

ENERGIADIÉTA

Csatlakozz a kihíváshoz, és nyerj!



mvmnext.hu/energiadieta

MVM

Energydiet

Energy saving campaign for the customers of the retail segment in Hungary

Hungary
MVM Next Energy Trading Ltd

BACKGROUND INFORMATION

- Hungarian National Energy and Climate Plan
- The Energy efficiency obligation system (EKR), within the framework of which programs aimed at certified energy savings (HEM) or energy efficiency improvement measures must be planned and implemented.
- Hungary's largest EKR obligant is MVM Next.
- In the B2B sector, the process of fulfilling the obligation has been operating for a few years.

The task and purpose of MVM Next

- Education of the retail segment
- Involvement of the consumers in various attitude-shaping programs
- Supporting the fulfillment of certified energy saving expectations towards MVM Next

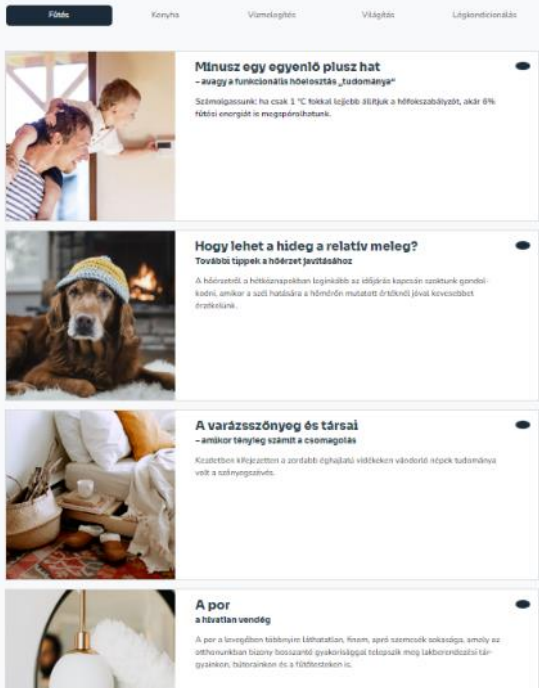


The content and the message of the campaign serves the purpose of using energy more consciously and to get as many people as possible to join the individual challenge, in short: as many of us as possible should consume less.



Energydiet in numbers

- One [website](#)
- Attitude-shaping content on 5 topics: heating, air conditioning, kitchen energy saving, water heating, lighting.
- Previous campaigns: 5 campaigns in total
 - **2023: 3 campaigns (winter, summer, winter)**
 - **2024: 2 campaigns (summer, winter)**
- In total registrants almost 50.000 people, and 19.000 people completed the questionnaire.
- In 2023, during the 3rd campaign, the attitude-shaping project achieved a record GJ savings.
- Several partner fields (marketing, business site etc.) and several organizations work together on this project (MEKH, auditors, Next).





How the campaign works?

- Educational savings tips, registration for the challenge, prize draw: <https://www.mvmnext.hu/energiadieta>
- We organize a "challenge" ("energy diet") for those interested in energy-saving subjects. Parts of the challenge in general: heating, air conditioning, kitchen energy saving, water heating, lighting.
- You can register for the challenge via the Energiadiéta website, which any natural person can do, regardless of whether they are a client of MVM. Online registration takes 1 minute.
- The campaign channels: Facebook, Google ad, E-dm, the Energydiet website, corporate websites (banners).
- During the challenge, we present consumption-reducing tips on the website, and then, at the end of the activity, we measure the effect of the consumption-reducing tips and their attitude-shaping power with an online questionnaire.
- We support each campaign with a prize draw: after the challenge, we draw a higher-value voucher that can be redeemed for electrical products among the customers who fill out the questionnaire.

Questionnaire, feedback



- Registered participants will receive a questionnaire that can be filled out online.
- Completion based on self-declaration (which energy saving tips were followed, how they were followed, if they were followed at all).
- The answers given in the questionnaire provide the data for calculating energy consumption and energy savings. In this way, it is possible to calculate the energy savings achieved by the participant and the total amount of energy saved by all the participants.
- The calculations are performed and verified by our auditor partner. Auditing alone is not enough, the results of the questionnaire must also be verified.

ENERGIADIÉTA

Kövesse az ajánlásokat,
és figyelje a változást!



Challenges & solutions

- The customers are less open to energy saving. It is difficult to show the positive effect of this.
- Accountability difficulties. Customer's energy savings cannot be accounted for if they have already participated in another project/challenge.
- Contents are finite. It is difficult to introduce new topics and thus address new participants.
- The questionnaire seems to be long (it contains more than 20 questions), and the willingness to fill it in may decrease.

We are constantly working to

- develop the challenge website and create better and more informative and detailed education content
- cooperate with various organizations to optimize the challenge
- find new approaches to reach the target audience



Thank you for your attention!

If you have any questions, please don't hesitate to contact me:

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