

EACD - Energy Awareness Campaigns for Defence



Background Description

Awareness regarding energy efficiency and renewable energy is a driver for change towards an energy sustainable defence sector. It is also crucial for the continuous support from decision makers, which may not realise the full benefits of energy-related projects and initiatives. As such, the first phase of the Consultation Forum for Sustainable Energy in the Defence and Security Sector (CF SEDSS) identified the need to raise energy management awareness of military personnel and Ministries of Defence (MoD) staff at all levels.

Although 20 Member States out of the 22 (CF SEDSS I questionnaire) have already launched some forms of energy awareness campaigns, most were not defence tailored. It is also acknowledged that the low quality of energy data holds back energy-awareness campaigns effectiveness in the defence sector.

Project Analysis

This project should be managed by the European Defence Agency (EDA) in coordination with Member States and the support of an external contractor. Campaigns should take place at the territory (fixed infrastructure) of the participating Member States to the Agency as well as at the proper European forums, conferences and meetings.

The Energy Awareness Campaigns for Defence (EACD) project should have at least two different target audiences:

- Decisions makers / top managers; and
- Armed forces personnel and MoD staff.

To deliver the awareness campaigns, the project comprehends the following milestones:

- Develop the tender for the campaigns;
- Launch tender and select contractor;
- Planning the campaigns;
- Implementation of the campaigns;
- Results assessment;
- Planning the actions to maintain momentum.

Objectives

The EACD project aims at behavioural change towards energy management in the sector, which includes the understating of energy projects as a capability development priority. This should translate in more direct investment in projects from the MoDs and armed forces.

Methodologies

Building from the CF SEDSS Phase I findings, information must be given to the technical partner (contractor) to create the promotional material, the communication plan, results report and the procedure for keeping momentum. EDA and Member States are in position of supporting the gathering of the data necessary for the contractor.

There will be the need to assess the current situation of awareness, and for this activity, data provided by Member States and EDA to the contractor will be essential. After that, the contractor will have to identify the best communications channels for each targeted audience and the right moments to address them. A method for collaborative action for the campaigns will have to be developed as well as the creation of the promotional material.

Impact – Expected Outcomes

The expected outcomes of the project are the implementation of energy sustainability awareness campaigns specifically tailored to European defence, with content and design appealing to the sector. As for the deliverables of the project, there must be the following:

- Communication plan for the campaigns;
- Promotion material, which should be made available in the participating Member States languages, as well as in English.
- Results assessment;
- Action plan to keep momentum.

Opportunities

As stated before, promoting a cultural change in the defence sector, through all levels of its organisation, is expected to lead to energy efficiency conscious behaviour improvements, an objective of the CF SEDSS II.

On the other hand, by highlighting the importance of energy considerations in defence, the project aims to persuade decision-makers and top managers to invest more in energy efficiency, energy management and renewables, possibly unlocking more projects in the future, another main goal of the second phase of the CF SEDSS.

LIFE and ERASMUS+ Programmes were identified as a potential source of external funding for this project, which can reduce the cost of its implementation.

Challenges

The main risks of the project are the resistance to change and the fact that Member States may not be willing to share energy data, even in aggregated form and for the purpose of awareness campaigns.

There is also the lack of human resources availability to manage and follow the project, especially from Member States. Lastly, funding for the project from budgets alone can be an issue.

This project idea was developed during the second phase of the Consultation Forum for Sustainable Energy in the Defence and Security Sector (CF SEDSS II) and does not entail any future commitment for the EU Ministries of Defence (MoDs) or the EU institutions or agencies. However, it provides the framework for enabling the formation of multi-national collaborations at the European level to help the MoDs to address common defence energy-related considerations and to move towards a defence decarbonised future. The potential of those ideas will be further explored in the context of the forthcoming CF SEDSS Phase III (2019-2023).