key Performance Indicators
M	Month
SIE	Sustainable Innovations Europe SL
WP	Work Package

1 Executive Summary

This document is the SUPER-HEERO project Report on round-table consultation for advertising campaign (contract no. 894404) corresponding to D3.3 (M18) led by SIE. This document describes the round table held with the pilot supermarkets to decide on an advertising campaign to promote their involvement in the SUPER-HEERO project and raise awareness about energy efficiency among their customers. It describes the main issues discussed during the round table and highlights the main proposals and ideas raised from the participants during the activity.

2 Introduction

This document describes the round table that was held with the pilot supermarkets involved in the SUPER-HEERO project to decide on the best format and content for an advertising campaign to promote their involvement in this initiative and to raise awareness about the importance of energy efficiency among the customers.

First of all, it presents the different successful marketing campaigns introduced to them as examples. Then, it explores the responses they provided to the questions marked, to continue with a qualitative analysis of the ideas and conclusions brought up during each session. To conclude, a timeline with the expected work plan to implement the campaign puts closure to the report.

2.1 Context of WP3

The main objective of this WP is to connect with costumers and engage them:

- To define strategies for awaken general public awareness about energy savings, environmental impact of the production of energy, among others,
- To define (in Task 3.2) and implement (in Task 3.4) the loyalty and reward program (including web-platform and gamification strategies) for supermarket's clients, which should be attractive and promote proactivity.
- To setup advertising campaigns for client's awareness about the Energy savings in supermarkets and define strategies to influence relevant costumer's groups to achieve a wide dissemination.

2.2. Objectives of Task 3.3

The Deed of Agreement (DoA) contemplates that the kick-off for this task will happen through a round-table session in M12 GA with Pilot sites to understand the most effective advertisement campaign. This was extended for two reasons: on the one hand, because it took a bit longer than expected to engage the pilot supermarkets in the project, mainly due to COVID-19 restrictions. On the other hand, by postponing the round tables to M18, we had the chance to do it in a hybrid mode (half online, half face to face) with the Italian pilot supermarkets, taking advantage of the General Assembly meeting for M18 that was held in Padua, Italy.

Successful campaign examples and best practices were brought to the table by the consortium partner SIE, which led the discussion. The outcomes of the round-table are included in this deliverable 3.3, together with the final definition. As a next step, the specific materials will be prepared as part of the task. The monitoring group made by SIE and Sinloc will check the success of the campaigns.

All the actions will be conducted respecting GDPR issues and aligned with project Data management plan produced in WP6.

3 Pilot supermarkets involved

The supermarkets involved were Covirán and DIA from Spain, and Despar-Aspiag Service and NaturaSì from the Italian side.

Initially, a common round table for them all was planned, but there were two main deterrents that, in the end, made the consortium decide to hold two different round tables:

- The language: even though representatives from all the supermarkets could understand some basic English, they didn't feel comfortable enough to carry out the entire round table in this language. Since one of the key goals from the round table was to hear from them, we decided to carry them in the local languages: Spanish and English.
- The dates: it was rather complex to manage to find a common date for the supermarkets to join at the same time. Once we divided them by language, that was a bit easier.

In the end, the consortium partners decided by consensus to hold two round tables:

- The first one was held online on 14 October 2021 in Spanish language with Covirán and DIA in an online format. This round table was moderated by SIE, and it counted with the collaboration of all the Spanish partners Creara and Tándem, as well as with the support and presence of the project coordinator R2M Solution.
- The second round table was held in a hybrid format on 3 November 2021 in Italian language with Despar – Aspiag Service (whose representatives attended presentially) and NaturaSì (whose representatives joined online). All the partners attended this round table, since it was held in the framework of a General Assembly meeting in Padua, Italy, providing them the chance to meet in person representatives from Despar – Aspiag Service. This session was moderated by the Comune di Padova, since it was in Italian language, with the support of SIE and the presence of all the partners.

4 The Spanish round table

As mentioned above, this round table was held online on 14 October, at 10:00 AM. It counted with representatives from the two Spanish pilot supermarkets: Covirán and DIA. It was moderated by SIE and it counted with the support and participation of Creara, Tándem and R2M Solution.

First of all, a set of successful campaigns were presented, to then follow up with a series of potential actions and best practices (full PPT used in Annex I). To collect the opinion of the invited participants and to encourage debate and interaction, they all were asked to respond live to a series of questions about their preferred options. The tool used for this was Mentimeter, which allows to display live the answers of the participants. The answers, of course, were anonymous, providing more freedom to the respondents to say what they really thought, without being appointed for their answers. As a last question, they were all asked to indicate which supermarkets they were representing, so that SIE was able to associate each answer with a specific supermarket when analysing the responses, in case they had different opinions or ideas.



Image 1. Roundtable with Spanish supermarkets on 14.10.2021

Successful campaigns presented

The campaigns were selected after carrying out desk-research. They corresponded to Spanish advertising campaigns, so that the supermarkets could more easily relate with them. The campaigns were also selected based on the fact that they used different outlets and different ingredients, so that debate would be sparked. The campaigns were:

- **#SomosMadrid (#WeAreMadrid) Campaign by La Mallorquina**

La Mallorquina is a traditional patry and coffee shop in Madrid. This campaign was launched when the curfew of the COVID-19 was lifted and mobility restrictions eased, allowing people to return to coffee shops, bars and restaurants. It mainly consists of a video advertisement <https://youtu.be/rDID3abdo8Y> that was promoted on traditional media outlets and on social media.

The interesting ingredients of this campaign is that it uses a very emotional narrative and a language that connects with the general public and makes it feel active part of it. The message “We are Madrid” is making a call to the people to return to their favorite shops and be part of the recovery after the crisis. Communicating with a genuine and transparent purpose is a great technique, and here they are not only clear, but they manage to make the audience feel an important part of the solution to a problem.

Another factor for success in this campaign is that it boosts collaboration by joining forces with other shops and bringing together diverse people and stores looking towards the same goal.



Image 2. Screenshot of #SomosMadrid campaign video

- **#TodoEmpiezaEnUnaLibrería (#EverythingStartsAtALibrary) Campaign by the Spanish Book Sector**

Coinciding with the reopening of stores in Spain after the mobility restrictions caused by the COVID-19 pandemic, all the national booksellers, publishers and distributors came together to launch a campaign aimed at recovering visits to bookstores and cultural spaces.

This was the first time that the main associations of the sector came together to carry out a joint action to reactivate their activity, harshly shaken by the covid-19 crisis.

The campaign recognizes and highlights the importance of bookstores as a basic link in the book chain and a point of connection between authors, publishers and readers, which is why their reopening reactivates the entire sector.

The campaign run on three social media channels : Twitter, Instagram and Facebook, for 8 weeks, from 1 June 2020, reaching its peak on 23 July 2020, International Book Day. Both readers and authors were invited to share videos, images or comments in which they explain anything relevant in their lives that

begun in a bookstore, what makes, in their opinion, a visit to a bookstore unique, or to share singular experiences they lived in these establishments.

Some key elements for the success of this campaign were:

- A well-coordinated and organised campaign on social networks has a great potential to reach a broad audience on the one hand, and also a very specific one. In this case, for example, the campaign had some messages segmented by regions.
- Digital communication strategies supported by influencers in social networks are very effective in mobilizing different audiences, since each one is reached through the trust they place in the people they are interested in.
- In addition, digital campaigns make it possible to engage profiles that would otherwise be much more difficult, such as international writers or top-level political figures.



Image 3. Screenshot of #TodoEmpiezaEnUnaLibrería campaign

- #PostalesMalagueñas (#PostcardsFromMalaga) Campaign from Vueling

Vueling, the airline company, launched a social media campaign based on gamification to resume and boost travels after the pandemic.

In a particularly delicate context for the tourism sector such as the COVID19 pandemic, the main objective of Vueling's campaign was to value the security and guarantees offered by the sector and the company to continue visiting destinations to enjoy them with guarantees, doing activities outdoors or in large spaces.

Specifically, the objective of this campaign, #PostalesMalagueñas, was to make the province of Malaga known as a tourist destination, highlighting its gastronomy, its towns, its hiking routes and its pleasant climate.

Some key factors of the campaign are:

- In difficult contexts such as the current one, it is essential to continue generating conversation with the community and show closeness.
- Gamification on social networks is very effective in awakening interest and transmitting messages.
- Curiosity is a very useful element to generate interest in content. Playing with the curiosity of the users allowed an increase of the interaction rates and a participation above average.
- The combination of variety in the format and homogeneity in the design gave this campaign an identity that the user identified easily. In addition, the simplicity on how to get involved increased the interaction rate and, ultimately, the success of the campaign.



Image 4. Screenshot of #PostalesMalagueñas campaign

Types of actions proposed

A range of different types of actions were proposed as options for the supermarkets, where the pros and cons of each of them were analysed:

- Seasonal / specific date campaigns.
- Events in stores / educational workshops / series of short didactic videos.
- Production of an emotional video.
- Giveaways like tote bags.
- Creation of partnerships: ToGoodToGo, SiRicarria ...
- Printed materials: posters, brochures, etc.
- Traditional media campaigns.
- Social media campaigns.
- 360° Campaign where many different outlets are included to reach the biggest possible impact.

Ingredients of a successful campaign

- Good storytelling.

- Simplicity.
- Target “personas” (show people and use messages they can identify themselves with).
- Appeal to the emotions.
- Whenever possible, involve the audience.
- Offer something tangible and valuable.
- Be consistent (we are promoting energy efficiency and therefore we must be sustainable).
- Maintain a consistent brand image.

Outcomes

The attendees answered five questions on Mentimeter that had a double goal: on the one hand to hear their opinion in a structured manner and, on the other hand, to spark debate and encourage participation. The full results can be seen in Annex II.

As a general conclusion, the representatives from both, Covirán and DIA, agreed on a joint 360º campaign with a high-level, professional video as the core element. The video should appeal to emotions and reach out to the general public with positive messages such as how they can contribute to save our planet and to boost energy efficiency in a time when electricity is reaching record peaks in Europe. They would like the exact same campaign for both supermarkets to broaden its reach and impact.

5 The Italian roundtable

This roundtable was held in a hybrid format on 3 November 2021 in Italian language with Despar – Aspiag Service (whose representatives attended presentially) and NaturaSi (whose representatives joined online). All the partners attended this round table, since it was held in the framework of a General Assembly meeting in Padua, Italy, providing them the chance to meet in person representatives from Despar – Aspiag Service. This session was moderated by the Comune di Padova, since it was in Italian language, with the support of SIE and the presence of all the partners.



Image 5. Roundtable with Italian supermarkets on 03.11.2021

Following an initial introduction by the leader of the SUPERHEERO project, Thomas Messervey of R2M, who illustrated the objectives of the project and the potential developments for the participating supermarkets, the Municipality of Padova intervened to briefly present the purpose of the meeting, and to agree on the communication and dissemination activities to be carried out during 2022 to give visibility to the actions implemented by NaturaSi and Aspiag Service srl.

As part of the project, some communication actions are planned with the following aims:

1. involve end consumers to orient their choices towards greater sustainability, both within the stores and in their own home,
2. involve operators of large-scale distribution to make the stores more efficient and greener and to give visibility to the interventions carried out to encourage a potential replication by other subjects of the same category or by other sectors,
3. involve the actors of the energy renovation supply chain, from technology suppliers to traditional or more innovative financial operators, to the world of professionals that design the interventions.

Successful campaigns presented

The campaigns presented were the same as to the Spanish round table, with all the content translated into Italian, so that they would all have the same information.

Types of actions proposed

During the meeting, some potential actions to be communicated were investigated.

1. Emphasis was placed on the energy efficiency and RES production interventions already carried out or planned in the Paduan stores of the supermarkets involved in the project. As for the planned interventions, it would be interesting to give visibility to those carried out thanks to the energy audits developed by Rina Consulting in the pilot stores (all the NaturaSi points of sale located in the Municipality of Padova and the Interspar store in Pontevigodarzere street belonging to Aspiag Service srl). Supermarkets will disseminate the results obtained on their stores, pushing their customers to follow a similar process.
2. A further element that will be managed together with the pilot supermarkets will be the distribution of awareness material for consumers/ customers. Consumer choices will be oriented towards sustainability: the use of bulk products or with recyclable wrappers, the use of local products and coming from sustainable agriculture, the reduction of food waste, etc.
3. The Paduan stores of the pilot supermarkets will also act as sentinels on the territory, being present in a capillary way in the various city districts. Synergies will be activated with the Municipality of Padova on some projects related to sustainability, and particularly on the energy

renovation of residential buildings. In this sense, supermarkets will disclose information to citizens / customers on the services provided by the Energy Saving Desk activated by the Municipality of Padova and will collect, with a bottom-up approach, the requests of the territory. This activity will also be linked to the activation of energy communities on the municipal territory. The stores can become the new hubs of these communities and citizens / customers will be able to join them directly. Supermarkets will launch a communication campaign to promote this initiative with the support of the Municipality of Padova.

Ingredients of a successful campaign

To communicate the actions in an effective way, a set of tools allowing to reach all potential customers of the stores and citizens in a broader sense, must be defined. The communication activities will not be focused exclusively on the points of sale but will have wider effects: to this end, actions aimed at the engagement and awareness-raising of customers of the pilot supermarkets and a wider audience are envisaged.

Outcomes

Here below the list of communication tools that was decided to be used in the Municipality of Padova:

- Communication on websites and social channels. All supermarkets have already set-up a section dedicated to sustainability issues (<https://www.despar.it/it/sostenibilita/>, <https://www.naturasi.it/bilancio-della-sostenibilita/>). These sections will include the activities carried out within the SUPER-HEERO project. Moreover, the Municipality of Padova will create a webpage on the municipal website to present the main outcomes of local initiatives. To increase the number of people / clients informed about the projects and the involved stores, a social media campaign will be designed and launched, exploiting the existing municipal & supermarkets social media channels and the newsletters. The social media channels will be used also to publicize the events co-organized by the Municipality with the pilot supermarkets.
- Creation and distribution of information material at the points of sale involved in the project (flyers, posters, roll-ups, etc.). To increase the awareness of people, some dissemination material will be designed by an external communication expert (graphic designer), printed, and distributed in several moments. This material will help citizens in understanding the activities carried out by the involved supermarkets as well as in increasing their awareness in sustainability issues; therefore, flyers/leaflets and posters will be drafted with a special attention to communicate in clear, easy to understand and attractive way. Information panels and stickers will be installed outside and inside the pilot case stores, to provide information to customers on the energy efficiency and sustainability measures implemented by the supermarket and to give useful tips to consumers to save energy and being eco-friendly.
- Creation of information points / events in stores (e.g., activities related to the Energy Saving Desk). The awareness raising events will be organized: directly in the pilot case supermarkets, in local events (fairs, municipal events, etc.) local open-air markets.
- Deploying gadgets. During the information events that will be organized by the Municipality, some gadgets/promotional products will be distributed to reinforce the core benefits of the

measures proposed and features the name of the SUPER-HEERO initiative. The selection of the promotional product will be performed by the municipal staff, paying attention to the link of the product with what proposed by the project and with the intervention concretely performed in the stores.

6 Next steps

As next steps, SIE will prepare a proposal for the specific content decided, based on the budget, and define a more specific schedule.

SIE will then create and validate specific content and materials. Once they are approved by all the parties, the campaign will be launched coordinately in all the media and channels possible. The impact will be monitored and measured, to see if there are any actions that could enhance its impact until the campaign is over.

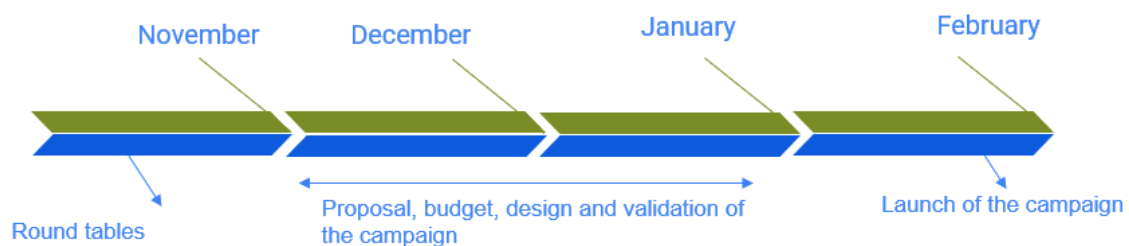


Image 7. Tentative campaign timeline

ANNEX I. SLIDES USED FOR THE SPANISH ROUND TABLE CAMPAIGN (IN SPANISH LANGUAGE)



Agenda

- Introducción
- Acciones de comunicación
- Ejemplos de campañas exitosas:
 - #SomosMadrid
 - #TodoEmpiezaEnUnaLibreria
 - #PostalesMalagueñas
- Tipos de acciones
- Ingredientes clave en una campaña exitosa
- Sigüientes pasos
- Sesión interactiva con mentimeter

PROYECTO SUPER-HEERO

Acerca de

El proyecto SUPER-HEERO tiene como objetivo desarrollar esquemas financieros innovadores y replicables para la inversión en eficiencia energética en pequeños y medianos supermercados; basado en la participación de las partes interesadas y la comunidad.

El enfoque se basa en tres instrumentos principales

- Diseño de Contratos de Rendimiento Energético (EPC),
- Modelos de uso de producto como servicio para la participación de proveedores de tecnología,
- Iniciativas de cooperación / financiación colectiva de la comunidad.

SUPER-HEERO permitirá la reducción de costes por adelantado y la participación de fuentes de inversión adicionales, al tiempo que brindará ahorros económicos y ambientales directos para el supermercado, así como para el cliente final, las ESCO comprometidas, y los proveedores de tecnología.



PROYECTO SUPER-HEERO

Supermercados piloto

DIA

COVIRAN

naturasi




Horizon 2020
European Union Funding
for Research & Innovation

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 894404

Acciones de comunicación

Las siguientes acciones de comunicación están contempladas en el marco del proyecto:

- Notas de prensas con avances
- Comunicaciones en las redes sociales del proyecto.
- Plataforma

Además, hay presupuesto para acciones de promoción. El propósito de esta mesa redonda es decidir qué acciones se quieren llevar a cabo.



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Acciones de comunicación



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Ejemplos de campañas exitosas

#SomosMadrid – La Mallorquina

- Desarrollo del concepto #SomosMadrid
- Video
- Campaña en medios de comunicación
- Campaña en redes sociales

*Más información: <https://www.topcomunicacion.com/comunicacion-tienda-comercio-local/>



Ejemplos de campañas exitosas

#TodoEmpiezaEnUnaLibrería

- Creación del concepto #TodoEmpiezaEnUnaLibrería.
- Desarrollo de un calendario de posts durante 2 meses, incluyendo videos y entrevistas.
- Lanzamiento de un concurso para ampliar el impacto e involucrar a los usuarios.
- Redacción y envío de nota de prensa animando a la gente a participar con el hashtag #TodoEmpiezaEnUnaLibrería.
- Diseño de materiales específicos y promoción en redes sociales mediante campaña de pago.
- Sorteo final.

*Más información: <https://www.topcomunicacion.com/reactivar-actividad-libreria-redes-sociales/>



Ejemplos de campañas exitosas



#PostalesMalagueñas

Estrategia de gamificación en redes sociales para involucrar a los usuarios: Puzles, sopas de letras, encuestas, "destino oculto", quizzes.

*Más información: <https://www.lapcomunicacion.com/como-hacer-concursos-juegos-encuestas-en-redes-sociales/>



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Tipos de acciones



Diferentes acciones para supermercados:

- Campañas estacionales/de fecha específica. A ser posible local.
- Eventos en tiendas / talleres educativos / serie de vídeos didácticos cortitos.
- Producción de un video emotivo.
- Regalar mercadotecnia como bolsitas de tela.
- Asociar las campañas in situ con las de redes sociales.
- Creación de partnerships: ToGoodToGo; SiRicaria...
- Materiales impresos: pósters, folletos, etc.
- Campaña 360.



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Ingredientes clave de una campaña exitosa



- Contar una historia con técnicas de narración apropiadas (storytelling).
- Simplicidad.
- Dirigir la campaña a "personas" (mostrar gente y utilizar mensajes con los que se puedan identificar).
- Apelar a las emociones.
- Cuando sea posible, involucrar a la audiencia.
- Ofrecer algo tangible y valioso.
- Ser coherentes (estamos promoviendo la eficiencia energética y por tanto debemos ser sostenibles).
- Mantener una imagen de marca consistente.

Siguientes pasos

- Decidir en el tipo de campaña/materiales.
- Definir presupuesto y calendario.
- Crear y validar los contenidos y materiales específicos.
- Promocionar la campaña en todos los medios y canales posible.
- Medir el impacto.
- Continuar con la campaña durante el tiempo estipulado.





Sesión interactiva



1

Grab your phone

www.menti.com

2

Go to www.menti.com



3

Enter the code **11781414** and vote!

<https://www.menti.com/196252nwoj>

SUPER-HEERO
 SuperHeero_EU
www.super-heero.eu

ANNEX II. SLIDES USED FOR THE ITALIAN ROUND TABLE CAMPAIGN (IN ITALIAN LANGUAGE)



Il progetto

SUPER-HEERO è un progetto europeo finanziato dal programma Horizon2020, finalizzato all'attivazione di investimenti in efficienza energetica nei supermercati e basato sul coinvolgimento degli operatori della Distribuzione Organizzata e delle comunità locali. Il progetto intende sviluppare schemi tecnico-finanziari facilmente replicabili, da sperimentare in alcuni casi pilota.



OBIETTIVI



Sviluppare e progettare uno schema innovativo per l'investimento in efficienza energetica nei supermercati di piccole e medie dimensioni, basato sul coinvolgimento degli stakeholder e della comunità locale.



Compilare un portafoglio di misure energetiche ad hoc per supermercati.



Implementare strumenti finanziari innovativi per investimenti in efficienza energetica in due casi di studio



Definire una strategia e una metodologia strutturate per la replicabilità dello schema finanziario a livello regionale e nazionale.



Identificare gli ostacoli da superare e le esigenze a supporto dello sviluppo di quadri normativi e politici che consentano l'adozione di schemi finanziari innovativi per gli investimenti nell'efficienza energetica.



Azioni di comunicazione



Nell'ambito del progetto sono previste le seguenti azioni di comunicazione:

- Note stampa con anticipi
- Comunicazioni sui social del progetto
- Piattaforma

Inoltre, c'è un budget per le azioni promozionali. Lo scopo di questa tavola rotonda è decidere quali azioni si desidera eseguire.



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Azioni di comunicazione

Nell'ambito del progetto sono previste le seguenti azioni di comunicazione con le seguenti finalità:

- Coinvolgere i consumatori per orientare le loro scelte verso una maggiore sostenibilità
- Coinvolgere gli operatori della GDO per rendere i punti vendita più efficienti e green
- Coinvolgere gli attori della filiera della riqualificazione energetica nel processo per migliorare la fornitura di beni e servizi



Azioni di comunicazione

Cosa comunicare?

- ✓ Interventi già realizzati o previsti su alcuni punti vendita padovani
- ✓ Materiale di sensibilizzazione per i consumatori
- ✓ Informazioni su come intervenire in casa propria (il supermercato come punto di informazioni per il quartiere – in sinergia con lo sportello per il risparmio energetico del Comune di Padova)

Azioni di comunicazione



Come comunicare?

- ✓ Comunicazione sui siti web + social (anche con produzione di video)
- ✓ Creazione e distribuzione materiale informativo (flyers, poster, roll-up, etc.)
- ✓ Creazione di punti informativi / eventi nei negozi (es. sportello per il risparmio energetico)
- ✓ Distribuzione di gadget
- ✓ Adesione alla piattaforma SUPERHEERO per i supermercati per connetterli agli attori della filiera e alle opportunità di riqualificazione

Il progetto ha a disposizione alcune risorse.

Lo scopo di questa tavola rotonda è decidere quali azioni si possono realizzare congiuntamente.



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Azioni di comunicazione



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Campagne di successo

HUMAN-BASED

ENERGY EFFICIENCY

RETROFITTING

OPTIMISATION

Esempi di campagne di successo



#TodoEmpiezaEnUnaLibrería (#TuttoiniziaInUnaLibreria)

- Creazione del concept #TodoEmpiezaEnUnaLibrería.
- Sviluppo di un calendario post per 2 mesi, inclusi video e interviste.
- Lancio di un contest per ampliare l'impatto e coinvolgere gli utenti.
- Scrivere e inviare un comunicato stampa per incoraggiare le persone a partecipare con l'hashtag #TodoEmpiezaEnUnaLibrería.
- Progettazione di materiali specifici e promozione sui social network attraverso una campagna a pagamento.
- Sorteggio finale.



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Esempi di campagne di successo



#PostalesMalagueñas

- Strategia di gamification nei social network per coinvolgere gli utenti: puzzle, ricerche di parole, sondaggi, "destinazione nascosta", magari.



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Azione scelta dai supermercati spagnoli



Il 14 ottobre abbiamo tenuto una tavola rotonda con DIA e Covirán, i supermercati spagnoli.

Hanno deciso di fare **un video emozionale con forte promozione sui social network e sui media.**

Se realizziamo un video congiunto (traducendolo in spagnolo e italiano) e lanciamo la campagna coordinata, potrebbe avere più successo.



Horizon 2020
European Union Funding
for Research & Innovation

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ANNEX III – FEEDBACK COLLECTED FROM THE SPANISH ROUND TABLE THROUGH MENTIMETER (IN SPANISH LANGUAGE)



¿Te gustaría proponer alguna otra idea?

Campaña 360 grados y estoy de acuerdo con el compañero de Covidán de utilizar como gancho la subida del precio de la energía eléctrica

no

¿Qué factores son los más importantes para ti en una campaña? Por favor, ordénalos según su importancia.



¿Te gustaría proponer alguna otra idea?

Cóvirañ

Dia



SUPER HEER

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