

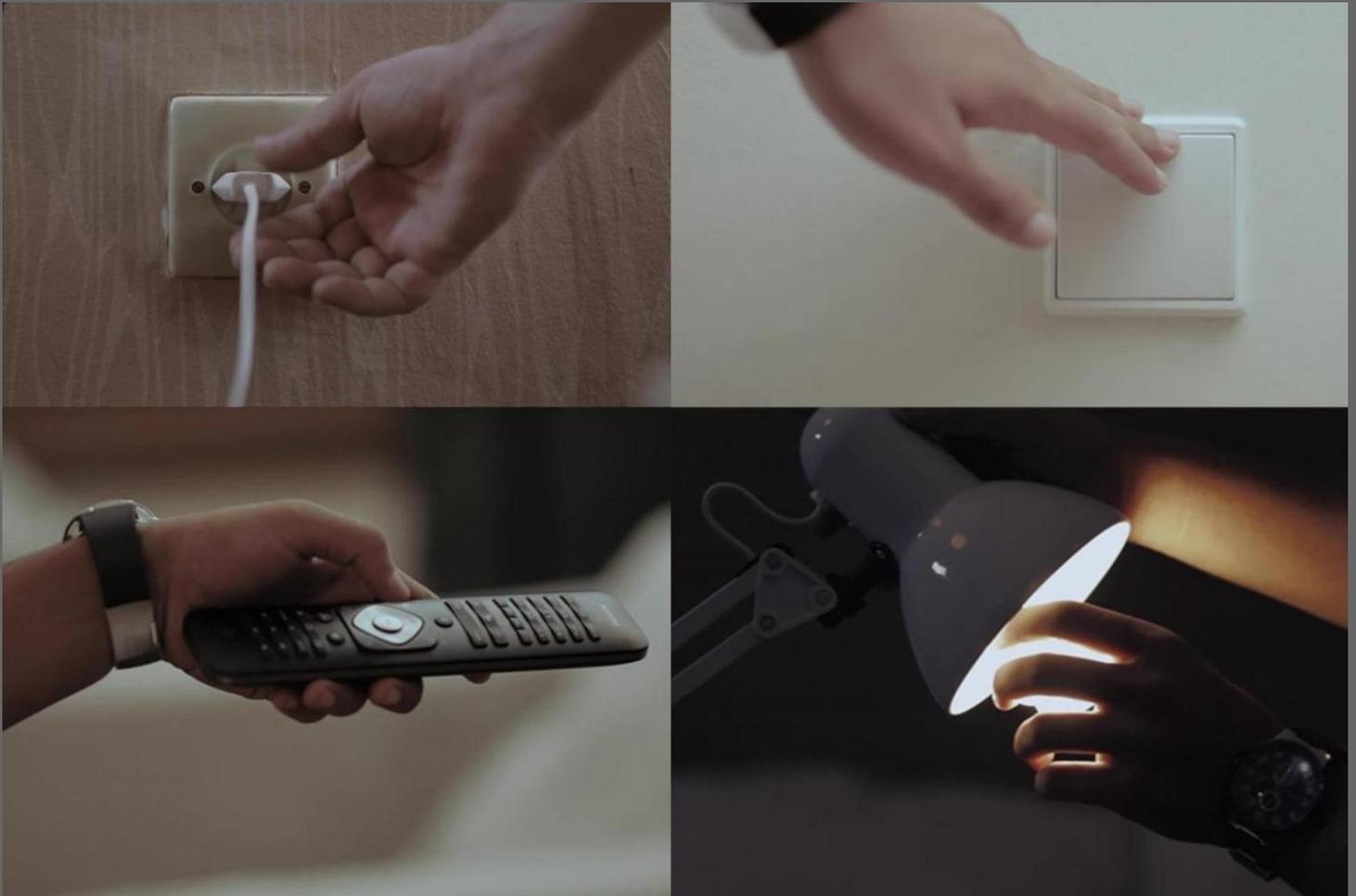


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ENHANCING CAPACITY FOR LOW EMISSION DEVELOPMENT STRATEGIES  
(EC-LEDS) CLEAN ENERGY PROGRAM  
COOPERATIVE AGREEMENT NO. 114-A-13-00008

# COMMUNITY BASED SOCIAL MARKETING CAMPAIGN DESIGN



January, 2016

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STRATEGIES (EC-LEDS) CLEAN ENERGY PROGRAM

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## **DISCLAIMER**

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

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## ACRONYMS

ACT	Analysis and Consulting Team
CBSM	Community Based Social Marketing
CFL	Compact Fluorescent Lighting
CoM	Covenant of Mayors
EC-LEDS	Enhancing Capacity for Low Emission Development Strategies
EE	Energy Efficiency
KAB	Knowledge, Attitude and Behavior
RE	Renewable Energy
USAID	United States Agency for International Development

## I. BACKGROUND INFORMATION

Community-Based Social Marketing (CBSM) will serve as a complimentary behavior change approach to EC-LEDS information-intensive outreach campaigns. In contrast to more conventional awareness-building approaches, CBSM is extremely effective at bringing about targeted behavior change in communities and has met with widespread energy efficiency, conservation and environmental communications success.

In Year I EC-LEDS conducted the Knowledge, Attitude and Behavior (KAB) Survey to collect baseline data on the EC-LEDS project performance indicators, in particular, indicators related to the outreach program, as well as study of the behavior of energy consumers (end users). The baseline data is utilized to inform the preparation of CBSM pilot campaign.

The research project was planned and implemented in two phases within the framework of EC-LEDS omnibus research:

### First Phase

For the first phase, the quantitative baseline survey collected data on information related to all objectives, including indicators for the outreach program, focused on Knowledge, Attitudes and Behaviors, as well as end-use data useful for implementing all components of the program.

### Second Phase

During the second phase, information from the initial survey were used to select two target municipalities for conducting the Community-Based Social Marketing (CBSM) pilot. Focus groups were conducted in the two selected municipalities of Kutaisi and Zugdidi to determine the barriers and benefits within the target groups of adopting selected behaviors related to climate change mitigation, e.g. installing energy efficiency measures in buildings, using less polluting forms of transportation, reducing waste generation, reducing cutting of trees, etc.

The results of the focus groups informed the second survey for the CBSM. Survey questions are based on focus group findings, and are designed to specifically determine the barriers and benefits associated with the behaviors chosen for the CBSM campaign and to verify the findings in the focus groups and determine the size of the CBSM target segments.

The baseline survey was implemented nationwide including ten designated municipalities: Batumi, Kutaisi, Gori, Tbilisi, Poti, Rustavi, Zugdidi, Zestafoni, Akhaltsikhe, and Telavi. Sample design has been elaborated in such a way to enable a three percent margin of error nationwide and a five percent margin of error for target municipalities. A total of 4380 interview respondents with oversample in target municipalities have been selected.

The main communications objectives of the formative research were:

1. To collect and analyze baseline data on 'End Users' (consumers) to be utilized as input for the preparation and modeling of Sustainable Energy Action Plans (SEAP) at the municipal level;
2. To collect and analyze data to inform the preparation of Public Awareness and Outreach Campaigns; and,
3. To collect and analyze data on the behavior of energy consumers (end users) in order to plan CBSM pilot campaigns.

Key findings gleaned from the Act baseline survey include:

- Few Georgians are familiar with the concept of energy efficiency. There are more people in Tbilisi who consider themselves somewhat aware of the term but those who consider themselves familiar with energy efficiency are extremely limited.
- Every third respondent from Tbilisi had not heard the term "energy efficiency"; the percentage of those unaware of energy efficiency is much higher in urban areas outside Tbilisi and especially in rural areas; the half of respondents in rural areas report they have never heard the term "energy efficiency."
- Although the majority of respondents are not informed about energy efficiency measures, they would consider buying efficient appliances and technologies, switching to efficient energy sources, and taking actions to cut down on energy consumptions.
- Respondents currently do not implement major energy saving actions – the majority only switch off lights when nobody is in the room or turn off the TV when nobody is watching.
- Energy efficiency measures are evaluated as important factors mainly to reduce costs but a significant number of the respondents, especially from Tbilisi, consider environmental issues when talking about energy efficiency.
- For information campaigns on energy efficiency, television is the preferred information source.
- Tbilisi residents and residents in other urban major areas also named the Internet as a leading secondary information source for energy efficiency.
- The lack of awareness of the concept of energy efficiency and of energy efficiency measures and appliances.
- A majority of Georgians believe energy efficiency is not available to them and they cannot control their energy costs.
- Despite the lack of information, the majority of respondents would consider buying efficient appliances and technologies and taking energy reducing actions mainly to reduce costs, and
- Respondents do not implement major energy saving actions, despite their expressed readiness to use or switch to more energy efficient technologies. The survey also identified television and the internet as the main preferred sources of information on energy efficiency among Georgian households.

## 2. CAMPAIGN PURPOSE AND TARGET AUDIENCE

The purpose of the CBSM campaign is to influence specific energy efficiency and climate change mitigation behaviors in targeted groups based on community-based research in order to change behavior, achieve energy savings and/or emissions reductions, to provoke discussion among the public and generate a deeper insight on EE/RE. Also, the opportunity to expand to other behaviors or other communities and to identify commonalities to scale up the campaigns will be assessed.

The stakeholders targeted are mainly households and small businesses, and youth (secondary and University students). However, the campaign will also target secondary stakeholders such as the municipal government employees, especially regarding policies that can support successful campaigns, and linking to other municipal outreach activities.

The surveys suggested the target communities and behaviors of CBSM campaign as follows:

### 1. Kutaisi (SEAP supported)

Behavior: Green public space

Target Group: Community/neighborhood members

### 2. Zugdidi (SEAP supported)

Behavior: Install EE bulbs

Target Group: Non-users and partial users

In January 2016 Kutaisi Municipality made a decision to arrange an energy efficient public park in the center of Kutaisi as part of the commitment taken under Covenant of Mayors (CoM) to reduce CO<sub>2</sub> emissions by 20% by 2020. The Municipality addressed EC-LEDS to change the CBSM activities from greening to installation of “Solar Tree” in the new park. EC-LEDS decided to follow the request of Kutaisi Municipality and support the installation of a Solar Tree as part of its CBSM Campaign in Kutaisi.

The second pilot in Zugdidi will be designed and conducted after meeting with municipality officials and on the basis of findings suggested by Kutaisi CBSM pilot evaluation in summer 2016.

### 3. CBSM TOOLS

The section below describes the CBSM tools to be employed during Kutaisi pilot.

#### 1. Creating Social Norms: Building Community Support

Norms should be used to encourage people to engage in positive behaviors, rather than avoiding harmful actions. If the undesirable behavior is common, the norm should be combined with descriptive information and praise when someone is performing the sustainable behavior better than the average person. <sup>1</sup>

#### 2. Prompts: Remembering to Act

Numerous actions that promote sustainability are susceptible to forgetting, including, for example, turning off computer equipment and checking air pressure in tires. Prompts are visual or auditory aids which remind people to carry out an activity that they might otherwise forget. They do not change attitudes or increase motivation, but simply remind people to engage in an action they are already predisposed to do. To be effective in encouraging either one-time or repetitive behaviors, they should be noticeable, self-explanatory, be presented as close in time and space as possible to the targeted behavior, and be used to encourage people to engage in positive behaviors rather than avoid environmentally harmful actions. <sup>2</sup>

#### 3. Communication: Creating effective messages

All persuasion begins with capturing attention, and one of the most effective ways to do that is to present information that is vivid, concrete and personalized. Vivid information increases the likelihood that a message will be attended to initially, called encoding, and to be recalled later. Once a method of gaining peoples' attention has been found, the attitudes, beliefs and behavior of the intended audience must be considered. The messages will be tailored to the different segments of that audience you are trying to reach.

#### 4. Convenience: Making it Easy to Act

Evaluating the role of convenience begins with identifying which are the external barriers to adopting the new behavior, and seeking information from other communities or programs as to how they have dealt

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<sup>1</sup> Fostering Sustainable Behavior: Community-Based Social Marketing, the book, Norms – Building Community Support <http://www.cbsm.com/pages/guide/social-norms:-building-community-support/> accessed on 10-24-13

<sup>2</sup> Fostering Sustainable Behavior: Community-Based Social Marketing, the book, Prompts – remembering to act <http://www.cbsm.com/pages/guide/prompts:-remembering-to-act/> accessed on 10-24-13

with those barriers. This also provides an opportunity to understand what resources were required to understand the external barriers. In order to improve or enhance the convenience of adopting the new behavior, one wants to make the desired behavior more convenient and less expensive than the alternative, which increases motivation to adopt the behavior. Incentives often help to make the desired behavior less costly. Since convenience is to some extent a matter of perception, it is helpful to provide people the opportunity to experience the behavior, often resulting in their perception changing to see the new behavior as more convenient than they first thought. If the desired behavior is only somewhat inconvenient, it can be addressed through commitments and norms. If it is perceived to be very inconvenient, other measures may be required. <sup>3</sup>

## 5. Word-of-Mouth

Promotion of Word-of-Mouth happens whenever one person tells others about the activity being advanced or new technology being introduced. Word-of-mouth marketing encompasses a variety of subcategories, including buzz, blog, viral, grassroots, brand advocates, cause influencers and social media marketing, as well as ambassador programs, work with consumer-generated media and more, can be highly valued by product, social media and performance marketers.

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<sup>3</sup> Fostering Sustainable Behavior: Community-Based Social Marketing, the book, convenience – making it easy to act <http://www.cbsm.com/pages/guide/convenience:-making-it-easy-to-act/> Accessed 10-24-13

## 4. PLAN OF THE CAMPAIGN - KUTAISI

The Kutaisi CBSM pilot will be launched on May 2<sup>nd</sup> during the holiday of Kutaisoba.

Table I describes activities and timeline of Kutaisi CBSM pilot.

**Table I. Schedule of activities and timeline**

Activity/Timeline	Description
Design and production of a Solar Tree February-March, 2016	The EC-LEDS outreach team in cooperation with the Municipality of Kutaisi will design and produce a Solar Tree, which will be installed in the new energy efficient park in the center of Kutaisi on the roof of underground on Rustaveli avenue.
Design and production of complimentary printed materials February-March, 2016	The EC-LEDS outreach team will design and produce the printed educational brochures about operation of renewable energy in general and Solar Tree in particular. In addition, the campaign will be accompanied by EC-LEDS brochure Energy Efficiency Is A Smart Choice.
CBSM launch in Kutaisi energy efficient park May 2, 2016	CBSM campaign will be launched during the holiday of Kutaisoba on May 2 <sup>nd</sup> . During the holiday events, the visitors will be introduced to the Solar Tree and EE/RE technologies.
Information Session for Youth: A two-part session comprised of a seminar How To Save Energy and a contest Energy Efficiency Is A Smart Choice May, 2016	As part of EC-LEDS CBSM campaign, the program will hold an information session for schoolchildren of 9 <sup>th</sup> -12 <sup>th</sup> grades in the Municipality of Kutaisi to enhance the awareness about EE/RE technologies among youth.
Communication Channels Throughout the campaign	The campaign will be supported by local print and broadcast media. The campaign will be highlighted on EC-LEDS Facebook page Energy Efficiency Is A Smart Choice and official webpage of Kutaisi Municipality.

## 5. TEAM RESPONSIBLE FOR IMPLEMENTATION OF CBSM CAMPAIGN

Responsible for Activities	Supporting Staff
EC-LEDS Awareness/Outreach Manger	Local Consultants  PR Firm