

Tuesday 2 juni 2015
From 13:00 to 16:30

De Rotterdam, 40th floor
Wilhelminakade 179
Rotterdam

If you would like to join this workshop,
please email Rieke Koskamp
(r.koskamp@rotterdam.nl)



On behalf of the European consortium CELSIUS we would like to invite you to a workshop on heating and cooling networks in cities. This time the possibilities of *Social Marketing* are the central theme. The workshop is on June 2th from 13: 00 to 16: 30 in Rotterdam, followed by drinks. From the 40th floor of the building, the Rotterdam (the vertical city ') on the Wilhelmina Pier you will have a beautiful view over the city.

What is Social Marketing?

Social Marketing attempts, by understanding what moves the target group, to organise behaviour that benefits to the individual and to society as a whole. Social Marketing starts with understanding the audience, central questions here are: Who is the target audience? What are the beliefs of such a group? What is important for this group when making decisions? What obstacles do they experience? Then, Social Marketing focuses on translating this information into a comprehensive strategy (marketing mix), adapted to the knowledge of the target audience.

Why social marketing for heating?

We believe that connecting consumers onto heating networks is not just about the price of heat, but that there are also other considerations, motivations and barriers that determine what consumers want. The CELSIUS team will explore with you if Social Marketing can help.

This workshop:

A Social Media guru from the UK will be flown in for you for a keynote speech. The key questions that will be answered, are: what is social media and how can you use it? Next, we discuss the potential use of social media in the rollout of heat networks. We do this by working towards the practice from a theoretical framework. We also would like to share the latest insights from the CELSIUS Social Toolbox with you.

More information about the project can be found at CELSIUS <http://celsiuscity.eu/>

We hope to welcome you June 2th!

On behalf of the CELSIUS team,
Astrid Madsen

The instrument has proven to be an effective instrument to influence behavior.

Example Social Marketing Case: Energy (UK): A grant for isolation of an attic could bring tremendous savings, but proved unpopular. the target group turned out to see the importance of isolation, but little funding requests came in. Also increase of the subsidy did not lead to more applications. Eventually it was decided to investigate who the target group was, and what is important to them and what obstacles they encountered when isolating the attic. This showed that cleaning up their attic was the biggest obstacle. When the isolation grant was offered in combination with assistance in cleaning up the attic, there was a run on subsidy requests...