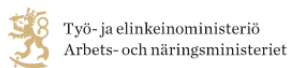


Down a Degree energy saving campaign



Down a Degree energy saving campaign final report

Motiva Ltd



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Summary

Down a Degree. So that there will be enough energy for all of us.

The Down a Degree energy saving campaign was a social information campaign carried out during the heating season 2022–23, encouraging Finnish households to save energy and improve energy efficiency. The aim of the campaign was to prevent a possible crisis situation by encouraging citizens to change their energy and electricity consumption habits. The energy situation became unstable after Russia's war of aggression against Ukraine began in February 2022. There were considerable uncertainties about the availability and sufficiency of energy in Finland and in Europe as a whole. Energy imports from Russia to Europe gradually decreased, and Finland suspended electricity imports in May 2022. Energy became more expensive, which caused widespread concern about the ability of energy users to cope with future energy bills.

In spring 2022, several discussions were sparked over the implementation of the energy saving campaign. Households in particular were found to play a key role in securing energy sufficiency during the upcoming heating season. By saving energy, households would also strengthen their ability to withstand increases in housing costs due to higher energy prices. In April, at Sitra's suggestion, an extensive discussion was held between the Prime Minister's Office, ministries, the Energy Authority, Sitra and Motiva. The Energy Authority quickly allocated additional funding for energy advice for consumers to Motiva's advisory and communication work and regional energy advisers. After May Day, the Ministry of Economic Affairs and Employment's Communications Unit convened a meeting of public administration actors with roles related to energy security and energy management as well as an interest in promoting energy efficiency and energy saving in society.

In order to promote energy saving, it was decided to create an operating model that speaks to the whole of society, is widely commitment-building and allows effective information to reach Finns uniformly and simultaneously. The campaign was funded by the Energy Authority, the Ministry of Economic Affairs and Employment, the Ministry of the Environment, the Prime Minister's Office and Sitra. The project's coordination work was given to the state-owned sustainable development company Motiva, which was able to provide ready-made structures and operating models for extensive campaign work.

In terms of reaching out to Finns, it was crucial that a wide range of companies, organisations, communities, municipalities and associations operating in different sectors of society were committed as messengers for the information campaign aimed at households. At the same time, they also committed themselves to energy-saving actions and the common goal of the campaign: "Down a Degree. So that there will be enough energy for all of us."

The rise in the price of energy and extensive news about the impact of the war of aggression on the energy situation also worried consumers. Contacts with energy advisory services

increased already in the spring, and from July onwards, demand became many times higher than usual. Households reacted quickly to the rise in electricity prices and energy-saving tips, which were also widely published by the media in late summer. The campaign's original 75% target was tightened in October, as in September, as many as 86% of the respondents to the Citizen's Pulse enquiry¹ reported that they had already taken some energy-saving measures. The final objectives were the following: 1) 95% of Finns participate in energy-saving measures, and 2) the saving measures reduce electricity consumption by at least 5% during peak consumption hours.

According to the Citizen's Pulse repeated approximately every five weeks, the willingness of Finns to save energy increased until January 2023, when 91% of Finns reported taking energy-saving measures. In December 2022, 10% less electricity was used than in the corresponding period in the previous year (weather-corrected). As the electricity situation tightened during the windless cold period, the electricity consumption of peak consumption hours decreased by 8%. Household austerity measures were relevant in addressing the threat of power shortages.

As a continuation of the rapid energy-saving measures, the third objective of the campaign was to provide households with information on policies and energy solutions that permanently improve energy efficiency. The sub-campaign A more energy-efficient home produced content on maintenance and upkeep, on improving energy efficiency as part of other maintenance and renovation and on investments in energy efficiency and renewable energy.

The Down a Degree campaign committed Finnish consumers, housing companies, communities and organisations to energy saving and helped balance out consumption peaks at critical moments in the electricity production situation. The austerity measures covered virtually all of the electricity imported via the Russian transmission connection in the previous years, in addition to which the austerity measures are estimated to have had the effect of lowering the highest prices. As a joint project of the state administration committing key actors, the actions related to the campaign's objectives, implementation and monitoring were effective and successful.

The financing of the campaign totalled approximately EUR 1 million, approximately 20% of which was allocated as an additional resource for regional energy advice for consumers funded by the Energy Authority, and the rest was used for the production and media visibility of the campaign's communication and marketing materials, partner engagement activities, media work and the coordination of the campaign as well as for the advice provided by Motiva.

¹ Prime Minister's Office, Citizen's Pulse 15 September 2022, <https://valtioneuvosto.fi/ajankohtaista/kansalaispulssi/yhteenvedot>

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1 Campaign organisation, goals and conceptualisation work

1.1 Energy winter 2022–23 raised concerns

Russia's invasion of Ukraine in February 2022 led to the immediate preparation of sanctions against Russia in Europe, which would also target energy imports from Russia. Russian gas imports had accounted for about half of the European market, which caused strong concerns about meeting the energy needs of industry and households in Europe. As gas was not quickly available from substitute sources, the price increased, which also led to an increase in electricity prices in the European electricity market. The importance of gas in the Finnish energy market is not as great as in the rest of Europe, but the imported electricity from Russia had secured electricity sufficiency in peak consumption situations, especially during the winter season. Russian imports had covered up to 20% of the total consumption, and they had also had a downward effect on the price of exchange electricity in the Nordic electricity market. In spring 2022, the European Commission published guidance² for households on energy saving.

In April 2022, the national grid operator Fingrid estimated that the termination of electricity trade with Russia would not threaten the security of electricity supply in Finland. Imports had been restricted immediately after the start of the war of aggression on the basis of a risk assessment. It was estimated that the commissioning of the Olkiluoto 3 nuclear power plant and the rapidly increasing production of wind power would lead to the self-sufficiency of Finnish electricity in 2023 or in the following year at the latest. However, the end of imports was estimated to increase the price of electricity in Finland at least momentarily. Electricity imports from Russia were stopped on 18 May 2022.³

² European Commission, Playing my part https://energy.ec.europa.eu/topics/markets-and-consumers/actions-and-measures-energy-prices/playing-my-part_en

³ https://www.fingrid.fi/globalassets/dokumentit/fi/kantaverkko/suomen-sahkojarjestelma/ajankohtaista05042022_sahkontuonti.pdf

Arvio tehotaseesta Suomessa talvikaudella 2022–2023 (päivitetty 3.10.2022)	
Erittäin kylmänä ja tyynenä talvipäivänä	
Kotimainen saatavilla oleva kapasiteetti	12 900 MW*
Arvioitu huippukulutus - Huippukulutuksen keskiarvo vuosilta 2007–2022	14 400 MW** 14 000 MW
Kotimaan tehotase, netto	-1 500 MW
Tuontikapasiteetti EU-maista - Ruotsista - Virosta	3 400 MW 2 400 MW 1 000 MW
Tuontikapasiteetti Venäjältä (ei käytössä 06/2022 alkaen)	0 MW

* Sisältää Olkiluoto 3 ydinvoimalaitoksen, Meri-Porin voimalaitoksen ja arvon tyynen ajankohdan tuulivoimatuotannosta

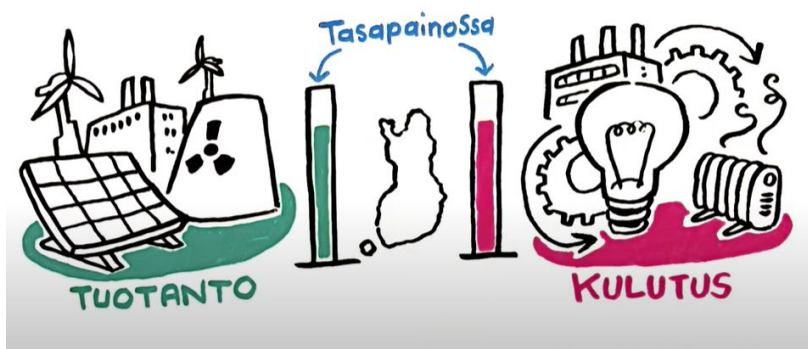
** Päivitetty arvio, jossa 15 100 MW huippukulutusta on leikattu syyskuussa 2022 havaitun alentuneen sähkötalutuksen mukaisesti (noin 5 % alempi kuin 2021, linjassa EU:n tavoitteiden kanssa)

Kuvan nuolet kertovat sähkön siirtokapasiteetin Suomen ja naapurimaiden välillä



An estimate of electricity production and consumption for the winter season 2022–2023 in a situation where the electricity system and the market function without problems. Source: Fingrid

Although Finland was estimated to become self-sufficient in electricity in the near future, the coming winter 2022–23 raised serious energy questions. Electricity is available through transmission connections from Estonia, central and northern Sweden and Norway, but especially the availability and thus the price of electricity produced by hydropower in the north depend on, among other things, the water resources and precipitation in the north. The sufficiency of electricity could be threatened if a long cold winter were to arrive in the entire Scandinavia, increasing electricity consumption and power demand during peak consumption hours. The availability of domestic wind power is weather-dependent. The time of the commercial commissioning of Olkiluoto’s new reactor was also subject to uncertainties before the test runs.



The production and consumption of electricity must be in constant balance. Screenshot of Finnish Energy’s video Mikä ihmeen sähköpula? (What’s this about a power shortage?).⁴

⁴ Mikä ihmeen sähköpula? Finnish Energy: <https://youtu.be/lnGKSDMsCDO>

Household energy consumption is responsible for more than a fifth of the total energy consumption in Finland, and electricity represents more than a third of the energy consumption in housing. What is typical of household electricity use is that it takes place on weekdays in the morning and after work in the early evening hours, when the demand for electricity is highest. More moderate consumption, as well as balancing consumption outside peak consumption hours, would lower consumption peaks and thus contribute to reducing the risk of power shortages. Energy-saving measures and consumption flexibility would also have a balancing effect on electricity price peaks.

In terms of the overall situation, Finnish households' energy-saving measures would have a significant impact on the sufficiency of electricity, especially if the winter became cold and windless. In addition, the prices of electricity and transport fuels increased already in the spring, which is why households should be guided to sustainable usage habits in order to curb the increase in the costs of housing and mobility.

1.2 The core group becomes organised

The agreement on a nationally extensive and society-wide energy saving campaign was made quickly, as expert assessments of the impact of Russia's war of aggression and the sanctions planned against Russia were available at an early stage. Discussions on the impact of the change in the energy situation on households, as well as the necessary measures, arose simultaneously in many organisations.

There was a lively discussion between the Ministry of Economic Affairs and Employment, the Energy Authority, other ministries, Sitra and Motiva about the need for energy saving and for an energy saving campaign aimed at citizens. The Prime Minister's Office invited the actors to a common table in April at Sitra's initiative. The baton was passed to the Ministry of Economic Affairs and Employment's Communications Unit, which coordinated the further gathering of key actors, the clarification of funding and the preparation of the campaign. The strong commitment of the MEAE's Energy Department and Minister of Economic Affairs and Employment Lintilä and their active discussion from the very beginning provided a strong foundation for the work.

In April, the Energy Authority had allocated additional funding to national and regional energy advisory services, and this became a nest egg for a joint campaign of the state administration. The funding was provided by the Ministry of Economic Affairs and Employment, the Ministry of the Environment, Sitra and the Prime Minister's Office.

Motiva was appointed campaign coordinator by the steering group formed by financiers in May. The communications and energy advisory projects within the Energy Authority's energy work programme, as well as the national Energy Saving Week, formed a natural platform and strong expertise for campaign work. In addition, extensive networks and contacts with organisations committed to energy efficiency agreements were considered to promote the implementation of the campaign.

1.3 Campaign steering group

The campaign's activities were guided throughout the campaign by a specially appointed steering group, to which all financiers were invited as members. In addition, Fingrid's representative participated in the work of the group as a separately invited member. The steering group was convened by the Ministry of Economic Affairs and Employment and chaired by the ministry's Director of Communications Matti Hirvola. The steering group met twice a month during the core months of the campaign and once a month from February 2023 to the end of June. There were 16 meetings in total during the agreement period. A common letter of intent was signed by all the organisations in the steering group.

Regarding the organisation of the campaign and the roles of the actors, the steering group outlined that it approves the campaign concepts and main messages and supports the launch and dissemination of the campaign in the organisations' own channels and networks. As the operational campaign coordinator, Motiva is responsible for the operation and coordination of the network of experts and partners as well as for all operational campaign activities. The progress of the campaign was monitored at the steering group meetings with the help of the indicators, feedback and results collected by Motiva.

Steering group members:

- Ministry of Economic Affairs and Employment: Juhani Tirkkonen, Matti Hirvola and Enni Saikkonen (until 30 January 2023)
- Ministry of the Environment: Jussi Salmi and Liisa Kemppainen
- Prime Minister's Office: Jyri Rantala and Päivi Paasikoski
- Sitra: Tuuli Hietaniemi and Elina Ravantti
- Energy Authority: Heikki Väisänen and Johanna Kirkinen
- Motiva: Kati Laakso and Leila Timonen
- Fingrid: Marjaana Kivioja

1.3.1 Steering group organisations' own energy actions

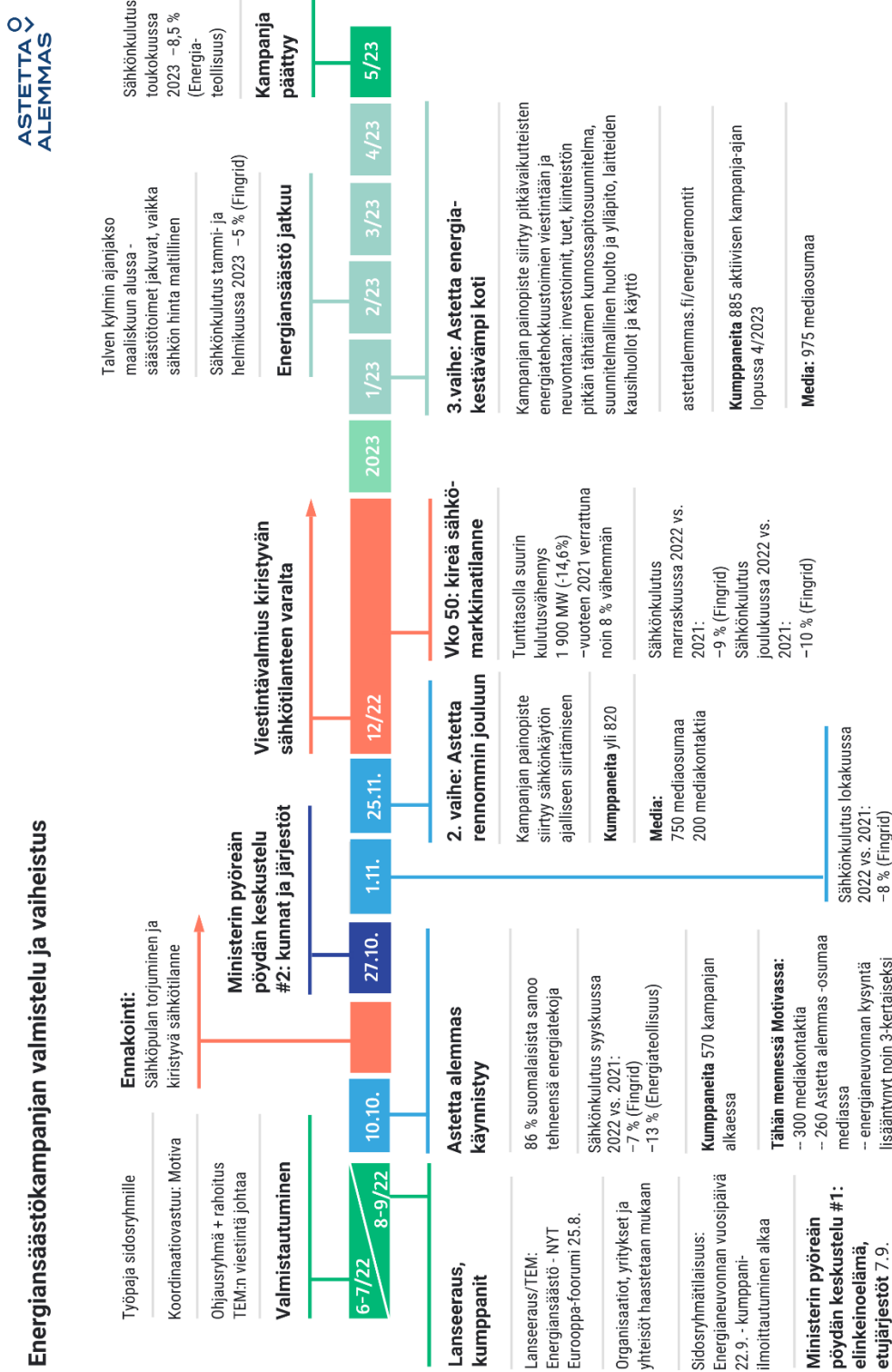
Organisations participating in the steering group also participated in the implementation of the campaign with their own measures. Senate Properties, which is responsible for the ministries' and the Energy Authority's premises, launched an energy saving programme aimed at 5% savings. Motiva negotiated with the owner of the premises, Keva, on an energy saving project that committed to, among other things, reducing heat consumption and, in particular, cutting electrical power.

During the Down a Degree campaign, Sitra organised a call for solutions called 'Using data to curb energy use'⁵, which looked for products and services using various data sources to balance consumption peaks and accelerate energy savings. A total of 39 applicants participated in the call for solutions, which ended in November 2022. Eight pilot projects were selected for

⁵ Sitra, Using data to curb energy use: <https://www.sitra.fi/en/projects/call-for-solutions-using-data-to-curb-energy-use/>

continuation. Sitra funded the projects and provided expert support to take them forward. The pilots showed that it is possible to produce new types of mobile applications and cloud services from open data sources with relatively little effort.⁶

⁶ Sitra: <https://www.sitra.fi/en/articles/collecting-data-can-generate-real-savings-sitra-funded-pilots-create-smarter-energy-use-by-using-data/>



2 Down a Degree – one message, one campaign, thousands of messages

The conceptualisation of the Down a Degree campaign was launched in the summer of 2022. The campaign's message was simple, encouraging every Finn to save energy. At the same time, in terms of marketing communications, it included a big challenge: How to speak to everyone in a motivating and unifying way? The starting point for the conceptualisation work was an external threat, the message was everyone's opportunity to combat the threat by saving energy, and the chosen measures were general and easy-to-implement energy-saving actions.

The tendering for the creative agency was carried out by the Ministry of Economic Affairs and Employment's Communications Unit. Kaimana Oy was chosen as the partner and presented the final campaign proposals at the beginning of August. The targeted core message was crystallised in the Down a Degree concept visually and verbally. In addition, the slogan and its operative part were customisable for a wide range of target groups and different use situations.



Campaign launch on 25 October 2022

The campaign was launched in Turku on 25 August at the Europe Forum's Energiansäästö NYT event organised by the Ministry of Economic Affairs and Employment, where Minister Mika Lintilä provided background information on the energy situation and invited Finns to participate in the energy saving campaign. The event was followed on site by almost a hundred guests. The recording of the event at Yle Areena has been viewed 88,600 times⁷, and the recording can also be viewed in the Ilta-Sanomat online service⁸ (viewer information is not public).

⁷ Recording of the Energiansäästö NYT event: <https://areena.yle.fi/1-63258452>

⁸ Ilta-Sanomat: The state intends to persuade Finns to consume less energy permanently: "There is no going back to the old prices": <https://www.is.fi/taloussanomat/art-2000009027184.html>



The narrative of the campaign was connected to the war launched by Russia and the toughness of Finns, which made it possible to build an emotional message. The root causes were returned to throughout the campaign.

The launch received wide media attention. The Down a Degree energy saving campaign appeared during the week in almost a hundred printed or electronic publications. The launch of the Finnish campaign was also of interest internationally. From the beginning, the media dealt with the topic in a fact-based and positive tone, which supported the implementation of the chosen energy-saving measures.

Phases of the campaign and ensuring visibility

A schedule was made for the preparation of the campaign. The first milestone was the stakeholder-oriented anniversary of energy advice for consumers on 22 September, when companies and organisations started to register as campaign partners on the campaign site.

The actual campaign started as planned during the national Energy Saving Week on 10 October, when the main content became available to campaign partners and the media, and advertising started in print media, in online publications, on commercial radio stations and in programme spots for public service announcements on Yle's TV channels. Swedish versions of the key content and materials were produced, and the core messages were also published online in English.

The total duration of the campaign was defined as the heating season 2022–23. The long campaign period requires more highlights to maintain interest, so it was decided to produce sub-campaigns for the end of the year (Christmas campaign) as well as a spring campaign focusing on long-term energy-saving measures. In addition, preparations were made for a change in the energy situation by producing operational instructions anticipating electricity sufficiency problems for households, companies and communities.

The main messages as well as the targeted messages of the 'A more energy-efficient home' phase, which encourages long-term energy-saving measures, were tested in advance,

which ensured the understandability of the messages and the activation of consumers to the desired measures. When selecting advertising channels, attention was paid to the reach of the publication or channel (circulation data, listener numbers) as well as the nationwide coverage of the whole project. Advertising partners were sought among media that wanted to offer visibility for nationally important communications pro bono or priced the advertising space clearly cheaper than usual.

In social media, active use was made of the campaign's own Twitter account as well as Motiva-managed Asiaa energiasta accounts for energy advice for consumers on Facebook and Instagram. Social media advertising was carried out on Meta's services, and influencer cooperation was made on TikTok.



2.1 Astettaalemmas.fi campaign site

The campaign's home base for communications was www.astettaalemmas.fi, which was built as a separate website on the server of Motiva's website. The website was opened on 4 October 2022. Concise Swedish and English pages were produced from the Finnish-language material.

The main goal of the site was to be an easy-to-find page for consumers, offering easy, fast and concrete energy-saving measures for different target groups. Different categories were created for saving tips for detached houses, blocks of flats, municipalities and companies, for example. In addition, the site contained, among other things, campaign information, information on the downloading of materials, important news on the topic from various parties and a list of campaign partners and their energy actions. Among the contents of the page was the Can you be flexible game, which was played almost 10,000 times in total. The game was playable on the Down a Degree website. In addition, campaign partners had the opportunity to embed the game on their sites.


In December, the site published the subpage Sähkösaiturin joulu (Electricity miser's Christmas), as it was considered important to offer energy-saving tips especially for the Christmas period and thus to keep the campaign in the minds of citizens. The Christmas campaign included a video, saving tips and a smart Christmas menu designed by a top chef and implemented as a cooperation between the Consumers' Union, the Down a Degree campaign and Hävikkifoorumi funded by the Ministry of Agriculture and Forestry. The idea behind the menu was to help save a cook's own energy, reduce the amount of electricity used for cooking and minimise food waste.

In the final months of the campaign in the spring, after the quick actions in the winter, the idea was to focus on longer-term, more systematic energy efficiency actions. The sub-campaign A more energy-efficient home focused on renovations, maintenance work and improvements related to house structures and building technology and encouraged improvements in energy efficiency as well as the transition to renewable energy.

ASTETTA ALEMMAS Etusivu Energiaremontit Säästövinikit Kampanjainfo Uutiset På svenska In English

Säästövinikit

Kerrostalokoti Omakotitalo Taloyhtiö Yritykset Kunnat Liikkuminen Remontit



Vaikuta taloyhtiön energia-asioihin

Pientalon huollot muistiin ja energiaremontit aikajanelle

Aurinkosähköä omalta katolta

Screenshot from the Astetta alemmas website. www.astettaalemmas.fi/saastovinikit

Website traffic 4 October 2022–30 April 2023

Website traffic data for the whole Down a Degree website (including website traffic in the English and Swedish versions):

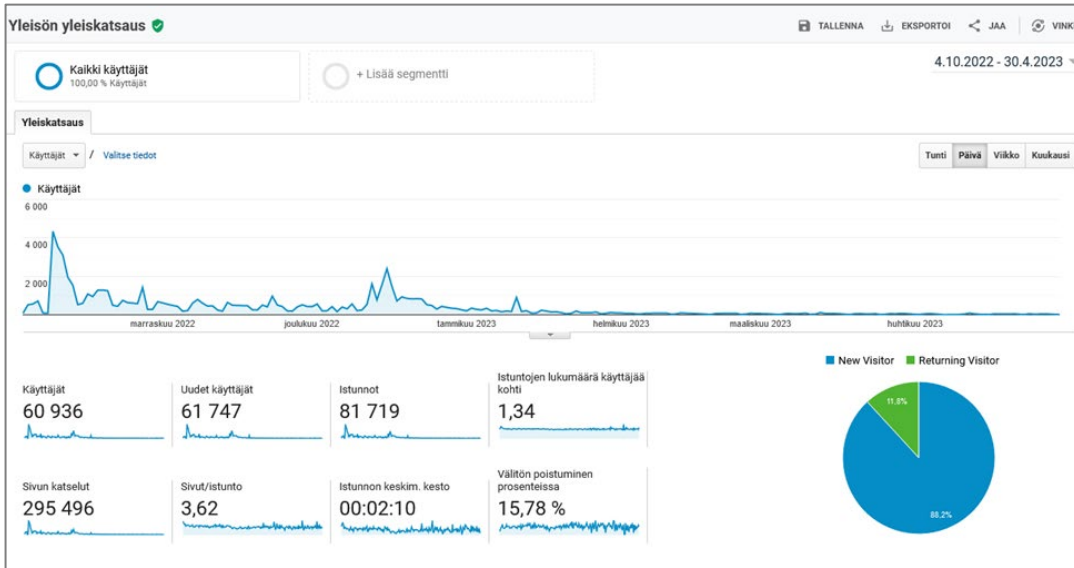
- 60,936 users
- 81,719 sessions
- 496 page views
- 3.62 pages/session
- min. 10 s average session time
- 15.78 immediate exit rate
- 88.2% vs 11.8% new visitors vs returning visitors

Page views of the language versions and campaign pages:

- English page 7,126 page views
- Swedish page 8,570 page views
- Electricity miser's Christmas page 24,537 page views
- Energy renovations page 1,107 page views

Five most read saving tips in the online service:

- Better preparedness for the cold – 3,961 page views
- Better scheduling – 3,924 page views
- Lower room temperature – 3,837 page views
- Better monitoring – 3,226 page views
- More economical electric heating – 2,579 page views



Development of visitor traffic in the period from 4 October 2022 to 30 April 2023.

Five most common sources of traffic to the Down a Degree website in the period 4 October 2022–30 April 2023.

Traffic source	Number of users	Share of visitors % (estimate)
Direct traffic to the site	22,534	34.6
Google search engine	11,885	18.6
Google advertising	9,282	24.3
hs.fi	4,750	7.8
foreca.fi	1,672	2.6

Five most used search terms to reach the Down a Degree website in the period 4 October 2022–30 April 2023. Source: Google Search Console.

Most popular searches	Views	Clicks
Eurooppa energiakriisi	124,168	978
European energy crisis	6,853	40
Energiasää	4,684	107
Astetta alemmas (different spellings and inflectional forms)	2,100	1,280
eurooppalainen energiakriisi apua hätätilanteeseen	1,422	102

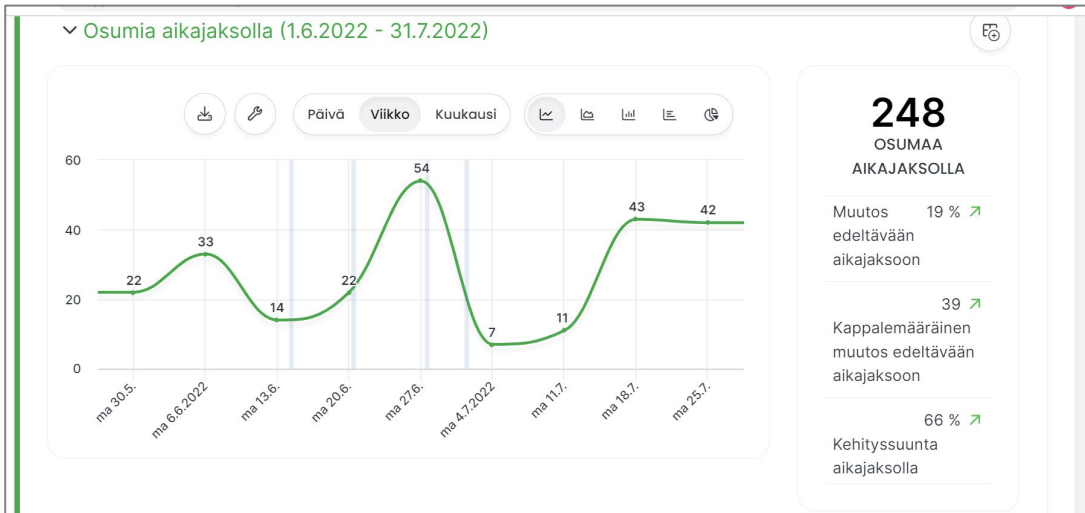
The media followed and provided diverse background information on the effects of the Russian war of aggression on the energy situation in Finland and Europe from the very beginning of the war. Since spring 2022, there have been more than 15,000 media hits related to the energy crisis.



Content related to households and consumers increased, as the price of transport fuels rose to a record high in the summer and the price of electricity also began to rise towards the summer. An exceptional number of energy-saving tips were published in the middle of the summer. The first information about the launch of the social energy saving campaign was published in mid-July in an interview with Minister Mika Lintilä⁹. The minister's visible support throughout the autumn strengthened the social impact and significance of the campaign.

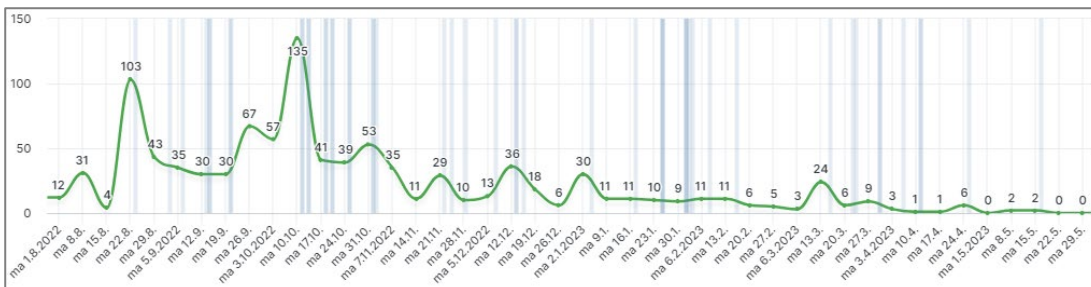
The media wrote about and became interested in energy saving already in the summer, and Motiva's experts and communications responded to numerous media requests for information in the middle of the summer. Motiva's media monitoring generated more than 200 media hits in June–July, which is an exceptional amount for the summer season.

⁹ <https://www.is.fi/politiikka/art-200008943826.html>

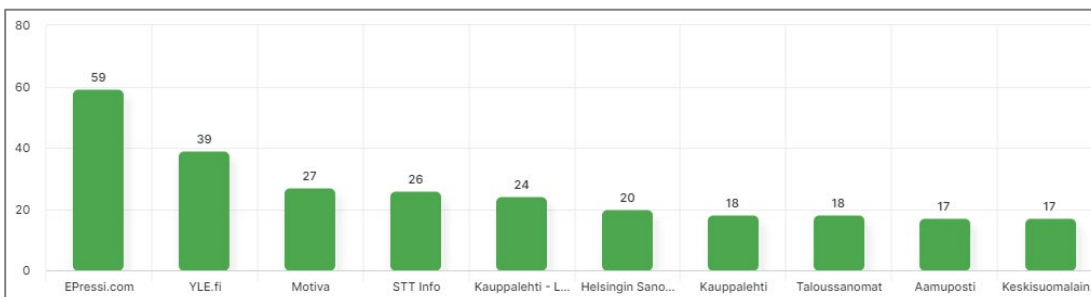


Energy topics, energy price and energy-saving tips became media topics already in the summer of 2022. Plans for the preparation of the energy saving campaign also ended up in the newspapers in the summer.

The Down a Degree energy saving campaign's own media monitoring started on 1 August 2022 and, by the end of May 2023, the campaign was present in 999 pieces of media content with a calculated reach of 689 million. The biggest visibility peaks coincided with the launch of the campaign in August and the actual start of the campaign during the Energy Saving Week, which began on 10 October.



Media hits 1 August 2022–31 May 2023. A total of 999 hits from 237 sources with keywords *Astetta alemmas -energiansäästökampanja (Down a Degree energy saving campaign)*.



Sources that produced the most hits 1 August 2022–31 May 2023.

Extensive media coverage was central in conveying the campaign's core messages to Finns. Although the rise in the price of energy as well as the increased concern about the sufficiency of electricity at the end of 2022 were heavily in the headlines, the media dealt with the energy saving campaign and energy saving mainly in a positive or at least neutral tone. The editors utilised the competence of experts and energy advisers who are familiar with household energy saving and published practical saving tips. Motiva's experts and communications alone had nearly four hundred reported media contacts between mid-April and the end of 2022.

At the University of Helsinki, a thesis is being prepared for the Master's Programme in Environmental Change and Global Sustainability on the role of media in the energy crisis and the Down a Degree campaign.¹⁰ An analysis of online news media between October and December 2022 shows that the most visible individual framework for dealing with the energy crisis is the economic perspective which, combined with personality, responsibility and health aspects, has brought variability and increased interest from various interest groups in the topic. Energy saving communications in the crisis involve opportunities and risks related to, for example, the fact that, despite the austerity measures, the high price causes problems. In a campaign for the whole nation, the demonstration of joint responsibility and solidarity was important, but visibility was also given to dramatic and atypical cases that did not fit as common examples. Based on the media analysis, Finns appeared as heroes and adventurers, but also as victims, sufferers and fanatics.

2.3 The campaign in social media

The idea was also to make the Down a Degree campaign strongly visible in social media, where a multi-channel approach was chosen. The channels selected were the Facebook and Instagram accounts of the Asiaa energiasta consumer advisory service maintained by Motiva as well as the Twitter account of the Energy Saving Week. Using existing accounts was seen as a more effective measure than setting up new accounts, as they already had a well-established follower base that could now be expanded. This made it possible to reach more people faster than by setting up entirely new campaign accounts.

On each of the campaign's three accounts, Facebook, Instagram and Twitter, around one hundred relevant pieces of content were published during the campaign. Contents on the topic on social media were also produced by partners, the media and individual citizens, and the hashtag #astettaalemmas has had more than a thousand mentions on both Instagram and Facebook. The content on the Twitter account content received over 127,000 views.

In Meta's channels, Facebook and Instagram, the campaign's visibility was increased with advertising. With the help of marketing, the coverage of the content in these channels increased to 5.4 million, and the number of paid views for the content reached more than 11 million. The good results of the paid content of Meta's channels were improved by the fact that

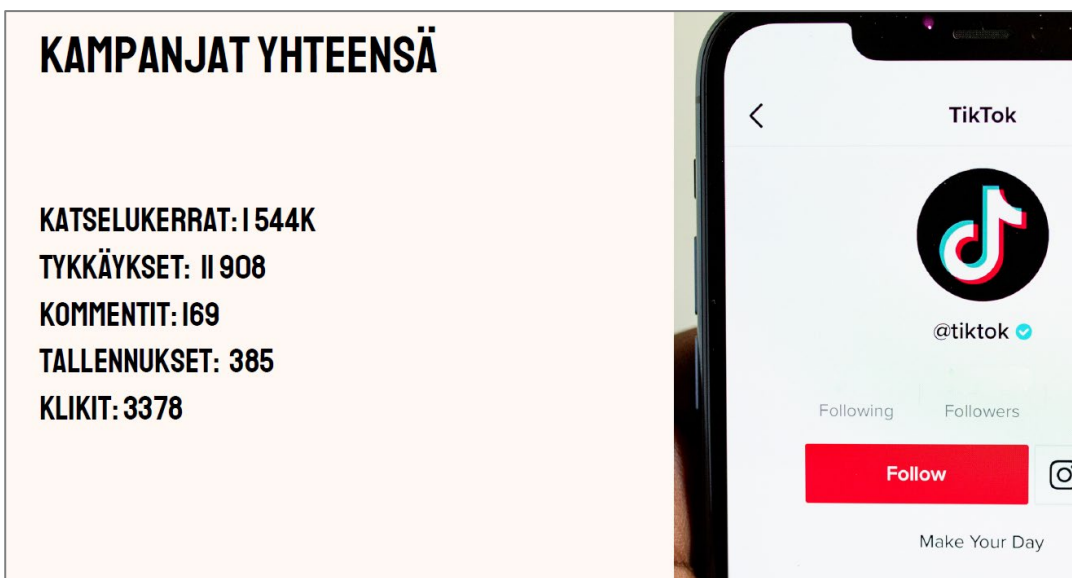
¹⁰ Nurmi, A. (2023) Media response to a nationwide energy-saving campaign: Astetta alemmas in the Finnish online news media. Master's thesis. Master's Programme in Environmental Change and Global Sustainability, University of Helsinki. <https://helda.helsinki.fi/handle/10138/17738>

Meta, as part of its own social responsibility, donated almost EUR 19,000 of advertising credits to the campaign in pro bono cooperation for use in January–March 2023.

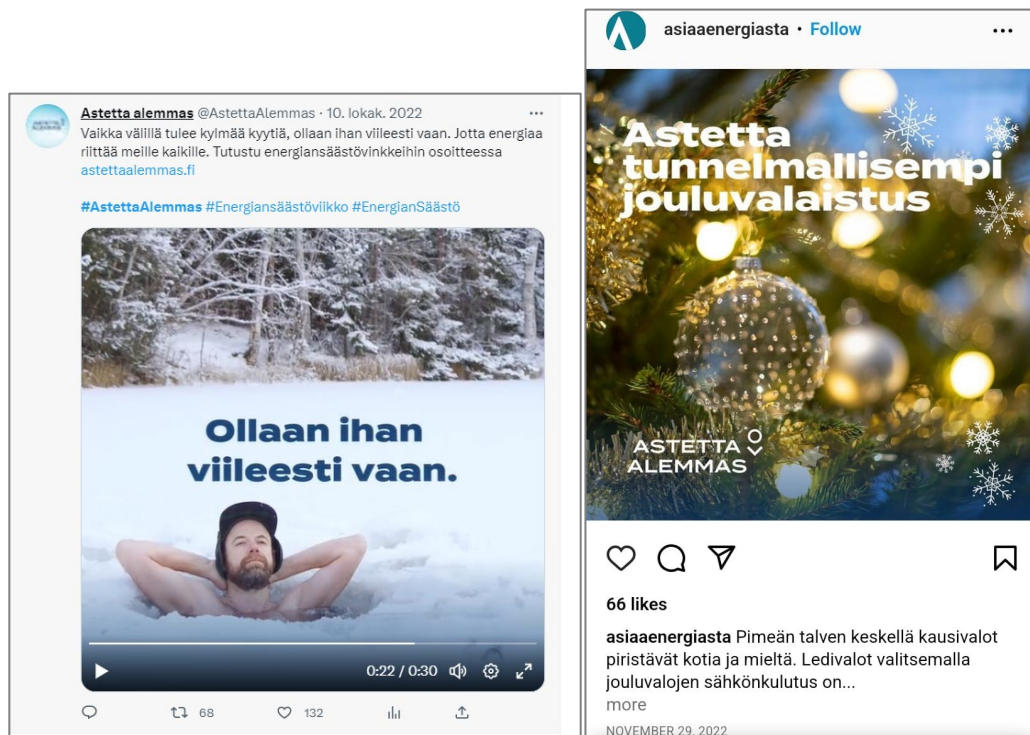
In addition to the above-mentioned channels, Motiva’s YouTube channel was used to publish and broadcast the campaign’s videos. A total of 16 videos were published on YouTube, the most popular of which was the campaign presentation video released in October, which received a total of almost 4,700 views.

The idea was to ensure that Down a Degree was visible not only in its own channels but also in the content of the channels of different influencers. Therefore, the message was spread on TikTok with the help of the partner Sakea. On TikTok, the first influencer collaboration campaign, launched in December 2022, focused on reducing shower time, and the second campaign, in January 2023, challenged influencers to find as many home electronics devices in their homes as possible that can be unplugged from the electrical outlet. In total, the six videos of the two campaigns received more than 1,500,000 views, nearly 12,000 likes and approximately 3,400 clicks to the campaign site.

The second influencer cooperation in the campaign was carried out during the campaign phase A more energy-efficient home in the spring, when cooperation with the Mom of Finland community, which operates on an online platform and social media, took place from March to May. The cooperation included content on social media, an article on the website and four live discussions posted on social media. The topics of the discussions included influencing energy issues in housing companies, the long-term plan for a detached house, clean and energy-efficient home equipment and sustainable cottages. The live videos and their complete recordings and shorter versions received a total of more than 70,000 downloads, the most popular topic being sustainable cottages. Mom of Finland’s collaborative content on Instagram and Facebook received a total of 180,000 views.



Results of the TikTok campaign for young people. Source: Sakea.



A Twitter post related to the launch of the campaign on 10 October 2022 from the campaign's own account and a highlight related to the Christmas campaign on 29 November 2022 from the energy advice service's Asiaa energiasta Instagram account handed over for the campaign's use.

2.4 Advertising and marketing

The idea was also to make the Down a Degree campaign widely visible in various media's advertising spaces: in printed, digital and outdoor advertising as well as on radio channels. In addition to these, significant advertising spaces included the digital screens of sports halls and universities of applied sciences.

It was especially noteworthy that many operators offered their advertising spaces either pro bono or with very good discounts, as it was a socially important campaign. Significant pro bono cooperation agreements included, in particular, Yle, Helsinki Region Transport (HSL) and Outdoor Finland – Suomen Ulkomainosliitto, through which the campaign received free visibility on television, in public transport in the Helsinki Metropolitan Area and in a wide range of outdoor advertising spaces all over Finland.

The versatile marketing visibility ensured that the campaign received national coverage and met different target groups in several different channels, with a message suitable for each advertising space and its target group. A total of 125 advertisements were published in the printed media, the campaign was visible in more than 20 different solutions on digital platforms, advertisements were heard on the radio on more than 30 channels, and outdoor or display advertisements were presented by more than ten actors.

The total amount spent on advertising spaces exceeded EUR 150,000 but, due to significant discounts and pro bono collaborations, the actual value was many times higher.

The overall target figure for the campaign's marketing was significant, and it can be estimated that it reached every Finn at least once. The two front page and digital advertising cam-

paings in Helsingin Sanomat alone (28 October 2022 and 11 January 2023) reached an estimated 1.9 million Finns at once.

HELSINGIN SANOMAT



Screenshot of the www.hs.fi front page on 28 October 2022.

2.5 International visibility

The international visibility of the campaign has been surprisingly and delightfully good. Finland's actions in energy matters as a neighbour of Russia were of interest to international media already in the summer. The international media were given interviews not only about the campaign itself, but also about the measures that were recommended to citizens. Naturally, Finns' sauna habits and the related saving methods were of particular interest.

Interviews and responses to requests for information were given during the campaign to the following major international media, among others:

- BBC Worldwide Radio
- New York Times (United States)
- iNews (United Kingdom)

- Sveriges Television, SVT (Sweden)
- Asha TV (Japan)
- El País (Spain)

In addition, the campaign has been presented in numerous international contexts, especially at various international meetings in the energy sector.

In the spring of 2023, an agreement was made on participation in a collaborative group initiated and guided by the IEA to share lessons learned and compare successes from energy-saving campaigns in different countries. At the time of writing, the work has only just begun, and results are expected by the end of the year.

As an example of the international visibility of the Down a Degree campaign, the New York Times reported on 1 November 2022 on energy-saving measures in Europe:

‘The Finnish government introduced a “Down a degree” campaign to get over 95 percent of households to save energy. ... And in a country where there are three million saunas for 5.5 million people, the campaign urged people to take fewer, shorter and cooler heat baths by turning down the temperature to 185 degrees from 212. It also encouraged people — without offering advice on whether or not to stick with the customary nudity — to take saunas with others instead of alone. Two weeks into the campaign, 723 companies, individuals and organizations had signed up as “campaign partners” and listed their energy-saving techniques on the website.’

<https://www.nytimes.com/2022/11/01/business/europe-energy-crisis.html?smid=url-share>

3 Campaign partnership – responsibility and energy actions

The Down a Degree campaign aimed to reach all Finns and commit everyone to doing energy actions at home, in leisure time, in traffic and at work. Early in the campaign's composition phase, Motiva presented the opportunity to use existing networks as well as an established energy saving campaign with ready-made operating models in order to implement the campaign as widely as possible with the help of various actors.

Motiva has experience of good cooperation in energy efficiency agreements with more than 700 contracting companies and their more than 7,000 locations as well as 130 municipalities and joint municipal authorities. The network of regional energy advisers covering mainland Finland and Motiva were allocated additional resources from the campaign for enhanced energy advice for households and housing companies, and it was sensible to also direct measures to the activation of regional actors. Other campaign messengers included several other Motiva cooperation projects, which are being implemented with, for example, the Energy Authority, the Ministry of Economic Affairs and Employment and the Ministry of the Environment.

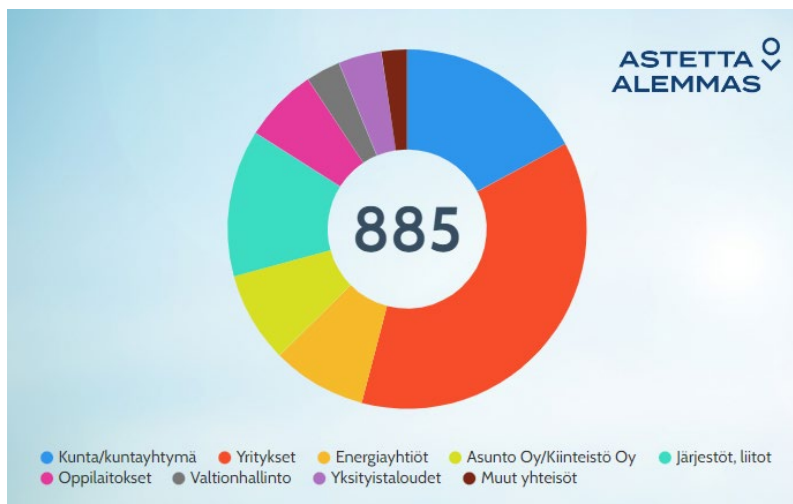
Motiva and the campaign financiers were invited to dozens of events during the autumn and winter to talk about the Down a Degree campaign and energy saving. Presentations were made, for example, to the municipalities' indoor air network, the Hinku network, customer service managers and financial managers of energy companies and actors that have joined energy efficiency agreements. The campaign attracted interest and requests to speak in foreign networks as well.

Offering a campaign partnership to Finnish companies, communities and organisations made the Down a Degree campaign common to individuals and organisations. During the autumn, consumers became concerned about the fact that energy saving is expected only from households, but the partnerships allowed organisations to highlight their own contribution to the effort. The partnerships were not only a demonstration of solidarity but also a commitment to energy saving for those who signed up for the campaign.

At the invitation and under the leadership of Minister of Economic Affairs and Employment Mika Lintilä, two discussions were held in the autumn, one of which was addressed to the business community and companies and the other to interest organisations, municipalities and other central stakeholders. The aim was to engage a wide range of societal actors in the austerity measures as well as to share and exchange ideas around the energy crisis. Minister Lintilä acted as a strong messenger between the campaign and the business community and municipalities and significantly promoted the participation of various actors in the joint effort.

The extent and activity of the partner network as a messenger can be seen not only as a key factor in the success of the campaign, but also as a Finnish peculiarity that has been noticed around the world. In Finland, there is exceptionally good mutual trust and interaction between the ministries, agencies and the business community, which also served as a foundation for campaign work.

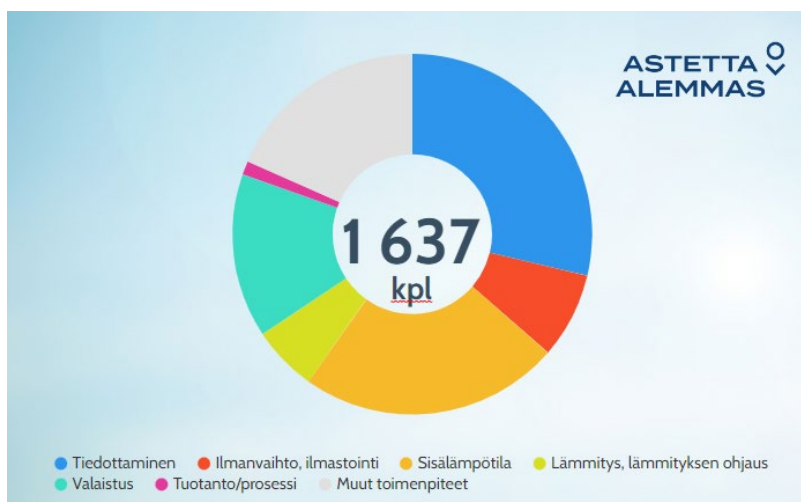
Registration of campaign partners started in the early autumn on Motiva's Energy Saving Week site and from 4 October 2022 onwards on the campaign website at www.astettaalemmas.fi. Companies, municipalities, state government organisations, educational institutions, housing companies, associations and other communities joined in. Some private households also signed up. The final number of partners at the end of April 2023 was 885 organisations, 865 of which had registered in 2022.



A wide range of organisations, companies and communities were invited and registered as campaign partners. The total number of partners was 885.

3.1 Partner energy actions and campaigns

As a demonstration of solidarity, campaign partners were also required to take concrete measures alongside communications. A total of more than 1,600 measures were reported.



The campaign partners reported a total of 1,637 energy actions. At the forefront of organisations' own energy-saving measures were measures related to indoor temperature, lighting, ventilation and

air conditioning. The list of partners and the reported energy actions are listed in the appendix to the report.

Municipalities became actively involved in the Down a Degree campaign. By the end of January 2023, 119 municipalities (75% of the population) were involved, 76 of which had joined the Energy Efficiency Agreement for Municipalities (over 70% of the population). In addition, there were joint municipal authorities and municipal subsidiaries involved. By the end of January, municipalities had reported a total of 410 energy-saving measures on the campaign website. Most common were actions related to communications (27.3% of the measures), which included both instructing personnel and guiding and encouraging residents to participate in the campaign. The most important energy-saving measures by municipalities were lowering the indoor temperature, lighting control and various adjustments (ventilation, heating). (Source: Association of Finnish Municipalities.)

Toimenpide	Määrä	Osuus
Kuntalaisten neuvonta ym.	62	15,1 %
Sisälämpötila	56	13,7 %
Henkilöstön ohjeistus ym.	52	12,7 %
Valaistus	45	11,0 %
IV-säädöt	35	8,5 %
Muu toimenpide	31	7,6 %
Lämmityksen säädöt	27	6,6 %
Investoinnit ja hankinnat	27	6,6 %
Muut ET ja UE-toimet	21	5,1 %
Kulutusseuranta	20	4,9 %
Uimahalli	17	4,1 %
Liikenne ja liikkuminen, etätyö	12	2,9 %
Veden käyttö	5	1,2 %
YHTEENSÄ	410	100,0 %

Measures taken by municipalities in the Down a Degree campaign by 20 January 2023. Source: Association of Finnish Municipalities.

Many campaign partners launched their own energy saving campaigns resulting in significant energy savings. Based on the feedback received, the participants have found and adopted new energy-saving and economically sensible operating models that will remain permanent.

Finnish Energy and energy companies were eager messengers and actively participated in the campaign. More than 70 energy companies participated in the campaign. Finnish Energy was one of the notable partners in the field, producing content to be shared with other partners in the campaign, such as videos, press releases and figures on energy savings.

Case Senaatti

Senaatti-konserni aloitti syksyllä 2022 laajan energiansäästöohjelman valtion kiinteistöissä. Sen tavoite oli vähentää kiinteistöjen energiankäyttöä viisi prosenttia, normaalin noin prosentin luokkaa olevan energiatehokkuustavoitteen sijaan.

Osana ohjelmaa kerättiin ideoita konsernin asiakkailta, jotka lähettivätkin jo loppuvuoden aikana lähes 10 000 ideaa säästökohteista. Ohjelmasta saatiin hyviä tuloksia ja merkittävää säästöä, ja monista sen säästötoimista tuli osa Senaatin normaalia toimintaa.



Lähde: Senaatti-konsernin yhteiskuntavastuuraportti 2022

Saavutettu energiansäästö 7 kuukauden aikana



Case Aalto-yliopisto

Lokakuussa 2022 Aalto-yliopisto kertoi, että se tavoittelee 15 prosentin energiansäästöä 12 kuukauden aikana, verrattuna edellisen vuoden lukemiin.

Suurimmat säästötoimenpiteet kohdistuivat rakennuksiin, mutta myös niiden käyttäjien toimiin haluttiin kiinnittää huomiota. Yliopisto keräsi yhteisöltä vinkkejä energiasyöpöistä, mikä mahdollisti uusien energiansäästökohteiden löytämisen.

Toukokuussa 2023 yliopisto uutisoi, että se on jo saavuttanut yli 9 % kokonaisenergiesäästön 12 kuukauden tavoitteestaan.

Lähde: Aalto-yliopiston tiedotteet 10.10.2022 ja 12.5.2023.

Case SRV

Rakennusyritys SRV ilmoitti lokakuussa 2022 liittyvänsä Astetta alemmas kampanjaan käynnistämällä merkittävät energiansäästötoimet työmaillaan. Sen tavoitteena oli yli 10 prosentin vähennys lämmityksen energiankulutukseen.

Lähde: SRV:n tiedote 6.10.2022.



Suurin pudottaja -energiesäästökilpailu Espoon Asuntojen kiinteistöille

Case Espoon asunnot

Espoon suurin vuokra-asuntojen tarjoaja Espoon asunnot haastoi mukaan yli 30 000 asukastaan järjestämällä kiinteistöjen välisen Suurin pudottaja -kilpailun.

Kilpailussa oli kaksi sarjaa, lämpö ja sähkö, joissa kilpailivat automaattisesti kaikki Espoon Asuntojen kiinteistöt. Siinä mitattiin säästetty energia kunkin kiinteistön osalta vertailujakson 1.11.2021-30.4.2022 ja kilpailujakson 1.11.2022-30.4.2023 välinen erotus kilovattitunteina.

Lähde: Espoon asuntojen verkkosivut

Examples of campaign partners' own energy-saving campaigns.

Several partners also contacted Motiva and wished for more intensive cooperation, for example, on energy saving related content. Such cooperation took place, for example, with the electronics retail chain Gigantti, the Finnish Olympic Committee, Digita, Green Building Council Finland, Kojamo and Lujakoti. On the organisation side, the Finnish National Rescue Association (SPEK), Sisäilmayhdistys and the Consumer Union's Hävikkifoorum were key partners and distributors of the message.

Lihasten lämpö ylös.
Salissa aste alas.



03.10.2022 | OLYMPIAKOMITEA | TIEDOTE

Urheilun suositukset energiansäästöön

Energiakriisi eli energian hinnan ja saatavuuden ongelmat haastavat koko yhteiskuntaa Suomessa ja koko Euroopassa. Kansallisen Astetta alemmas -energiansäästökampanjan avulla varmistetaan, että energiaa riittää kaikkeen tarpeelliseen. Suomen Olympiakomitea on mukana kampanjassa ja haastaa mukaan kaikki liikunnan ja urheilun toimijat.

Screenshot. Finnish Olympic Committee press release 3 October 2022.

Screenshot. Gigantti press release 23 September 2022.

3.2 Communication and material support for campaign partners

To ensure parallel campaign communication, campaign partners were kept closely informed of campaign progress and phases. Partners were provided with the Perjantaiposti newsletter weekly until the end of February 2023 and every other week thereafter until the beginning of May. The newsletter was published a total of 21 times, and it included the latest campaign news, information on the energy situation and the progress of energy saving, content and material tips and partner presentations.

The newsletter was received by up to nearly a thousand recipients, and the average number of subscribers for the whole period was nearly 800. The newsletter reached a much wider partner audience than the number of subscribers, as it was also forwarded within the organisations. The average open rate (OR) for the newsletter was 47%, and the average open to click-through rate (OCTR) was 40%.

In the newsletter and on the campaign site, a link to the campaign's material bank was shared, from which a total of more than 150 files could be downloaded during the campaign to support campaign communications. The material bank offered, for example, logos, campaign images and videos, ready-made image and text materials for websites and social media and printable lists of tips for housing companies and educational institutions, for example. Material was available in Finnish, Swedish and English. More than 800 subscribers registered as users of the material bank.

Printable materials were available separately on request from the campaign coordinator. Most requests came from organisations' magazines, which were given access to photos from the campaign.

In addition, the campaign coordinator opened the campaign's own e-mailbox kampanjat@motiva.fi, to which people could send requests, greetings and questions to responsible persons in the campaign. The e-mailbox was monitored daily.



Hei Astetta alemmas -kumppanit!

Astetta alemmas -kampanja jatkuu koko lämmityskauden, ja toivomme aktiivista viestintää myös kaikilta kumppaneiltamme.

Marraskuun tulo myötä ilmat viilenevät ja ensimmäisten koko maan kattavien paikkasten todennäköisyys lisääntyy. Oletko jo katsastanut ja jakanut näitä ajankohtaisia säästövinkkejä organisaatiossasi ja sidosryhmillesi?

- [Astetta tiivimmät ikkunat](#)
- [Astetta parempi ilmanvaihto](#)
- [Astetta talvisempi kesämökki](#)

Osaatko joustaa -peli kertoo kulutusjoustosta

Vain viikko sitten julkaistu Osaatko joustaa -peli on kerännyt jo yli 2 000 pelikertaa. Joko sinä olet pelannut ja jakanut peliä eteenpäin?

Pelissä on paitsi mahdollisuus voittaa palkintoja - arvomme kuukausittain 30 kpl huonelämpömittareita

ja pääpalkinnoksi vuoden lopussa vettä säästävän suihkupaán - myös tärkeä viesti sähkökäytön ajallisen siirtämisen merkityksestä.

Sähkön riittävyys kaikille kaikissa tilanteissa on helpompi turvata, mikäli sähkön käyttöä saadaan ohjattua niihin aikoihin, kun sitä on tarjolla runsaasti ja se on edullista. Valtakunnallisesti sähkön käytössä on arkipäivisin kaksi kulutuslupppua: aamulla kello 8-10 sekä iltaisin tavallisimmin kello 16-17 ja uudelleen 19-20 välillä. Lue lisää kulutusjoustosta [Astetta parempi joitus -säästövinkistä](#).

Peli on Astetta alemmas -verkkosivulla ja sen linkkiä saa vapaasti jakaa. Pelin voi myös upottaa omille verkkosivuilleen upotuskoodilla, jonka löydät Word-dokumentista materiaalipankin juuresta.



[Osaatko joustaa -peli >](#)

Free energy advice for households and housing companies, funded by the Energy Authority, is provided by Motiva nationwide and by regional energy advisers throughout mainland Finland. Energy efficiency advice related to housing is provided, for example, on heating method solutions and heating mode changes, renewable energy and solar electricity, renovations and procurements that improve energy efficiency and the use and saving of electricity in the home. The forms of advice include various advice and information events, trainings and webinars, personal advice by telephone or e-mail and the production and distribution of advice and communication materials. The advisory services cooperate with organisations, energy companies and educational institutions, for example.

The impact of the war of aggression on the energy situation and the rise in the price of energy were already reflected in the demand for energy advice in spring 2022.¹¹ In April, the Energy Authority made a decision to allocate additional funding to energy advisory services due to increased need. In May, preparations were made for updating the joint action plans of the Energy Authority, Motiva and regional energy advisers and for the opportunity to participate in the energy saving campaign prepared by the state government.

ASTETTA ALEMMAS Jotta energiaa riittää meille kaikille.

SEURAA KULUTUSTA JA TOIMI

ALENNAREILUSTI LÄMPÖTILAA HUONEISTA, JOISSA EI OLESKELLA

KÄYTÄ LÄMPÖPUMPPUA ENERGIATEHOKKAASTI, POLTA KUIVAA PUUTA

SAUNO RIPEÄSTI 70-80 °C

TASAA SÄHKÖN KÄYTTÖÄ

AJA TALOUDELLISESTI JA VAIN VÄLTÄMÄTÖN

LYHENNÄ SUIHKU-AIKAA

SULJE SÄHKÖ-LAITTEET

Lisää energiansäästövinkkejä: astettaalemmas.fi

The first version of the energy advisory tips card was published in early March 2022, and in the autumn, it was reworked into a Down a Degree card for campaign partners.

¹¹ Energy Authority and Motiva: <https://energiavirasto.fi/-/sahkon-korkea-hinta-ja-energiansaastotarve-nakyvat-kuluttajien-energianeuvonnassa>

4.1 Energy advisers as Down a Degree ambassadors

From the planning stage, Motiva's national advice service and regional energy advisers acted as support for the Down a Degree campaign. In addition to advisory activities, regional energy advisers ensured that information about the campaign phases and messages reached stakeholders and supported various organisations and communities in participating and implementing their own campaign measures.

The annual networking and training days (14–15 June 2022) focused on the preparation of the autumn's measures. A wide range of stakeholders were invited to participate in the workshop to launch the planning of the citizens' campaign. Despite the short notice, there were more than 50 participants from 30 organisations in total.

Motiva's national anniversary of energy advice focused on examining the energy situation and its impacts on households as well as marketing the campaign to stakeholders. The event was held in Helsinki on 22 September 2022, and the studio discussion was also followed at provincial events organised by regional energy advisers (15 pcs).

During the autumn, regional advisers organised or participated as invited guests in about 260 events with the Down a Degree campaign and energy saving as topics. Cooperation was carried out with organisations, energy companies, municipalities and educational institutions. In addition, energy advisers assisted regional and local media in energy-related content.

4.2 Energy advice demand peak in August–September

The worrying energy news of spring and winter 2022 first appeared in the energy advice service as an increased interest in small-scale production of solar power. Many of the requests for advice concerned systems installed in detached houses. As electricity became more expensive in the summer and autumn, most of the advice concerned saving methods, such as indoor temperature and operational issues, as well as enquiries related to the price of energy or electricity contracts in general. Not all contacts included actual requests for advice, but consumers also addressed their concerns about higher energy prices, the security of supply and uncertainties related to subsidies.

In 2022, Motiva and the regional energy advisers reported a total of more than 3,000 personal advisory contacts, including 1,900 in the second half of the year. The demand for personal advice doubled or even tripled in various parts of Finland. In Motiva's national energy advisory service, 40% of the 1,650 advice requests received in 2022 came in August–September. The energy saving estimate for the personal advice is approximately 11,300 MWh/year, which corresponds to the annual electricity consumption of slightly under 500 electrically heated detached houses. The estimate is calculated based on a survey of people who have received advice.

Motiva, which provides advice nationwide, put rapid energy-saving measures at the forefront of communications and advice in March 2022 and published recommendations for energy-

saving measures on its website¹² in April 2022. The number of visitors to Motiva's main online service's Home and household content¹³ was 630,000, more than double the previous year's number. The detached house heating comparison calculator¹⁴, which was maintained as a separate service, attracted 41,000 users, an increase of more than a third from the previous year. The energy advice service's Asiaa energiasta newsletter for households and Asiaa energiasta accounts on social media were harnessed to support the Down a Degree campaign and share content. The newsletter was sent to subscribers on a monthly basis throughout the heating season. The number of subscribers to the newsletter is over 4,000.

¹² Energy saving is preparation:

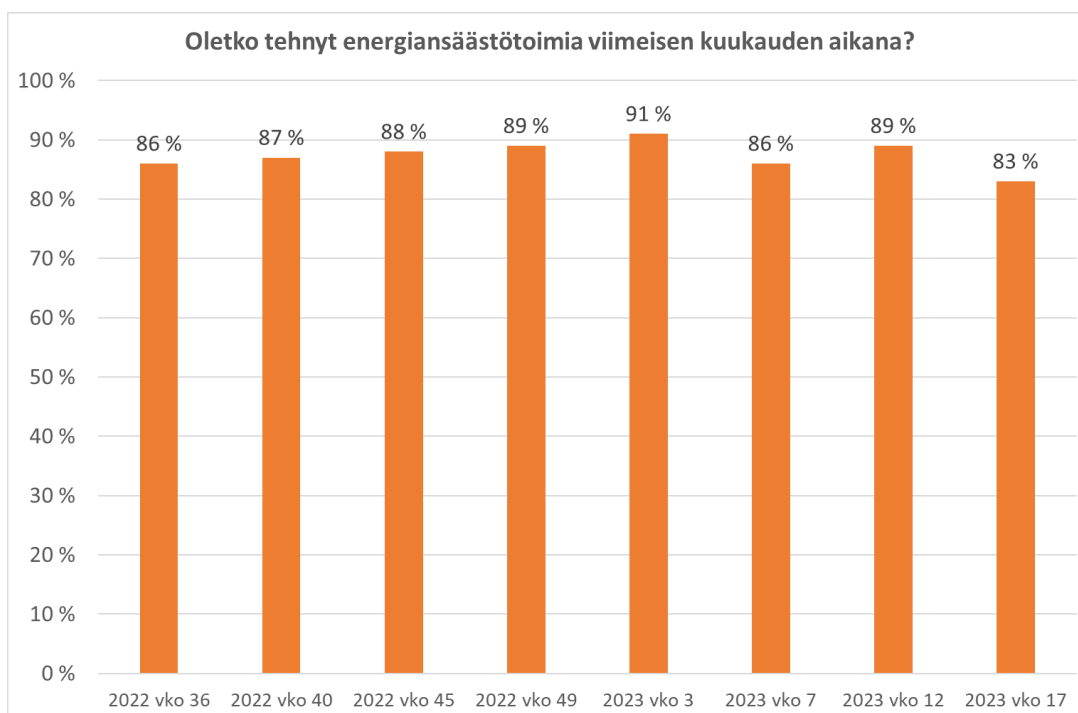
https://www.motiva.fi/koti_ja_asuminen/energiansaasto_on_varautumista

¹³ Motiva, Home and household: https://www.motiva.fi/koti_ja_asuminen

¹⁴ Detached house heating comparison calculator: <https://lammitysvertailu.eneuvonta.fi/>

5 How Finns saved – achieving the campaign goals

The aim of the Down a Degree campaign was to get 95% of Finns to save energy. According to the Government's Citizen's Pulse survey¹⁵, an average of 87% of Finns took energy-saving measures in the winter season from September 2022 to April 2023. The highest number of energy-saving measures were taken at the turn of December–January and after that, when as many as 91% of Finns took energy-saving actions. The campaign fell slightly behind the goal, but the original campaign goal of 75% was clearly exceeded¹⁶.



Results of the Government's Citizen's Pulse survey from September 2022 to April 2023. The highest number of energy-saving actions were taken by citizens at the turn of December–January and after that (91%). Sources: <https://valtioneuvosto.fi/en/current-issues/citizens-pulse>

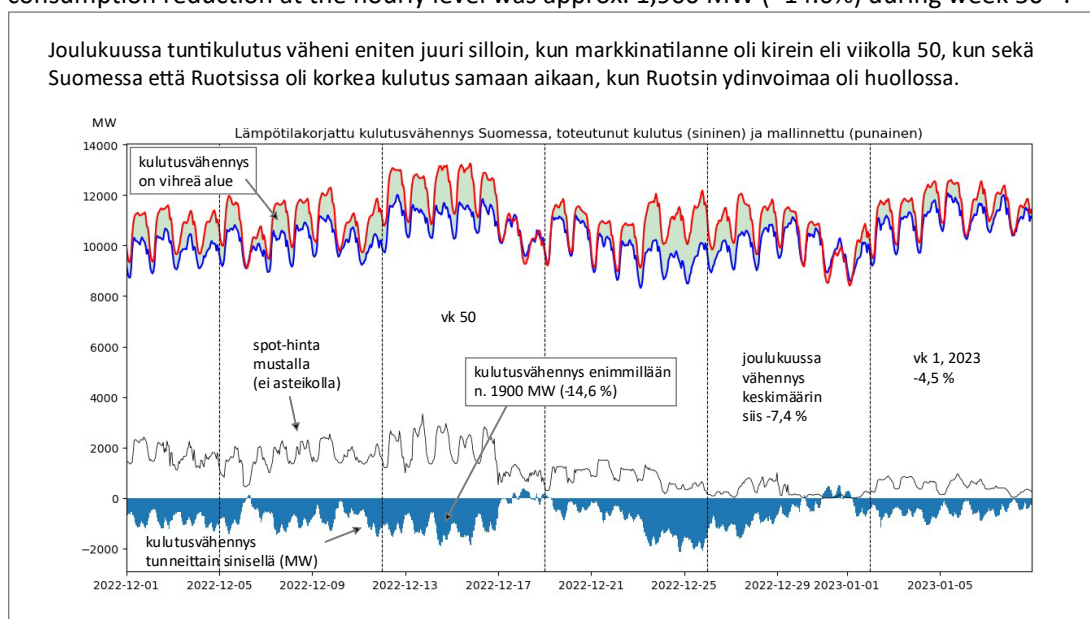
The most popular energy-saving actions were reducing the use of electrical appliances, lowering home temperatures and shortening shower times. Reducing the use of electric saunas was also a popular energy-saving action.

¹⁵ Source: <https://valtioneuvosto.fi/en/current-issues/citizens-pulse>

¹⁶ Source: https://www.motiva.fi/ajankohtaista/tiedotteet/2022/astetta_alemmas_-_energiaa_saastaen_kohti_talvea.18983.news

The second objective was to get households to cut their electricity consumption by 5% during peak consumption hours in order to reduce the risk of power shortages. This objective was the same as in the European Union’s regulation on an emergency intervention to address high energy prices. This regulation was intended to determine the peak hours of electricity consumption during the winter season and implement measures to reduce electricity consumption during these hours by at least 5%. In Finland, the peak consumption times were determined to be on weekdays at 8:00–10:00 and 17:00–20:00.

Compared to the previous year alone (2021), electricity consumption during peak hours decreased by about 8% compared to the situation without the implementation of electricity saving measures.¹⁷ Electricity consumption during peak hours decreased by up to 12–13% compared to the long-term average in 2017–2021, taking temperature into account. The biggest consumption reduction at the hourly level was approx. 1,900 MW (–14.6%) during week 50¹⁸.



*Actual hourly consumption (MW) on the blue curve compared to **consumption taking temperature into account (2017–2021) (in red)**. In addition, the top image has the spot price on the black curve. The bottom image has the temperature on the black curve.*

Fingrid’s electricity consumption statistics show that compared to the previous year in (2021), consumption savings of 4,097 TWh were achieved, corresponding to average savings of 7%.

¹⁷ Fingrid, Sähköjärjestelmän toiminta talvella 2022–2023:

<https://www.fingrid.fi/globalassets/dokumentit/fi/kantaverkko/sahkonsiirto/sahkojarjestelman-toiminta-talvella-2022-2023.pdf>

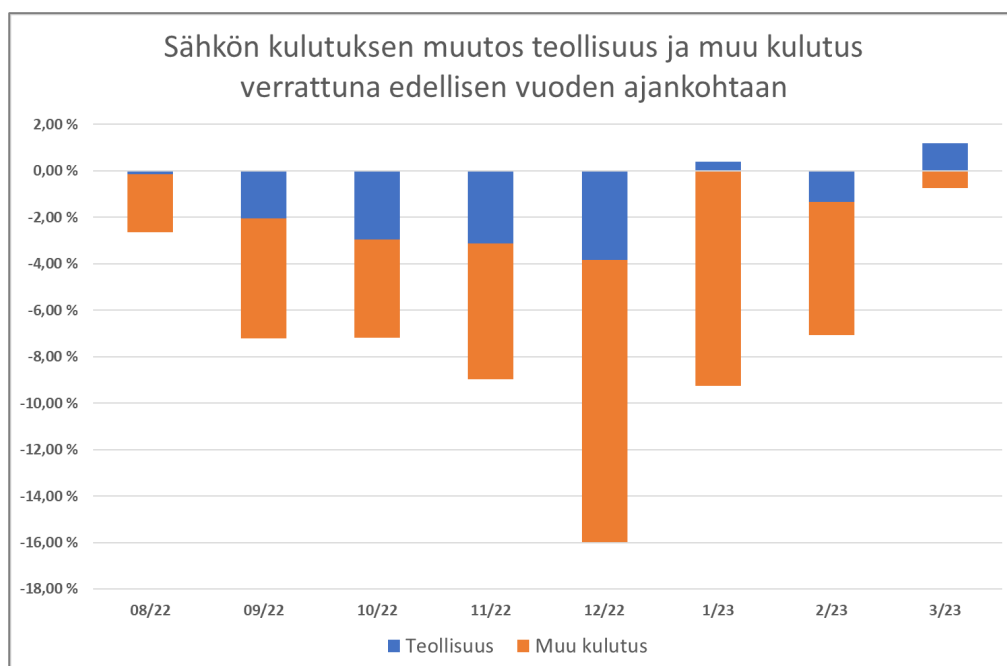
¹⁸ Energy Authority, Juha Teirilä, data: ENTSO-E, Fingrid open data, Finnish Meteorological Institute, Nordpool and REMIT data collected by ACER. Uusiutuvan Energian ajankohtaispäivä event, 17 January 2023.

Fingrid's electricity consumption data for winter 2022/2023.

Month	Consumption 2021 GWh	Consumption 2022 GWh	Change
August	6,074	5,905	-3%
September	6,245	5,788	-7%
October	6,866	6,358	-7%
November	7,527	6,860	-9%
December	8,867	7,578 (7,978*)	-10%
	Consumption 2022 GWh	Consumption 2023 GWh	Change
January	8,251	7,615 (7,862*)	-5%
February	7,185	6,814 (6,833*)	-5%

*Temperature-corrected consumption data in brackets.

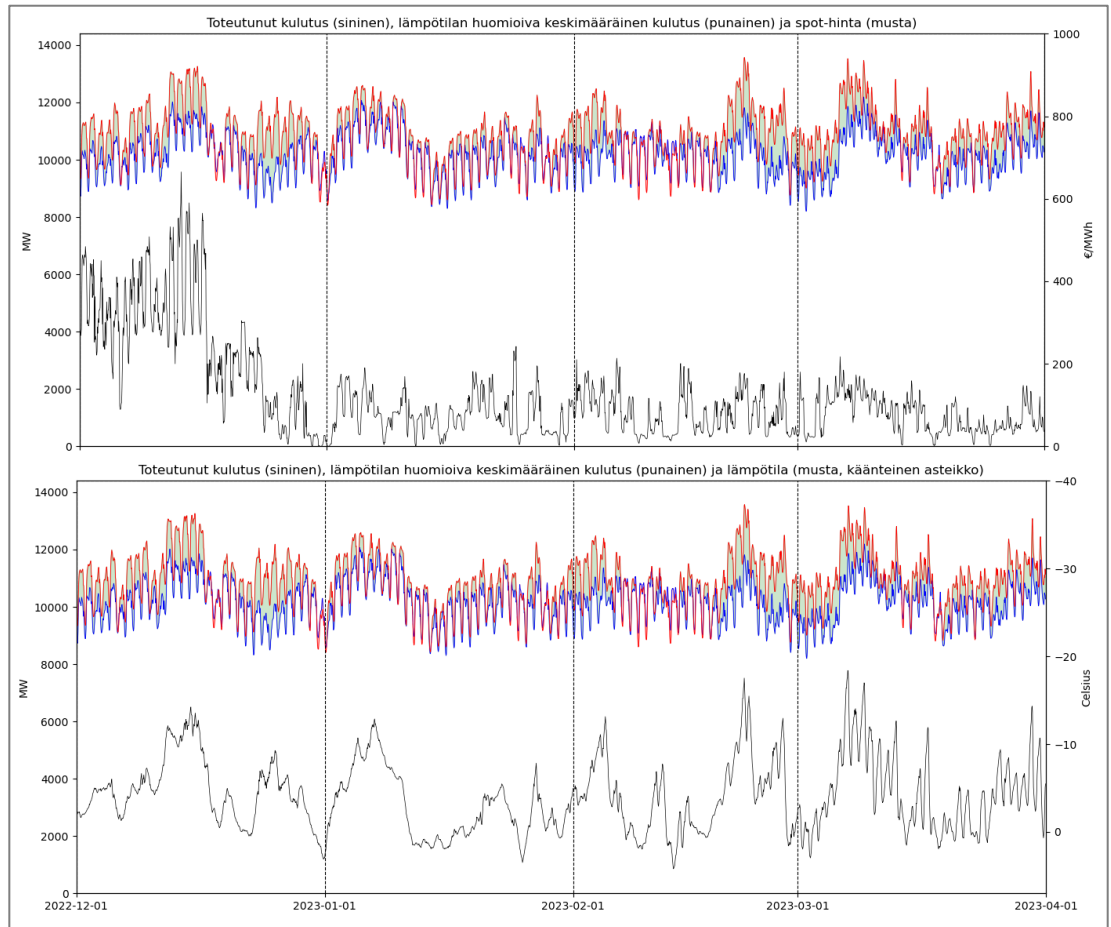
Electricity savings accrued mainly from non-industrial consumption, especially during December. Based on data from the energy industry¹⁹, it can be seen that non-industrial consumption, such as households, agriculture and the public sector, was where the largest reductions were made. For example, in December 2022, the savings came mainly from households and non-industrial sectors.



Changes in electricity consumption compared to the year before, as estimated by Finnish Energy. The estimates make use of the industrial volume index, which explains the difference to Fingrid's figures.

¹⁹ Finnish Energy: Electricity statistics.

When talking about the results of the Down a Degree campaign, many people assume that Finns naturally saved electricity because its price was so high. As the figure below shows, the price of electricity was particularly high at the end of the year, but when the figures are compared to the average consumption for 2017–2021, taking temperature into account (red curve), it can be seen that saving electricity continued well into the spring (actual consumption on the blue curve) although prices were no longer as high as in late 2022. In the spring, large savings can be observed, for example, at the end of February and the beginning of March, which was the coldest period.



Actual hourly consumption (MW) on the blue curve compared to consumption taking temperature into account (2017–2021) (in red). In addition, the top image has the spot price on the black curve. The bottom image has the temperature on the black curve.

During the winter, Finns saved about four terawatt hours of energy, which corresponds to more than 80% of the electricity consumed in Helsinki in 2021.

During and after the Down a Degree campaign, lessons learnt and observations have been regularly summarised for future use and replicability. Most of the lessons learnt are applicable to various information steering efforts of the state government and individual actors.

This national campaign could not have been put together so quickly and effectively without a long-established and well-functioning basis for energy saving communications and advice. The long-term cooperation of the Ministry of Economic Affairs and Employment, the Energy Authority and Motiva on these themes created a unique platform and operating model under the crisis. The Energy Authority's proactive preparation for an increase in the demand for advice ensured that national and regional energy advice was able to answer consumers' questions and reduce concerns about the change in the energy situation. Long-term improvement in energy efficiency, one of the campaign goals, still requires constant advice and information on the right practices and solutions.

Cooperation across sectoral and industry boundaries worked excellently, and the strategic choice to utilise existing cooperation networks and partnerships was the right solution. This way, everyone was engaged to carrying forward the same message, which is essential when creating and implementing communication that concerns the whole of society. If a commitment to conveying a common message has not been achieved, there is always a risk of the message breaking down and different actors building their own agenda alongside the message.

The narrative of the campaign was strongly connected to the war launched by Russia and the toughness of Finns, which made it possible to build an emotional message. The root causes were returned to throughout the campaign, which supported various measures. Without an emotional story, the message would have remained distant.

Public pressure for concrete action was strong since the spring, and citizens' uncertainty and outright distress caused congestion in all advisory channels at an early stage. Despite this, it was possible to maintain the campaign's direction and stick to the plans. Rapid moves and changes in the planned core messages and the timing of the campaign would have produced a hasty result. Good basic planning is the foundation of everything, and faith in one's own action plans should be preserved.

Networks and partners are an essential resource. They make it possible to multiply communication channels and reachability. Here, too, it is essential to ensure that the messages and the materials to be utilised are consistent. The campaign produced a huge amount of material that was easily usable by partners in their own communication, and the post-analysis shows that the message has been used exactly as it was. Adopting a sufficiently neutral but powerful message was easy, and the completed material lowered the threshold for committing to conveying the message. It is worthwhile to invest in making it as easy as possible for partners to join.

Before the start of the campaign, different target groups and the targeting of messages by, for example, different types of housing were considered. However, it soon became clear that the content of the campaign should be general enough to reach a wide range of Finns. Targeting

would not have been possible from the perspective of the busy schedule and, on the other hand, from the perspective of resources. The time to take different target groups into account would be after the crisis. The campaign messages were tested before they were published in order to ensure that they were understandable and enticing. The results of the testing showed that understanding consumption flexibility was difficult for consumers and the related message was the most ineffective, especially in the early stages. As the campaign progressed, this message was clarified. Testing in advance is definitely worthwhile to achieve the best possible result.

Ensuring the sufficiency of resources is absolutely essential. Human resources and working time must be allocated to operational activities well in advance, in addition to any financial marketing efforts. Sudden changes and preparing for changing situations require human resources, in particular. It is advisable to divide the responsibilities and appoint the responsible persons at the very beginning. In this way, the operation is as efficient as possible in the event of changes in the allocation of resources.

The media has played an important role during the campaign. Providing up-to-date, quick and reliable information for the use of the media is absolutely essential. Cooperation is important, especially in the face of a crisis. The media reached a wide range of Finns, and energy-saving tips and guidelines were widely shared by the media. It is worth investing in building good media cooperation, and good previously established media relations support cooperation.

Marketing partners also deserve special thanks. A spirit of volunteering was reflected in the agreements and offers of media spaces that were made during the campaign. The operators became involved either completely pro bono or at very low prices. However, marketing cooperation requires active dialogue with different actors and negotiation on suitable cooperation models. It is worth investing time in this and entering into negotiations with various advertising and media partners in good time.

It is absolutely essential to verify the results achieved along the way. The steering group actively considered what kind of results and figures could be used to verify the functionality of the measures and encourage citizens and partners to continue in the spirit of volunteering. Numerous ideas were on the table, including real-time monitoring of electricity saving, not all of which could eventually be implemented. Collecting data from numerous different actors is challenging, and the statistics are not always comparable. Quite soon, however, it was decided to set numerical savings targets, which were monitored through citizen surveys, for example. The campaign included active communication using various savings figures and numerical results on how the measures were progressing and what had been achieved. Results communication helps maintain the motivation to continue and verify the results of operations.

A survey was conducted in spring 2023 among the partners who registered for the campaign on the campaign's functionality, and the feedback is encouraging. The partners mentioned that they had found their own genuine development targets in the promotion of energy efficiency and saving, and they wanted to continue on the good path even after the campaign. Providing good examples and solutions lowered the threshold for participation.

One clear challenge is to consider the role of social media in similar implementations. Social media is undoubtedly an important channel for conveying messages, but the true effectiveness of different channels is difficult to measure. The special characteristics, user profiles and tone of the content of each channel should be researched and considered in advance. The main

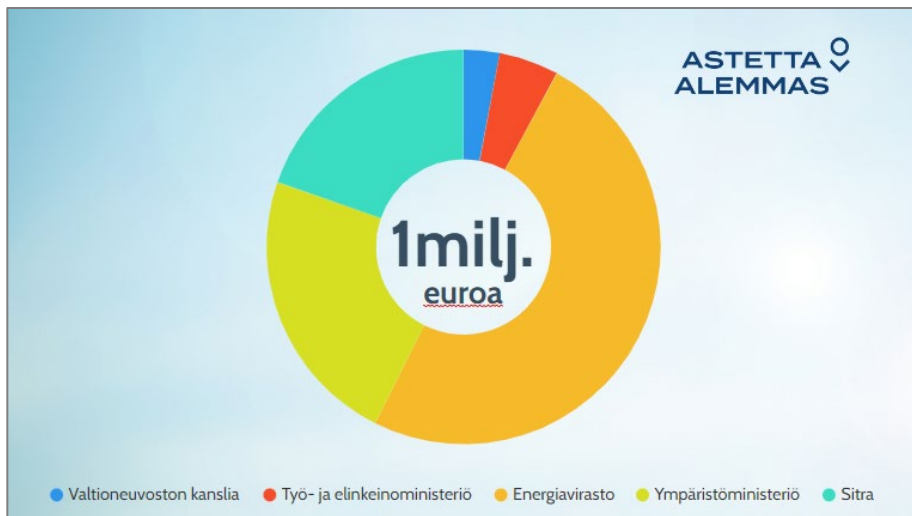
goal is not trying to appear in all possible social media channels but trying to find out where the maximum impact can be achieved. The competition for visibility on social media is fierce, and without pure advertising investment, it is difficult to stand out from the crowd.

Regular monitoring of the effectiveness of various marketing communications and communication measures is a basic prerequisite. Only by monitoring different analyses and monitoring data can conclusions be drawn about the effectiveness of different measures. The contributions should be directed to the channels and media selections that produce the best results.

Finally, it should be noted that the timing and duration of the campaign played a decisive role. The topic attracted greatest interest from the summer until the early winter. It can be seen from the monitoring figures that interest in the topic clearly waned after March, which was, of course, expected. It is not advisable to stretch a campaign too long; instead, it should be raised again when the issue is more topical again.

7 Resources

The financiers invested a total of approximately EUR 1 million in the Down a Degree campaign. The financiers formed a campaign steering group, to which the progress of the campaign and the use of resources were regularly reported. A cooperation agreement was drawn up between the financiers, specifying the extent and use of each actor's resource. In addition, Motiva, as the campaign coordinator, drew up separate agreements with the subscribers when needed.

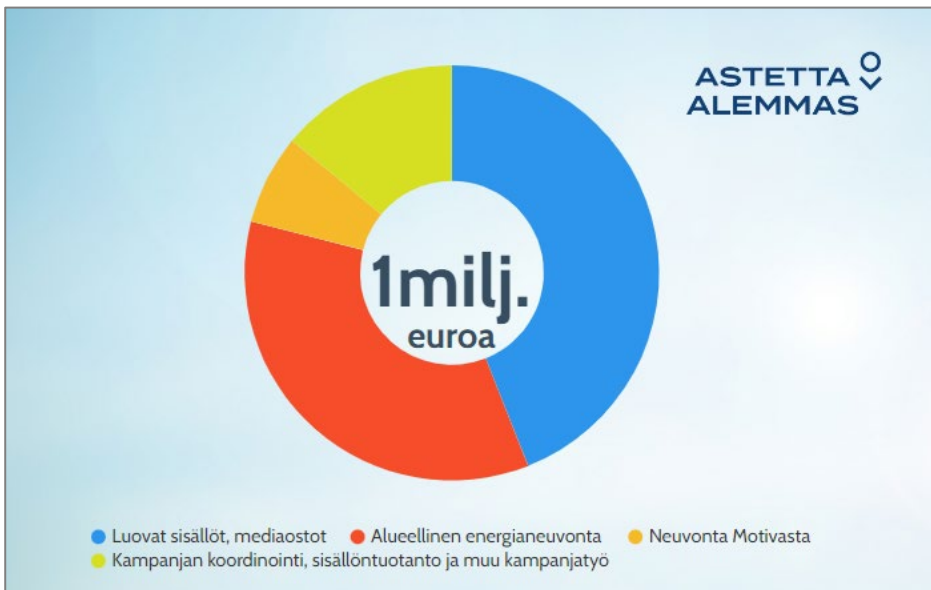


Distribution of funding for the Down a Degree campaign.

In addition to a separate investment decision, the Energy Authority supported the campaign with the annual basic work that Motiva carries out in energy saving communications.

Separate agreements specifying delivery contents were made with subcontractors, such as an advertising agency and media partners.

From the very beginning, a significant part of the entire financial contribution was allocated to regional counselling as well as direct counselling by Motiva. The remainder was divided into the planning and implementation of the campaign's creative content (Kaimana), Motiva's coordination and implementation work and advertising and media purchases. The rough breakdown of costs is described below.



Distribution of the campaign budget.

The main tasks of the different entities were as follows:

Energy advice:

- Direct consumer advice from both regional advisers and Motiva
- Local events
- Communication and regional media work

Creative design (Kaimana):

- Campaign concept and creative look
- Bases for marketing and promotional materials
- Photography and sound work
- Social media planning and moderation in the early weeks of the campaign and during the Christmas campaign

Motiva

- Media work
- Stakeholder work
- Participating in events
- Marketing plan
- Media negotiations and purchases
- Testing campaign messages
- Advertisement traffic
- Website and production of material content
- Partner communication and activation of partner network
- Steering group work
- Managing the campaign office and responding to enquiries
 - Overall coordination

The first operating and funding period of the Down a Degree campaign ended in June 2023. However, communications will continue through the annual basic communications and advice of the Energy Authority and Motiva. The outlook for the upcoming heating season is better than previously, as self-sufficiency in electricity is steadily increasing. However, it is necessary to prepare for the intensification of communications in the next heating season in case the national or international situation changes.

The campaign messages and all produced material have been designed and prepared in such a way that they stand the test of time and can be quickly deployed for future needs, if necessary. The readiness to relaunch the campaign is excellent. The promotion of energy saving and energy efficiency as well as the need for consumption flexibility will not disappear though the difficult energy winter has ended.

Communications for the upcoming heating season will take place around the annual Energy Saving Week in particular. Energy Saving Week has been celebrated every October in week 41 since 1986. The messages of the Down a Degree campaign will be used as the main theme of the Energy Saving Week. Partners registered for the campaign are encouraged to join the Energy Saving Week and share energy saving messages with their own customers and stakeholders. The partner network is reached through direct communication, which was utilised during the crisis winter.

9 Appendices

Registered Down a Degree campaign partners and their reported energy actions.