

Information campaign on energy saving bulbs: "10,000 light bulbs for 2000" in Clermont-Ferrand (France)

Summary

Demand-side management for electricity consumption by the general public: energy-saving light bulb awareness and promotional campaign.



Location

Clermont-Ferrand area (France)

Partners

Parties to the partnership agreement:

- ADUHME (project sponsor);
- ADEME Auvergne;
- EDF-GDF SERVICES Clermont-Ferrand;
- PHILIPS Eclairage and its local distribution network;
- ADIL 63.

The commitment and mobilization of the partners in the organization, management and monitoring of the scheme were essential to the smooth operation and success of the campaign. The synergies generated by such close collaboration led the partners to consider organizing another campaign on a different energy efficiency theme: high-performance white goods

Background and objectives

The primary objective of this campaign was to inform domestic consumers living in the Clermont-Ferrand area of the advantages of energy-saving light bulbs. These light bulbs last 8 to 10 times longer than conventional light bulbs, and consume 4 to 5 times less energy. There is, unfortunately, one drawback: price. Although on sale in the usual outlets (superstores, DIY centres) their retail price - around € 15 - is prohibitive.

Duration

The energy-saving light bulbs were distributed via partner networks in a well-orchestrated operation lasting from Tuesday 2 until Tuesday 30 November 1999 (1 month). Point-of-sale promotions were also organized for the four Saturdays covered by the campaign.

Technologies and/or methodologies used

Several manufacturers of high-quality energy-saving light bulbs were initially approached. The only manufacturer able to make a proposal which complied with the requirements of the partners was PHILIPS Eclairage.

PHILIPS Eclairage joined the scheme and, as part of the promotional campaign, offered special discounts on the price of the bulbs: € 4.25 and € 5.85 for the 14 W and 18 W bulbs respectively. The local PHILIPS distribution network was also recruited as a partner in the scheme, and a good number of superstores and DIY centres where PHILIPS energy-saving light bulbs are on sale also joined the scheme.

The partners in the scheme wanted the campaign to have a strong social dimension, allowing the most disadvantaged households to gain access to the light bulbs and make significant savings. Bulbs are to be distributed freely to households that receive social assistance for their energy bills. Some territorial authorities were requested to bear the cost of purchase of the bulbs and their distribution to needy households, under supervision of their local social welfare / services centre.

The partners in the scheme also agreed on a major, highly informative media campaign. TV, radio and magazine spots, publicity in cities, bus-side displays and press advertisements were the principal mass-coverage media used. At the same time, the partners also insisted on using proximity advertising: posters in major public concourses, information leaflets for HLM associations, ADUHME partners, information for neighbourhood associations, consumer associations and employee associations, articles in local press as a follow-up to the press conference launching the scheme, etc.

Results

The scheme cost € 62,000, 33 % of which was funded by ADEME, 49 % by EDF-GDF SERVICES Clermont-Ferrand, 10 % by PHILIPS Eclairage, and the remainder by ADUHME. The results obtained were as follows:

- 12,396 bulbs sold via retail outlets and works councils;
- Savings of around € 655,000 for the life span of the bulbs (6 years);

- Energy savings of around 1,000 MWh per year, i.e. the equivalent of the annual lighting consumption by a community of some 7,000 people;
- Relatively quick (less than one year) returns on investment for the consortium of partners;
- Extremely attractive returns on investment for domestic consumers (zero for the 14 W bulbs and 45 days for the 18 W bulbs, on a baseline of 6,000 hours);
- The entire population of the Clermont-Ferrand area (around 220,000 people across the 14 municipalities + Cournon d'Auvergne) theoretically aware of the existence of this energy-saving accessory.

Good experiences and possibility to replicate the results

This information campaign was quite successful and should be replicated in other parts of the Region Auvergne.

Some recommendations to replicate this information campaign:

- Offer preferential tariffing plans for limited periods (1 to 2 months);
- Implement a major media plan to consolidate the success of the campaign, with careful consideration of the potential costs involved;
- Set up a dynamic network of voluntary distributors;
- Ensure close monitoring of distribution networks;
- Evaluate the direct impact of the campaign via reply coupons.

Bad experiences

Difficulties to keep in touch with the retailers (superstores and DIY centres) during the campaign.

Follow-up activities

Another information campaign on Demand Side Management is presently underway. The main topic: the energy label on refrigerators, freezers, washing machines, and washer-dryers.

Name of this on-going information campaign: "Energy label: think about it!".

To know more

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