

From: [Hepper, Fiona](#)
To: [Private Office DETI](#)
Cc: [Sterling, David](#); [Thomson, David](#); [McCutcheon, Joanne](#); [Hutchinson, Peter](#); [Sinton, Dan](#); [Aiken, Glynis](#); [Press Office](#); [Ross, Alastair](#); [Baxter, Clare](#)
Subject: TRIM: PUBLICITY FOR THE RENEWABLE HEAT INCENTIVE (RHI) AND THE RENEWABLE HEAT PREMIUM PAYMENT SCHEME (RHPP)
Date: 22 August 2012 11:00:56
Attachments: [Publicity for RHI and RHPP Ministerial approval to proceed.DOC](#)
Importance: High

Private Office

Please see attached

Fiona

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www.ni2012.com

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From: Fiona Hepper
Energy Division

Copy Distribution List Below

Date: 22nd August 2012

To: 1. Andrew Crawford
2. Arlene Foster MLA

PUBLICITY FOR THE RENEWABLE HEAT INCENTIVE (RHI) AND THE RENEWABLE HEAT PREMIUM PAYMENT SCHEME (RHPP)

Issue: To seek approval to use - 'Energywise' - the cross departmental sustainable energy messaging contract with Navigator Blue, to develop a publicity campaign to promote the existing RHPP scheme and the forthcoming RHI.

Timing: Early approval to proceed would be helpful in ensuring deadlines are met.

Need for referral to the Executive: The Executive approved the appointment of an overarching marketing and communications agency for sustainable energy messaging in December 2010.

Presentational issues: This contract enables the co-ordination of all sustainable energy messaging across Government and the development of a common brand.

FOI implications: This submission is fully disclosable.

Financial Implications: Budget cover of £150k in 2012/2013 is available to Energy Division from the EU sustainable competitiveness programme.

Legislation Implications: N/A

PSA/PFG Implications: This contributes to PSA 22.

Statutory Equality Obligations: None.

Recommendation: That you note the attached submission and agree that Navigator Blue is asked to develop proposals for the promotion of the RHPP and RHI.

Background

The proposal to appoint a marketing agency, to assume responsibility for all sustainable energy messaging, was approved by the Northern Ireland Executive in December 2010. Following an open procurement, Navigator Blue was appointed in August 2011 and subsequently developed the 'Energywise' brand which was used for the first time in October 2011 as part of a DETI funded energy efficiency campaign – 'Energywise – Get in the Know'. The campaign ran from Oct until Feb 2012 and the branding was also used by DSD and the NIHE. However, its use was less than anticipated due to the Executive's restrictions on campaign advertising from Dec 2011 until the introduction of new advertising protocols in April 2012.

Lessons learned and recommendations from first campaign

2. The objectives of the first campaign were twofold - to establish the 'Energywise' brand and to generate understanding about the importance and financial benefits of taking energy efficiency measures. Research on the outcomes of the campaign showed that consumers were picking up on the 'Energywise' advertising but had not yet established it as a brand. It was anticipated that with continued use this awareness would grow. In addition the energy efficiency messages appeared to have had an impact on consumers, with greater impact being observed among domestic consumers rather than businesses. The recommendations from the work encouraged wider use of 'Energywise' as part of the coordinated approach. The SEIDWG Communications sub group has circulated the outcomes of the campaign together with a protocol for the use of the branding and the contract with Navigator Blue, for all future sustainable energy messaging.

Promotion of RHPP and RHI

3. The RHPP scheme commenced on the 24 May and the RHI is expected to be implemented at the end of October, subject to the appropriate legislation being passed by the Assembly. As you are aware, there is a target of 10% renewable heat by 2020 and a budget of £25million. To maximise the uptake of both these schemes it will be necessary to develop a publicity and PR campaign which will increase awareness of renewable technologies, their benefits, and the assistance available to those that install them.
4. Energy Division has a budget of £150K for 2012/13 to undertake this work and the scope of the work clearly falls within the Navigator Blue contract. DFP and EU approvals are in place. While the main priority of this work

will be the promotion of the schemes there will be the added benefit of building the 'Energywise' brand.

5. Under the new guidelines, the Terms of Reference (ToR) for the work need to be referred to the Executive Information Service (Government Advertising Unit) for comment. This has already been done and the current ToR, attached at Annex A, reflects the advice provided. Section 12 of Annex A has been completed by GAU, it states that they are content with the rationale and evidence provided for the campaign and is their approval to proceed. The guidelines now require us to obtain your approval to undertake this work.

Timescales

6. Once your approval has been received, officials from Energy Division and EIS will begin work with Navigator Blue immediately to ensure that the challenging timescales are met. The campaign will need to dovetail with the start of the RHI which is currently scheduled to commence at the end of October. However, further promotion of the RHPP could start before then.

Recommendation

7. I recommend that you note this submission; agree to the promotion of the RHI and RHPP being undertaken by Navigator Blue under the existing sustainable messaging contract; and sign and date at para 13 of Annex A.

(signed)
FIONA HEPPER
Energy Division
(Ext 29215)

cc: David Sterling
David Thomson
Clare Baxter
Joanne McCutcheon
Peter Hutchinson
Dan Sinton
Glynis Aiken
Press Office
Alistair Ross MLA, APS

Annex A

CAMPAIGN SPECIFICATION TEMPLATE

1. CLIENT INFORMATION:

Department/Agency/NDPB/ALB:	DETI
Division / Agency:	Energy Division
Contact name:	Joanne McCutcheon
Address:	Room 32 Netherleigh Massey Avenue Belfast, BT4 2JP
E-mail:	Joanne.mccutcheon@detini.gov.uk
Telephone:	028 9052 9425 or ext 29425
Budget holder name:	As above
Email:	As above
Telephone:	As above

Campaign Title:	Energywise – Year 2 - Promotion of the benefits of renewable energy including availability of govt support and incentives
Proposed Budget:	£150k
Proposed Timing:	Estimated first phase to be in October / November 2012. Potential for second wave of advertising in January / February 2013.
Link to Programme for Government	This work will support the PfG targets under Priority 1 “ <i>Growing a sustainable economy and investing in the future</i> ”. Targets relating to renewable energy in the PfG are 4% renewable heat by 2015 and 20% renewable electricity by 2015.
Further details on why your activity falls under PfG targets	In order to achieve targets set within the PfG, that in turn feed into Strategic Energy Framework and EU targets for 2020, it is necessary to promote opportunities for renewable energy and advise consumers on incentives and grant support.
If this is a re-run of a previous campaign please attach campaign evaluation reports. If	This campaign will act as a follow on from the initial <i>EnergyWise</i> campaign that took

<p>reports are not available please advise what evidence has been used to evaluate previous phases.</p>	<p>place between October – March 2011/12. This campaign will utilise the same contract (with Navigator Blue) and will be branded as <i>EnergyWise</i>. The campaign evaluation report for the first wave of the Energywise campaign is available.</p>
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2. ADVERTISING CATEGORY:

Please tick which category your campaign comes under and provide a brief explanation of why:

CRITERIA	TICK
Information about the provision of services that can best be achieved through advertising and which is clearly focussed on delivering outcomes;	X
Advertising which is tourism related or is aimed at attracting visitors to events or places;	
Advertising which is aimed at job creation or growing our economy or educational and skills development;	
Advertising aimed at delivering significant long term improvements in public health and safety or is required to deal with an immediate public health or safety concern	
Where there is a legal duty for government to provide people with information on.	

Please provide a brief explanation of why your campaign falls into this category (no more than 60 words):

In order to notify consumers (both domestic and business) of the opportunities relating to renewable energy, such as availability of grants and incentives, it is necessary to carry out campaign advertising and provide information. This activity will, in turn, support set targets for levels of renewable energy by encouraging uptake.

3. NEED: Why is an advertising campaign required? (Max 250 words for Question 3)

Campaign Purpose:

The campaign purpose is both to advise on the need for an increase in renewable energy in NI (i.e. the benefits in terms of fuel security, lower emissions and green jobs) as well as promoting existing support mechanisms that are provided by DETI (namely the Renewable Heat Incentive (RHI), the Renewable Heat Premium Payment (RHPP) scheme and possibly the NI Renewables Obligation (NIRO)).

This campaign will therefore support targets set within the PfG, the Strategic

Energy Framework and the EU Renewable Energy Directive by advising consumers of the benefits of renewable energy and opportunities for incentive and grants.

The RHPP scheme will support the uptake of renewable heat with domestic homes and the RHI scheme provides long term support for the non-domestic sector. For these schemes there is a budget of £25m until 2015 that must be utilised, without the scheme being properly advertised there might be insufficient uptake, the target would be missed and opportunities lost. In the same way, the NIRO supports renewable electricity applications. Advising consumers of these opportunities will support the increase in renewable energy levels and achievement of PfG targets.

Background to the policy / initiative to be advertised and fit within Departmental/NDPB/ALB/Agency priorities (please provide a clear link to your business plan):

The introduction of incentive mechanisms for renewable heat technologies is required to meet targets set within the EU Renewable Energy Directive (RED). Under the RED, the UK must achieve 15% renewable energy by 2020, to support this target Northern Ireland has agreed to set targets of 10% renewable heat by 2020 and 40% renewable electricity.

In order to increase levels of renewable heat, Her Majesty's Treasury has provided DETI with £25m of funding to 2015. DETI Energy Division has carried out an economic appraisal and public consultation on how the local renewable heat market could be most appropriately incentivised. This has led to the development of the RHI and a grant scheme for domestic customers. These schemes will support uptake to a level of 10%.

Similarly, to increase levels of renewable electricity the NI Renewables Obligation (NIRO) is in place for consumers to utilise when installing renewable electricity applications.

The Department's priorities for the Energy sector are outlined in the Strategic Energy Framework (SEF); this document was approved and endorsed by the Executive. The SEF includes the aforementioned targets and commits DETI to developing renewable energy in order to lower carbon emissions, increase energy security and provide opportunities for green jobs.

Research conducted to help establish the need for and to formulate the campaign:

Research carried out into the renewable energy sector has demonstrated that one risk to achievement of targets is public perception towards renewable energy and lack of awareness/understanding relating to opportunities. This was demonstrated in an economic appraisal into the RHI and highlighted as a key risk to success of renewable energy targets.

In addition, in 2010, the cross-departmental group on Sustainable Energy Communications commissioned the Central Office on Information to research public perceptions towards sustainable energy in Northern Ireland. This work

informed the development of an over-arching brand for sustainable energy through '*EnergyWise*'. This research showed that the NI consumers were often confused due to a high amount of sustainable energy messaging; this confusion included the need for renewable energy, the potential benefits of increased renewable energy and opportunities. COI made a number of recommendations to the cross-departmental group, including the need to develop a "better understanding of the energy solutions available".

This campaign will develop a better understanding of renewable energy, explain the benefits and advise on available incentives and grants.

Are there any risks in relation to timescales, urgency or the need for the campaign?

This campaign should launch in the Autumn to correspond with the launch of the RHI. The RHPP and the NIRO schemes are already established and therefore preliminary advertising could begin before the launch of the RHI if necessary.

DETI has considerable budget for renewable heating for this financial year and therefore it is essential that messages are delivered to advise of the availability of grants and incentives.

Will / has a similar campaign run in NI or GB or elsewhere? What lessons have been learnt?

This campaign will follow on from the *EnergyWise* campaign held in 2011/12 and delivered by Navigator Blue. This campaign will utilise this contract and creative elements already designed and in place. The recommendation from the first campaign was that further use of the creative would enhance the recognition of the brand.

A previous DETI campaign ran in 2007/08 to advise on grant opportunities for domestic consumers wishing to install renewable energy technologies under the *Reconnect* grant scheme. This campaign was delivered by Fire IMC.

What internal approvals have been sought?

The actual schemes have all necessary approvals (DAO, DFP, EU Commission and DETI Minister). The Head of Energy Division has approved the development of this campaign and budget of £150k has been secured.

Once Press Office / EIS approval is received the Minister will be asked to consider and approve the campaign.

4. OTHER OPTIONS: What other options were considered? (Max 100 words for question 4)

Why has an advertising campaign been chosen as a / the preferred option?

An advertising campaign has been developed given the need to ensure that there is widespread awareness of renewable energy grants, incentive and opportunities, that will in turn support a wider uptake.

Also, given the importance of renewable energy it is important a wide-ranging campaign is held to increase public perception. The campaign will be set within a wider communications strategy but is considered vital in order to reach the widest possible audience in the most timely and cost effective way.

Alternative communications methods / channels considered and reasons for discounting these alternatives:

There will also be a web presence, stakeholder engagement and PR activity. However these activities, on their own, do not have the potential to satisfy a widespread campaign to increase uptake of these technologies and improve public perceptions.

5. TARGET AUDIENCES: *Who is the campaign targeting?* (Max 60 words for question 5)

Please provide some detail about your target audiences – age, location, demographics:

The campaign will have two aspects, domestic customers and businesses;

- **Domestic:** this will focus on the grants for small scale renewable heat technologies, opportunities for small scale renewable electricity technologies; and increasing general understanding of renewable energy. This will be a wide-ranging campaign but largely focussing on home-owners and those with disposable income sufficient to install renewable technologies. There may also be merit in focussing grant-based messages in rural areas where uptake of these technologies has traditionally been higher i.e. audience segmentation – ‘domestic rural’ and ‘domestic urban’ Energy Division will work with Navigator Blue to tailor the messages and ensure there is appropriate geographic coverage in the campaign.
- **Businesses:** these messages will focus on opportunities for businesses, i.e. lower energy costs through incentives for renewable heat and electricity. Again, there may be merit in focussing on rural/off-gas areas where energy savings can be greatest. Also, these messages could be targeted to agri-businesses such as farms. Again, Energy Division will work with Navigator Blue to ensure messages are both widespread but also specifically targeted where appropriate.

6. DESIRED OUTCOMES: *What is the campaign aiming to achieve?* (Max 100 words for question 6)

What are its objectives?

Increased awareness and understanding of the benefits and need for increased renewable energy and the availability of grants and incentives from DETI. For example, we would expect to see the volume of applications for the RHPP rise from the baseline position (currently around 10 per week) to at least 20 per week.

A further objective is to increase recognition of the Energywise brand and this will be assessed by research at the end of the second campaign.

Other activities which may impact upon achievement of the objectives:

This campaign will also rely on the administration of the DETI led schemes; if they are not delivered appropriately public confidence might diminish.

Key benefits to be realised:

Increased interest and uptake of DETI grants and incentives for renewable energy.

Increased public perception of benefits of renewable energy.

7. INTEGRATION: *What other communications activities are proposed to support the advertising campaign?*

Does the advertising campaign form part of a communications strategy / plan? (If yes, please attach)

This campaign will be part of the wider cross-departmental campaign on sustainable energy under the *EnergyWise* brand.

Planned PR support: (max 50 words)

Energy Division would propose to release press notifications and develop case studies as installations are made. We will also seek opportunities to attend stakeholder events.

8. BUDGET: Provide a robust rationale and evidence of why this level of budget is required for this campaign. (Max 100 words)

A budget of £150k has been secured through the European Regional Development Fund. This budget will allow for creative development and a province wide campaign highlighting renewable energy opportunities. The budget is considered appropriate given the overall budget of the two schemes and taking into account the media costs associated with the first Energywise campaign. It has been approved within the overall 20% reduction in advertising for DETI.

9. EVALUATION: *Measurable expected outcomes and how you will evaluate the activity? (Max 100 words for question 9)*

Quantifiable measures of success / key performance indicators / targets:

egg x % uptake in

Measures will be developed in advance of the launch of scheme, these could include for example,

250 amount of applications under the RHI in 2012/13.

Increase of a significant nature in awareness of renewable energy and better public perceptions.

Targets will also be set in terms of response to the call to action i.e. the number of calls received and/or website hits

What is the baseline?

Baselines will be developed at launch of scheme and will depend on existing levels of interest in the grant/incentive schemes

Is research needed? If so, when and for what purpose?

Research may be required to develop an up to date baseline relating to public perception towards renewable energy. Navigator Blue has partnered with Millward Brown to develop similar baselines for the initial *EnergyWise* campaign; it is likely that a similar process will be carried out to develop a baseline position in this area.

10. Why the activity should go ahead and how it offers value for money? (Max 150 words)

This should include a strong rationale, benefits, why it is business critical, what are the risks if it does not go ahead and consideration of other low-cost options.

Funding of £25m has been secured to incentivise and support the local renewable heat market and has led to the development of the RHI and RHPP schemes by DETI. These schemes, along with the NIRO for renewable electricity, will support the achievement of EU, PfG, and Executive endorsed targets for renewable energy, as well as supporting other energy policy objectives such as increased energy security, reduced carbon emissions and opportunities for green jobs.

The proposed campaign and secured budget of £150k is proportionate given the overall budget for the grant and incentive schemes and is necessary to ensure success of these schemes. For levels of renewable energy to increase and the targets met it is essential for this campaign to take place and support better public perception of renewable energy and ensure consumers are aware of these incentive/grant opportunities.

11. CONCLUSION: Any other supporting comments? (Max 50 words)

This campaign is vital for the wider success of the £25m RHI and RHPP schemes and the achievement of EU, PfG, and Executive endorsed targets for renewable energy.

- 12. Principal Information Officer and Government Advertising Unit advice and recommendation:**

This proposed campaign sets out clear links to the Programme for Government and GAU is content with the rationale and evidence proposed for this campaign.

Date sent to GAU: 23rd July 2012

Date received from GAU: 25th July 2012

- 13. Ministerial approval YES/NO**
Ministerial Comments

Date: