



**MAKING ENERGY SAVING  
EASY FOR ALL**

[www.ee4all-by-on5.co.uk](http://www.ee4all-by-on5.co.uk)

## CASE STUDY **ON5 HOME** **CLEO - SOCIAL HOUSING**

### **CORPORATION CHALLENGES**

- ADEME, The French Environment and Energy Management Agency, put forward a call for the development of innovative projects, aimed at targeting fuel poverty.
- ADEME wanted to provide support:
  - to social housing tenants to help save energy
  - to social landlords for them to communicate to their tenants about the lifelong benefits of saving energy in an engaging and sustainable way

### **ON5 SOLUTIONS**

#### **What?**

ON5 created an fun and educational App that help tenants learn about the health, and well-being benefits of saving energy in addition to the actual financial saving. The programme also rewards tenants who commit to to act to save energy (winning prizes and recognition).

#### **How?**

Through the release of a campaign:

- ON5 conducted a review of the targeted stakeholders before the project was launched.
- ON5 created a mobile App for tenants, rewarding them for their energy-saving actions and their use of educational tools on the platform.
- ON5 developed an effective communications strategy, including the organisation of events and the use of social media.
- The service was offered as a free engagement tool for landlords.

## CAMPAIGN LAUNCHED EARLY 2017

By November 2017:

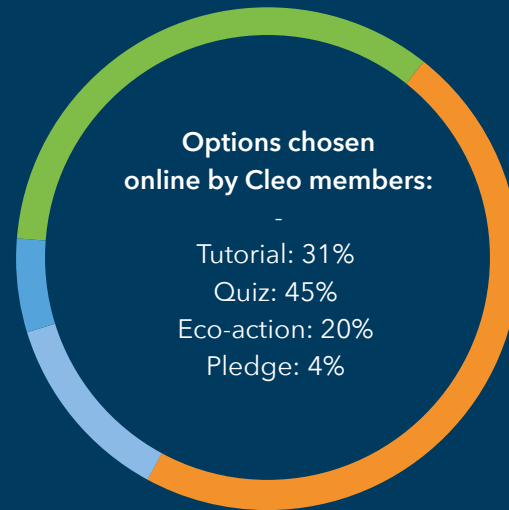
- Total tenants engaged on online: 25021 of of 130000 (19,2%)
  - 40% via on site events
  - 7% via Emailing & SMS
  - 30% via telephone
  - 22% via off line marketing (flyers, posters, .etc)
- On the ground communication: Number of tenants engaged in March 2018: 8163 out of 23322 contacted (i.e 35%)

Energy saving: **767327 KWh**

Carbon emissions saving: **626931 kg of CO<sub>2</sub>**

Waste saved: **317228 kg of waste**

Water saved: **98871082 litres**



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ACCESS  
PLATFORM



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