

STICKER NUDGES

Energy at Home Procedure



Decide | Understand | Start

MEASURE AT A GLANCE

What it is: An A4/A5 sticker sheet with short, removable reminder stickers for everyday energy-saving habits at home (plus a QR code to your local tips/support page).

Primary target: private households
Secondary: schools, public buildings, housing organisations, municipal staff, local SMEs (as multipliers).

Objective: turn energy-saving tips into daily cues ("I see it \Rightarrow I do it") and make small actions easier to start and remember.

Best context: municipal maildrop, school workshops, fairs/events, municipal buildings, public housing programmes, energy advice.

Scale: 10,000 sticker sheets

Reach: up to 10,000 households (depends on distribution)

Expected outcomes

- Broad reach at low effort per household
- Good "add-on" measure for other activities (workshops, consultations, events)

ENERGY SAVINGS



Assume an average household uses about 14,000 kWh of energy (heating + hot water + electricity) per year.

Campaign reach: 10,000 sticker sheets \Rightarrow 10,000 households.

If 5 % apply the tips long-term and reduce their energy use by 3 %, then for each of them = 420 kWh/year saved.

Across 500 households: 500×420 kWh = 210,000 kWh/year saved.

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Implementation recipe | 6 Steps



1 Adapt to local context

Choose 8-10 tips that fit your local housing context (renters vs owners, common heating systems, typical habits). Keep wording supportive (comfort + savings)

2 Micro-reminders

Keep sticker text ultra-short (2–6 words) and action-based (e.g., “Ventilate 5 minutes”, “Standby off”, “Lid on pot”).

Add a one-line explanation on the back side (“Why it matters / how to do it”).

3 Design/translate and add the QR link

Translate an existing version or design your own.

Add a QR code that leads to your municipal campaign page (tips, advice, grants, events).

4 Print

Print the sticker sheets.

Important note: order stickers that are easily removable and leave minimal/no residue (test a sample).

5 Distribute via partners (make it personal)

Use trusted distribution points and add a short “hand-out script” for staff/partners.

Good targets: schools, housing organizations, retirement homes, municipal buildings, libraries, fairs/events, consultations, municipal newspaper pick-up points.

Deliver sticker sheets + distributor note + campaign QR.

6 Follow up (turn it into a habit)

After 2–4 weeks, remind households to try a second round: share “Top 3 stickers” and a simple call-to-action (“Swap one habit this week”).

Use school channels, municipal newsletter, social media, and the QR landing page (short update + seasonal tip). Optionally add a mini feedback prompt (“Which sticker did you use?”) to capture light outcome data.

Energy-saving topics & tips you can communicate (menu)

Pick 2 actions per theme. Keep it specific and user-friendly.



Heating & comfort (winter focus)

- Reduce heating when away / at night (comfort-first framing)
- Keep radiators free (no furniture/curtains blocking)
- Short, intensive ventilation (avoid tilted windows for hours)
- Close doors to unheated rooms; check simple draught points



Hot water

- Shorter showers (time challenge)
- Turn off water while soaping/teeth brushing
- Use lukewarm/cold water when feasible (habit change)

Electricity at home

- Switch off standby (power strip challenge)
- Choose LEDs and turn lights off as a habit
- Device habits: lower brightness, sleep mode, shut down gaming/PC when not used



Kitchen & laundry

- Lid on pots; boil only the water you need
- Full loads; eco programs; lower wash temperatures where suitable
- Air-dry when possible

Planning | Resources



TIMELINE MINI-PLAN

Week 0 to 3

choose theme(s) | adapt tips | localise QR/links

Week 3 to 6

design/translate | review + print (incl. test sample)

Week 6 to 10

deliver workshop

BUDGET ESTIMATE

(EU average ranges; 10,000 sheets; excl. internal staff time)

Cost item	Typical range	Notes / cost drivers
Printing (10,000 removable sticker sheets)	€ 1,300 – € 2,400	finish, removable glue, colour, local prices
External graphic designer (optional)	+ € 800 – € 1,500	if not in-house
Distribution costs (optional)	+ € 0 – € 1,500	depends on method (events/partners vs maildrop/post)
Total (typical)	€1,300–€5,400	driven mainly by design + distribution

Planning | Risk & Measurement



RISKS

COUNTERMEASURES

Distributed but unused	Distribute via trusted intermediaries; create a “pick 2 stickers now” moment
Residue / damage concerns	Use removable stickers; add small note “test on a small area first”
Tips feel blaming / insensitive	Comfort-first language; include “support available” via QR
Too many messages	Limit to 4–8 actions; keep sticker text short and specific

MEASUREMENT & IMPACT

KPIs (outputs)

- sticker sheets printed and distributed
- distribution points / partners involved
- Estimated household reach (proxy = sheets distributed)

Outcome measurement (easy to collect)

- QR scans / landing page visits
- Short feedback from distributors (what people picked, most common questions)
- Optional 1-question web poll (“Which sticker did you place first?”)

Integration into the wider campaign

- Share photos/stories (“Top 3 stickers people chose”) via municipal website/socials/ local media
- Point to next steps: tips page, advice hotline, grants, events, consultations