



European Energy Network

The voluntary network of European Energy Agencies - at the heart of the clean energy transition

Name and Country of EⁿR Member

ENEA - Italy



Name of Project/Programme & Link to website

Title: National Training and Information Programme

Duration: 3 years starting in

Budget: 4,100,000 €

Funding programme: Governmental funding

Partnership: ENEA and Ministry of Economic Development

<https://italiainclassea.enea.it/>

Description of Project

The first year of activity was characterised by information and training activities focused on public at large, by means of national campaign “Italia in classe A” (“Italy in A class”). The radio and television information campaign was organised from 13 October to 26 December 2016 on the three main Public Italian television broadcast channels (Rai 1, Rai 2, Rai 3), that identified, with ENEA’s support, several TV programs well known by the public, covering the main television genres (news, soap opera, infotainment, quiz show, ecc.) and the most of broadcasting time slots. This allowed to reach very important results, rewarding the strategic choice of such mass information action:

- 55 million of gross contacts: in the case of advertising campaigns this would imply having achieved almost 1 GRP (Gross Rating Point, equivalent to the Italian population).

The Energy Efficiency Month initiative, devoted to the large public as well, started in 2016 and will become annual. November was chosen as the energy efficiency month, and companies, category associations, Public Administration and schools were invited to join the initiative, by organising, during the month, several events, promotional activities and information seminars, to promote a more conscious use of energy. The reply to the initiative was more than promising:

- more than 25,00 e-mails asking for technical and organisational information;

- 140 expressions of interest in being involved, through phone contact;
- 400 actual subscriptions;
- 270 events.

The overall initiative result has been estimated in around 12 million of final consumers reached, a figure particularly interesting if one considers the wide range of targets associated to the different stakeholders involved.

The second year’s operational programme was divided into four macro-projects for individual targets (schools, SMEs and banks, the public administration and households living in condominiums) and four horizontal multi-target actions. In particular, the campaign Italy in Class A has become itinerant and the promotion of the topic of energy efficiency to the various targets has been carried out throughout the country, visiting 10 medium-large Italian cities and with the collaboration of the various local stakeholders (public administration, professional associations, universities, professional associations). The Italy in Class A Facebook page was the primary point of reference and tool for disseminating the events of the 10 stops of the tour, disseminating the material from over 40 live linked events and with the possibility of reaching segmented targets, differentiating and personalising the messages, for example through geolocalised campaigns or posts targeted by age groups. Just on the official Facebook page of Italy in Class A, from the beginning of October 2017 to 10 April 2018 the timeline deliveries of the posts were about 1,200,000, for a total number of over 640,000 people reached (half of them in the age group ranging from 25 to 44 years) and over 23,000 user interactions.

The third year had as its leit motiv the achievement of three objectives of influence (consolidation; analysis of communication impact; communication of results) for five groups of the Italian population (Under 25; Active; Over 65; People in conditions of energy vulnerability; Women). “Faculties” and “responsibilities” have been attributed to each citizen included in the five groups considered, according to their different functions, so that the information obtained can represent the real driving force behind a demand for energy efficiency.



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Aim/Expected Impact of Project

The Programme aims at mitigating information asymmetries by supporting citizens and businesses in the decision-making process to make effective consumption and investment choices for energy efficiency of selected targets.

Involvement of the Agency and Link to the EU Green Deal

- **Sector integration**
- **Digitalisation**
- **Circular Economy**

Article 13 of Legislative Decree 102/2014 envisaged a specific Three-Year Training and Information Program, the elaboration of which was realised by ENEA involving different actors as Regions, consumer associations, and associations of ESCOs and energy services companies.