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FULL-SCALE ACTIONS EVALUATION REPORT

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ATTACHMENTS

- Attachment 1 - Questionnaire
- Attachment 2 – Questionnaire Results

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1. INTRODUCTION

This report describes and assesses the feedback from the ACT4ECO.eu users after implementation of its full version and after a considerable number of users had made use of the platform (approximately 8.000 users at the time of the evaluation). Originally it was planned to have face-to-face ECO2 Groups evaluating the platform. However, this approach was not feasible due to the fact that the pandemic didn't allow for groups to meet.

The upscaling of the ACT4ECO platform was, thus, assessed by applying an online questionnaire to all the registered users of the ACT4ECO Platform.

It was decided to focus the “Full-scale actions evaluation” on collecting lessons learnt regarding self-paced e-learning of registered users, in particular about motivation and behaviour changes and their sustainability in the future, as well as the implications of the pandemic context in the users' motivation and changes. These lessons were specifically relevant for users making use of ACT4ECO.eu as an online e-learning platform.

The questionnaire can be found attached in Attachment 1.

2. METHODOLOGY

An online questionnaire was developed, with contributions from partners' regarding the methodology and the questionnaire itself, to gather the feedback and to learn more about the experience of the registered users of the ACT4ECO platform.

2.1. PARTICIPATION

DECO was the task leader, with contributions from all of the consortium partners, who:

- Gave feedback on the proposed methodology
- Gave feedback on the proposed questionnaire
- Disseminated the questionnaire in their countries
- Translated the questionnaires and collected answers (such as open answers and comments)

2.2. OBJECTIVES

- To better understand how people got to know about ACT4ECO
- To better understand how people perceived and received information about ACT4ECO
- To collect insights regarding users' learning process on ACT4ECO

- To collect insights regarding the use of ACT4ECO
- To collect insights regarding users’ motivation and change regarding energy efficiency

2.3. TIMELINE

The final timeline of the development of this activity was the following (all dates refer to 2021):

Task	Time Span
Questionnaire	26th March – 23rd April
Development of the questionnaire	26 th March – 06 th April
First proposal to partners	07 th April
Feedback from partners	Until the 14 th April
Validation of the questionnaire by the consortium	15 th April
Translation of the questionnaire by the consortium	19 th April – 23 rd April
Programming the questionnaire	15th April – 05th may
Implementation of the questionnaire in SurveyMonkey	Until the 14 th April
Testing the online questionnaire	15 th April onwards
Finetuning	16 th April onwards
Reaching Users	16th April – 6th May
Validation of email for user participation	16 th April
Translation	23 rd – 27 th April
Email sent to users	6 th May
Questionnaire roll-out	06th May
Analysis and reporting	Started 01st June
Translation of questionnaire’s responses	17 th – 25 th June
Analysis of questionnaire’s results	01 st – 25 th June
Development of the report	28 th June – 9 th July
Validation of the report by the consortium	10 th July – 14 th July
Submission of the report	2 nd August

2.4. REACHING USERS

The questionnaire was sent to all registered users – 583. This number is quite small when compared to the total number of users of the platform, as it corresponds to users registered during the 1st phase of the platform when registration was mandatory. Emails for the users were only collected in the process of validating the registration. When the platform was opened for non-registered users, the collection of emails, thus, halted.

The project partners therefore played a crucial role by disseminating the questionnaire in each country, collecting 62 valid responses during the one month when the questionnaire was open.

2.5. QUESTIONNAIRE

To reach users, an e-mail was sent in all of the 9 languages available on the platform with a link to a SurveyMonkey questionnaire (<https://pt.surveymonkey.com/r/ACT4ECO>) that could be completed within 10-15 minutes.

The final version of the questionnaire can be found in Attachment 2 – Questionnaire Results.

3. RESULTS

3.1. RESPONDENTS

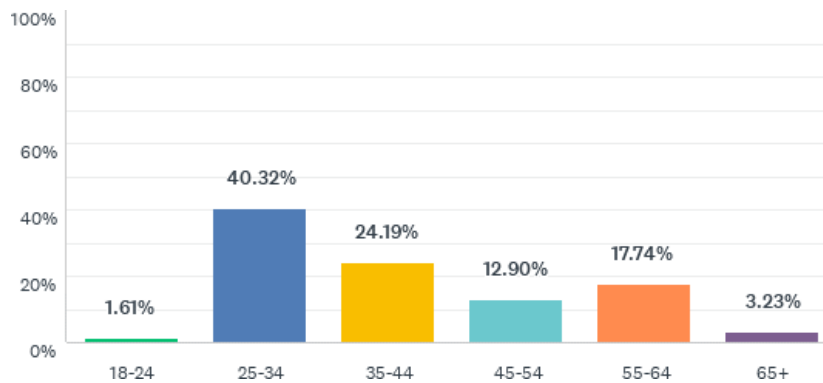
A total of **62 responses** were collected, with a **completion rate of 74%**. Even if this percentage is not statistically relevant, the results are relevant and give fundamental clues for the completion and continuity of the project. Even if this number of responses does not provide a statistically solid ground for analysis, the results are relevant since they provide important signals/clues for the continuity of use of ACT4ECO.eu.

The 62 respondents took an average time of 5 min and 26 seconds to answer the questionnaire.

The age data points to a **prevalence of younger age groups taking part**. Being ACT4ECO an online platform it makes sense that target-groups that are more familiar with internet and ICT in overall, and therefore most predisposed to get involved or interested in these issues. Nevertheless, **respondents aged over 55 represent 20.97%** which is relevant as this is a target-audience with less awareness and less engaged with ICT.

P1 - AGE

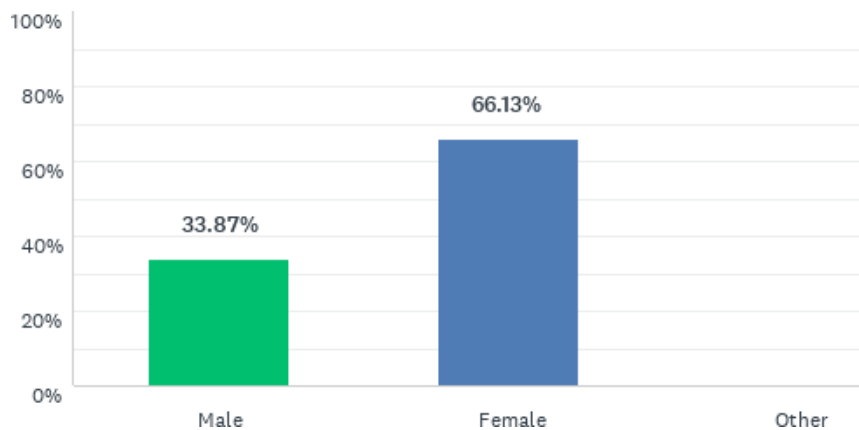
[62 answers]



We found more women participated in taking the questionnaire. Yet, it is not possible to conclude whether this is because they are more interested in the topic or because they are more willing to answer this type of questionnaire.

P2 - GENDER

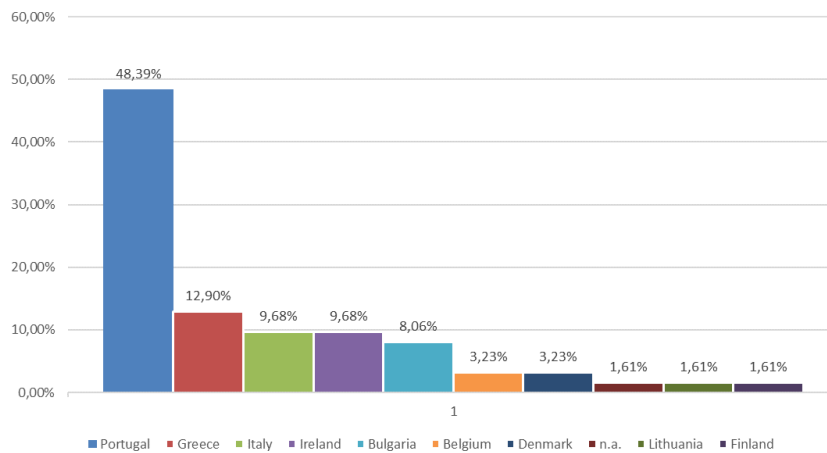
[62 answers]



It is also important to acknowledge that the **results cannot be extended to the European level, as there is a high prevalence of responses coming from Portugal, for example 30 participants or 48% of the total number of responses.**

P3 - COUNTRY AND MUNICIPALITY (OR COUNTY) WHERE YOU LIVE

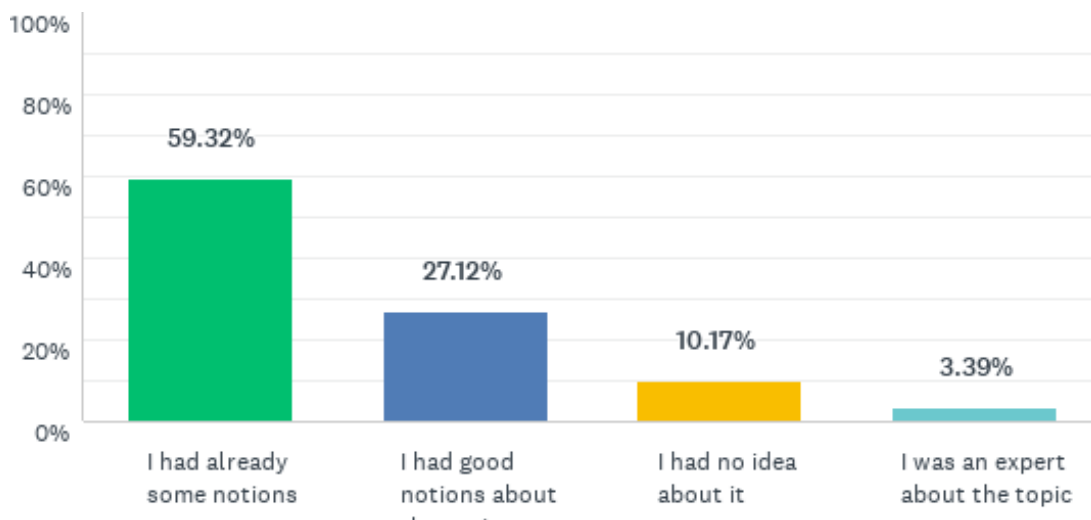
[61 answers, 1 ignored]



Regarding the respondents’ knowledge prior to using ACT4ECO, 59.32% only had “some notions” about energy efficiency and 10.17% “had no idea about it”. Thus, it can be said that there was a **large group of people (69.49%) to whom the platform represented a relevant opportunity to learn**, starting from the basic level. This indicates a need to increase the information and awareness campaigns aimed at those who do not have that much energy literacy and to whom it is also important to give a basic approach.

P4 - PRIOR TO USING ACT4ECO HOW WOULD YOU RATE YOUR ENERGY EFFICIENCY KNOWLEDGE?

[59 answers, 3 ignored]

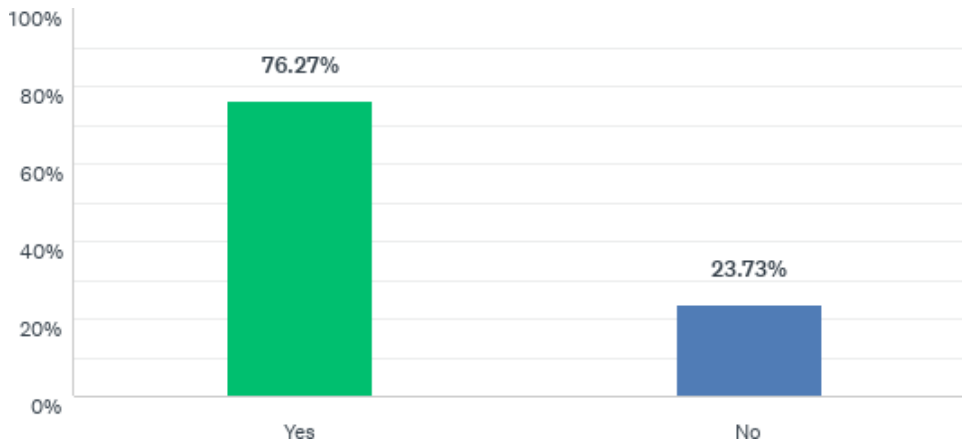


Feedback on inspiration, indicated that a large majority (76.27%) of respondents were inspired to make changes in terms of energy consumption and efficiency.

3.2. MOTIVATION AND CHANGES

P5 - Did ACT4ECO INSPIRE YOU TO IMPLEMENT ANY CHANGES IN TERMS OF ENERGY CONSUMPTION AND ENERGY EFFICIENCY?

[59 answers, 3 ignored]



P6 - CAN YOU TELL US MORE ABOUT WHY ACT4ECO DID NOT INSPIRE OR HELP YOU MAKE CHANGES IN TERMS OF ENERGY CONSUMPTION AND ENERGY EFFICIENCY?

[8 answers, 54 ignored]

Reason	
Not platform related	3
Platform related	5
Total	8
Key works / ideas	
Approach - need of a more human touch	1
Content - lack of videos	1
Content - no novelty	1
Content - not concrete	1
Context - lack of money	1
Context - lack of time	1
Context - need of structural changes in the house	1
Context - Not the owner of the house	1
Functionality - site does not work properly	1
Total	9

We can see that the platform was effective in sending the message of the importance and need for saving energy, and that it was useful for the majority of users involved.

Regarding the 23.73% (8 people) who were not inspired, further information was collected in question P6 and of the 8 answers, 5 of the users had platform related reasons and 3 had personal or context reasons for not being inspired. The 5 responding with platform related answers may be reduced to 4 considering that one of the respondents was already an energy expert, which is not part of the target group of the platform, showing a satisfactory level of quality for the users and from where some useful hints can be extracted.

The key words or ideas that can be extracted from the 8 answers collected can be grouped around 4 main topics.

- Approach – the need for a more human touch;
- Content - lack of videos, no novelty, not concrete enough;
- Context - lack of money, lack of time, the need for structural changes in the house, or not the owner of the house;
- Functionality – the ACT4ECO site not working properly.

“The need for a more human touch” is a response, which the project was originally designed to handle by the use of “ECO2 Groups”, which, though, became impossible to implement because of the COVID-19 pandemic. Such groups will be made possible by August 2021.

“Lack of videos” is a hint towards making more use of existing resources on the internet by e.g. referring to available videos that show validated content. The project was not designed to provide such videos, which may give rise to considerations for future expansion of content on the platform.

“No novelty” may be a response connected to the energy expert user.

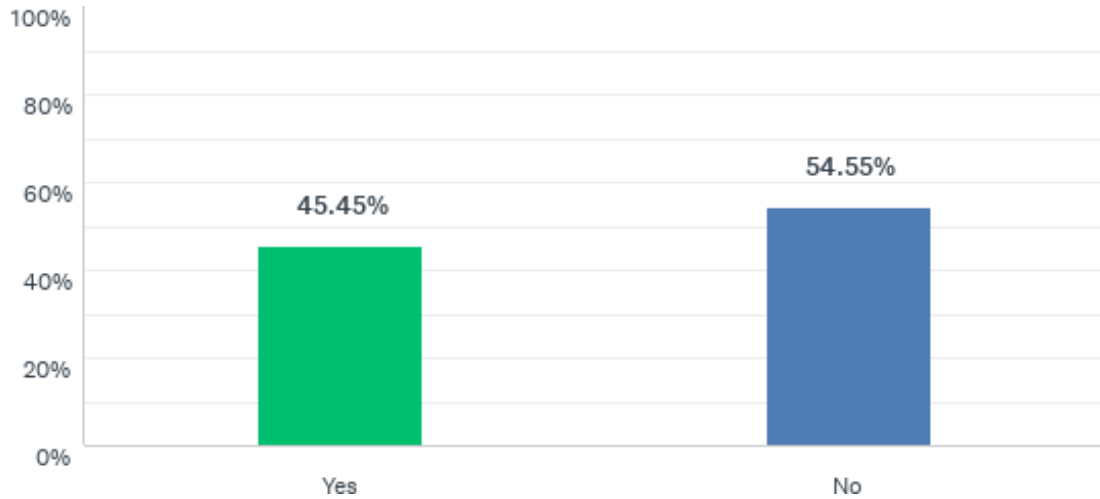
“Not concrete enough” is a response that is difficult to assess, also because only 1 respondent answered this. Some Actions are very concrete, whereas others deliberately do not provide concrete advice because they deal with changes that should only be made by professionals.

“Functionality” may relate to the fact that the platform was down for 4 hours during the survey period. The rest of the time it was fully functional.

Concluding, a potential drop-out or non-inspired rate of the 6% platform-related answers must be regarded as very low for online platforms as ACT4ECO. In as much as the responses are representative for the totality of users, this shows a satisfactory level of quality for the users, although it also gives a constructive hint about making more use of videos.

P7 - DO YOU THINK COVID 19 HAS AFFECTED OR WILL AFFECT YOUR BEHAVIOUR CHANGE TOWARDS ENERGY EFFICIENCY IN THE NEAR FUTURE?

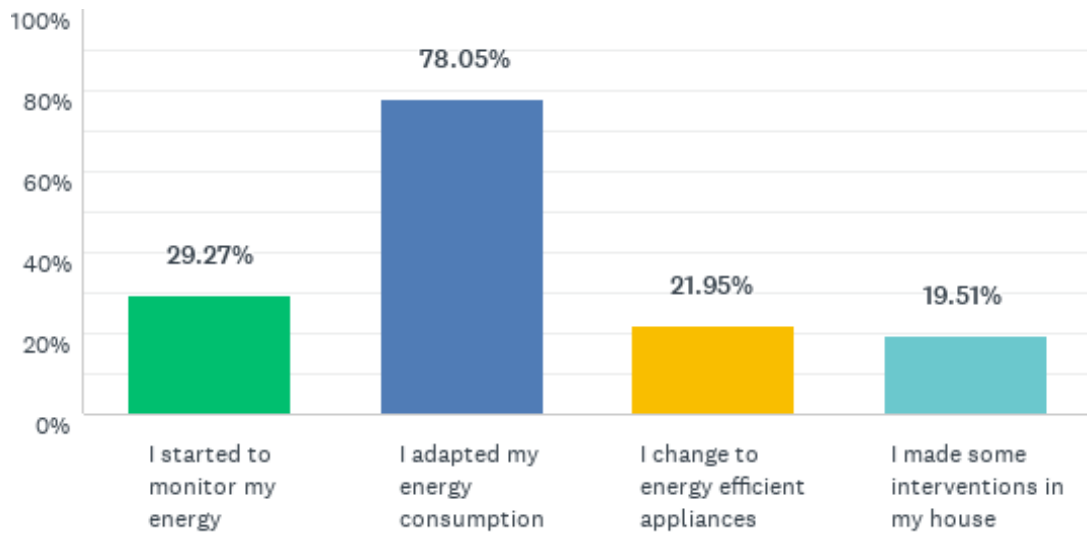
[11answers, 51 ignored]



This represents those who stated they were not inspired by ACT4ECO Platform. As this question was also posed to those who stated to have been inspired, for practical purposes we will analyse the answers to COVID-19 impact on energy behaviours together. Please see P13.

P8 - WHAT CHANGES MADE BY YOU WERE INSPIRED BY ACT4ECO.

[41 answers, 21 ignored]



The ACT4ECO inspired changes revolved around changes to behaviour, for instance: “*I adapted my energy consumption behaviours*” (78.05%), followed by “*I started to monitor my energy consumption*” (29.27%)¹. This indicates that consumers are still in need of energy literacy and training opportunities and awareness raising, before moving on to more technical issues or making investments. However, it also shows that easily accessible lessons through ACT4ECO initiates actions are highly relevant – from being an entry-level action “start to monitor energy use” to concrete action such as “changing appliances” or “Interventions in house”.

A learning from users of this platform had been in the increased understanding of how small daily choices affect energy efficiency and also how to reduce/manage consumption is one of the main choices of the users. This might be related to the fact that to change or improve ones’ house and appliances requires an investment that people might not have. In any case, this capacity for improvement without investing in major efforts and with little or no money is fundamental to development and the further engagement of users.

The respondents identified the following top positive factors to help them change and maintain the change: constant information flow, systematic update of tips and advices, along with public funds and awareness campaigns (see [P12 - What will help you maintain these changes or new behaviours in the future?](#)).

P9 - PLEASE SHARE WITH US SOME EXAMPLES OF THESE CHANGES OR NEW BEHAVIOURS ?

[27 answers, 35 ignored]

Changes Type / Subtype	Total
⊕ Choosing more efficiente equipments (buying or replacing)	21
⊕ Better use of equipments / reducing energy demand	13
⊕ Change in behaviours	12
⊕ House small interventions / verifications	5
⊕ Consumptions management	4
⊕ Reducing the use of appliances	2
⊕ House interventions	1
Total	58

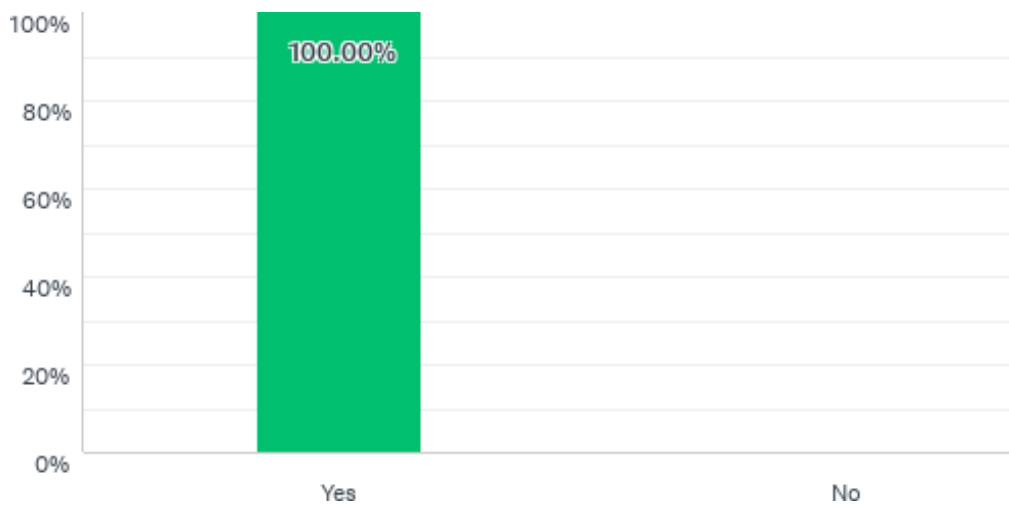
A total of 58 examples of changes or new behaviours were mentioned by the respondents, even though this question was optional. Out of these 31 are directly related to conscious consumption choices that rested on information and tips shared and did not require changes in the house or equipment, for instance: better use of equipment (13x), change in behaviours (12x), consumption’s management (4x) and reducing the use of appliances (2x).

It is interesting to note that many users are still changing LED bulbs. It might seem unexpected as LED is considered a well-known and clear topic, but 15 users declared to have recently taken this step. Back to basics seem to be an important step for some ACT4ECO users.

¹ This question allowed multiple choice, that is why the sum is greater than 100%.

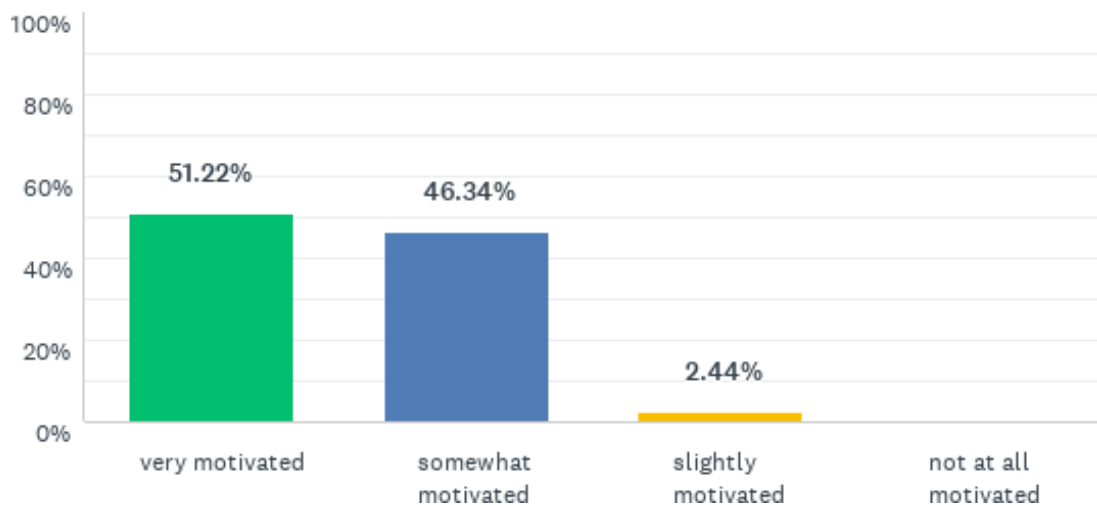
P10 - DO THESE CHANGES CONTINUE TO BE PART OF YOUR LIFE?

[41 answers, 21 ignored]



P11 - HOW MOTIVATED ARE YOU TO MAINTAIN THESE CHANGES OR NEW BEHAVIOURS IN THE FUTURE?

[41 answers, 21 ignored]



Finally, regarding continuity of changes, all users stated that changes made continue to be in place and 51.22% are very motivated to maintain them. Other respondents presented themselves as somewhat motivated (46.34%) or slightly motivated (2.44%). This means there is room for improvement and that it is possible that motivation may slow down over time. Unfortunately, the lack of direct contact with users and the impossibility of making groups/communities, due to the pandemic, did not allow the questionnaire to delve deeper into the specific obstacles that are lowering motivation. These may be about doubt about the person's own ability to stay motivated, they may hint to the ACT4ECO information not being motivating enough, or they may be a question formulation artefact related to the nature of the change, since this is the

answering option one would choose if the change is of a permanent nature and does thus not need to be repeated/maintained over time.

P12 - WHAT WILL HELP YOU MAINTAIN THESE CHANGES OR NEW BEHAVIOURS IN THE FUTURE ?

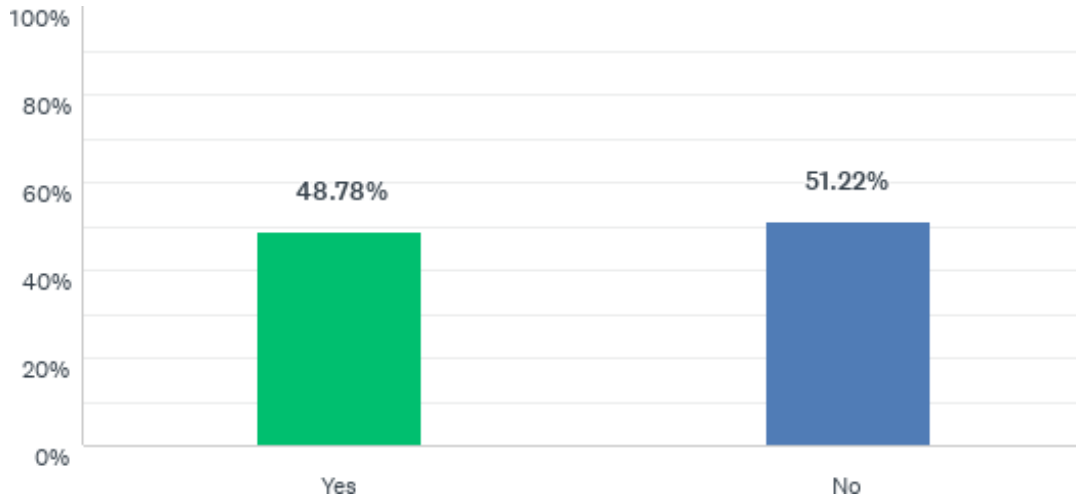
[26 answers, 36 ignored]

Topics to be worked:
energy label
practical tips
highlighting benefits on energy efficient behaviours
partnerships with local authorities
family level
involving media in delivering information
regular flow of information / constant update

It is quite clear from P12 what would boost and keep users more motivated and help them maintain these changes or adopt new behaviours in the future. Users call for a continuation of this learning and change path, the availability of public funds, awareness campaigns and constant information availability and update. Some users (3) mentioned the need to have a collective dimension in change/learning, with shared experiences or knowing close cases to get inspired, which connects very well with the original intention of the ECO2 project to establish learning groups.

P13 - DO YOU THINK COVID 19 HAS AFFECTED OR WILL AFFECT YOUR BEHAVIOUR CHANGE TOWARDS ENERGY EFFICIENCY IN THE NEAR FUTURE?

[41 answers, 21 ignored]



Please note that this analysis encompasses the answers above that correspond to persons answering positively to the question [P5 - Did ACT4ECO inspire you to implement any changes in terms of energy consumption and energy efficiency?](#), It also includes the answers of those who answered in the negative ([P7](#)).

The impact of COVID-19 as a motivator for change or not, and in maintaining change, is something that splits people equally. Independent of inspiration provided by the ACT4ECO platform, approximately half of respondents (48.78% of people inspired and 45.45% of those not inspired) say their behaviour was or will be affected by COVID-19 and the other half (51.22% of the inspired and 54.44% of the not inspired) declared that energy efficiency behaviours were unaffected by COVID-19.

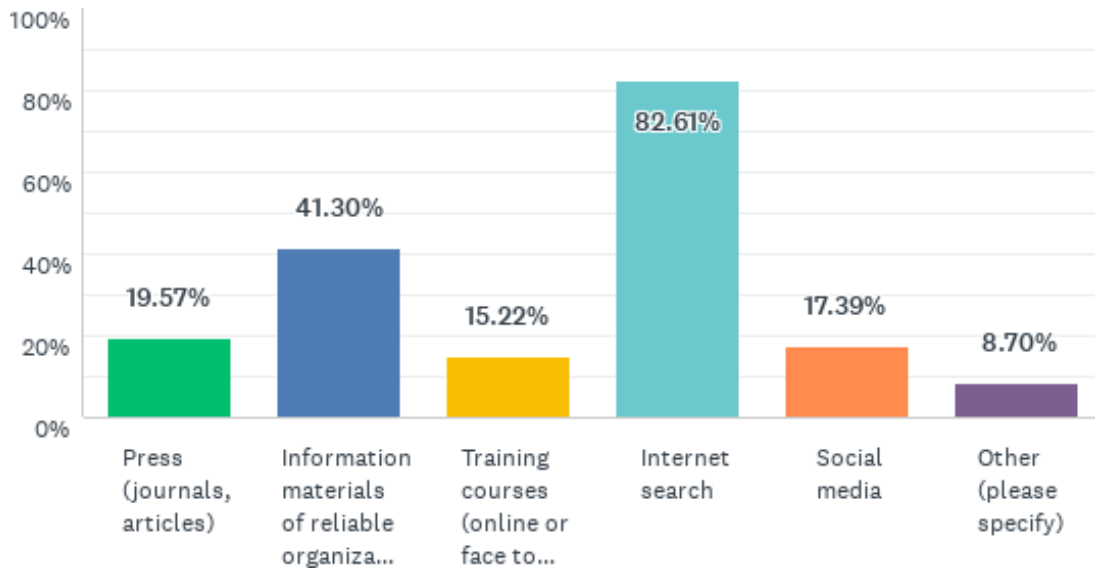
The reasoning behind these answers is diverse, two reasons are highlighted. On one hand there is a group of participants that states their preoccupation and adequate energy behaviours pre-existed COVID-19 and were maintained, in some cases enabling a maintenance level of energy consumption.

For another group, consumption has increased but many also admit this helped them to see the importance of energy efficiency. It gave them time to monitor consumption and/or to make changes in their homes and habits. This shows that crisis and scarcity of goods are, in the short-term, a motivating factor for change and tools like ACT4ECO can make a difference in these moments.

3.3. ACT4ECO AND ENERGY EFFICIENCY E-LEARNING PLATFORMS

P14 - WHERE DO YOU USUALLY LOOK FOR INFORMATION ABOUT ENERGY EFFICIENCY?

[46 answers, 16 ignored]

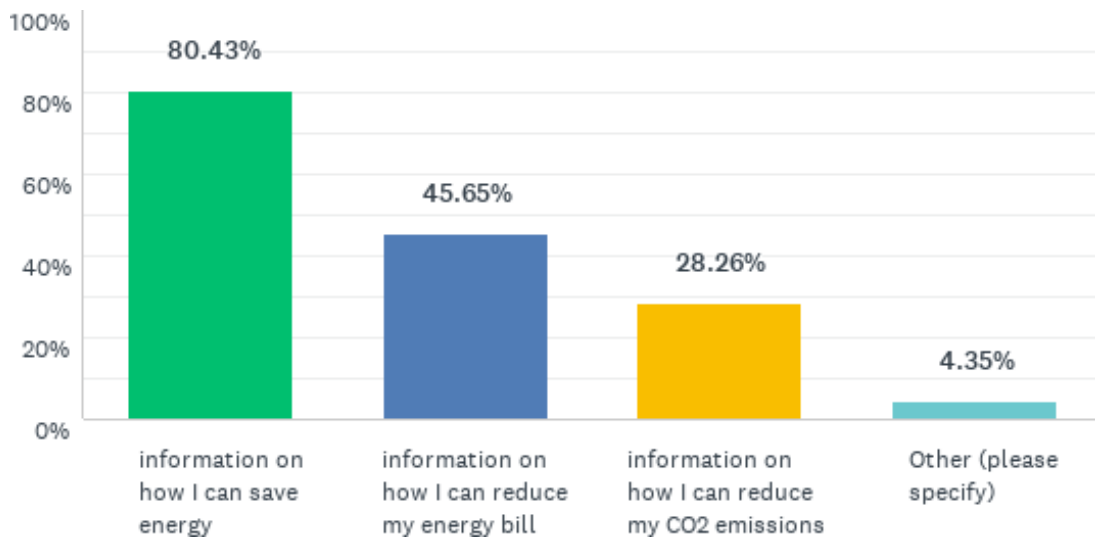


When asked where do users usually look for information about energy efficiency, users choose in the main credible sources, such as: internet searches, credible and recognised organizations with materials available and press.

The first 2 sources are supportive to ACT4ECO, as it is well positioned to satisfy web searches made by most users (80.61% mention the internet and 41.30% reliable organizations). This also means that ACT4ECO may favour from more actively exposing the fact that the content on the platform has been validated by energy experts, since credibility presents itself as an important factor for a platform to be seen as attractive.

P15 - WHAT DID YOU EXPECT TO FIND ON ACT4ECO?

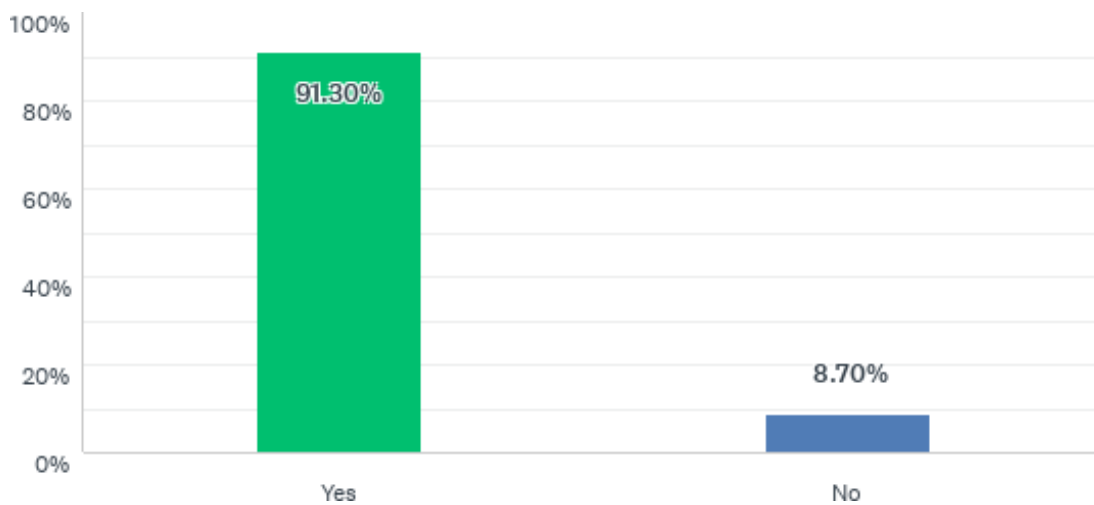
[46 answers, 16 ignored]



Regarding what users were looking for and their motivation, most users were looking for information on how to save energy. This recognises efficient energy use as a theme on its own and not necessarily as a means to saving money or whose impact is to “only” reduce CO₂ emissions. More inquiry is needed to see if this option really translates into a holistic perspective on energy, environment, equity on access to energy, climate change, etc.

P16 - DID YOU FIND THE INFORMATION YOU WERE LOOKING FOR?

[46 answers, 16 ignored]

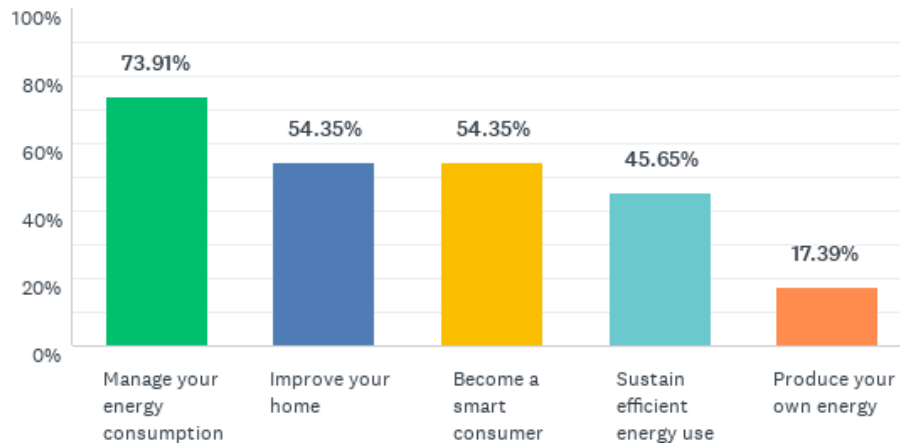


When asked if they found the information they were looking for, 91.30% of users declared to have found it, which confirms the adequacy of the actions/sub actions of the ACT4ECO platform.

The actions that users further explored confirm the line of thought that users are mostly focused on understanding energy efficiency and especially on topics that are focused on behaviours, choices, management; but less so in investments, the rebound effect or energy production.

P17 - WHAT ACTIONS DID YOU EXPLORE?

[46 answers, 16 ignored]

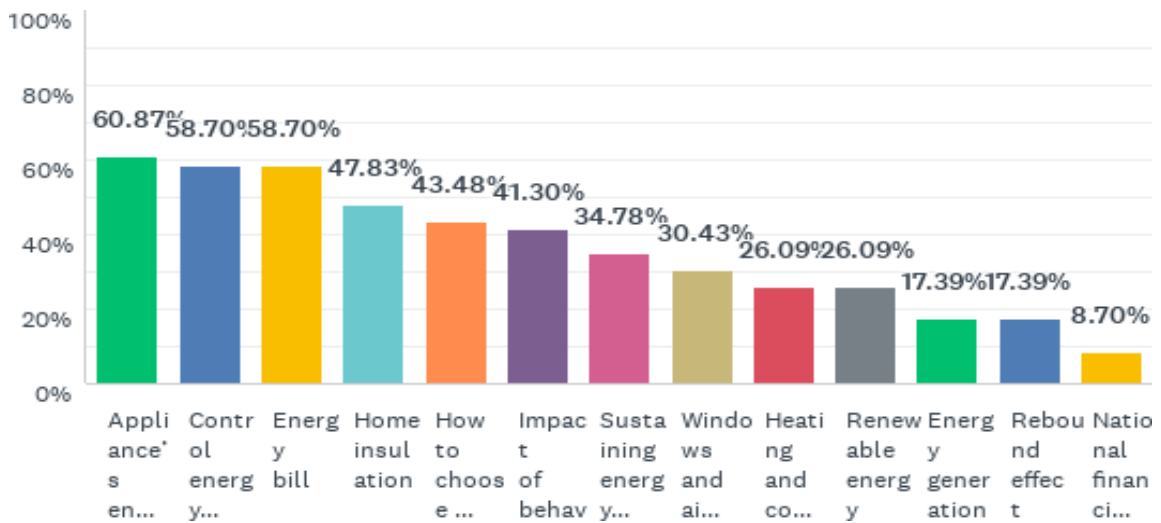


The most mentioned action is “Manage your energy consumption” followed closely by “Improve your home”, “Become a Smart Consumer” and “Sustain efficient energy use”. This is aligned with the change pattern previously detected in the results, such as: changes in daily behaviours, small purchases, simple interventions at home and more control over energy consumption/bills.

It is interesting that all answer options are largely at the same level of response, except for “Produce your own energy”. This reflects that there is a need for information widely across the many topics that relate to use of energy. It may also reflect that ACT4ECO could serve its users well if it in the future could add even more actions on energy related matters, such as transportation, leisure time activities, choice of food and appliances, etc.

P18 - WHAT SPECIFIC TOPICS DID YOU EXPLORE, WHAT SPARKED YOUR INTEREST?

[46 answers, 16 ignored]

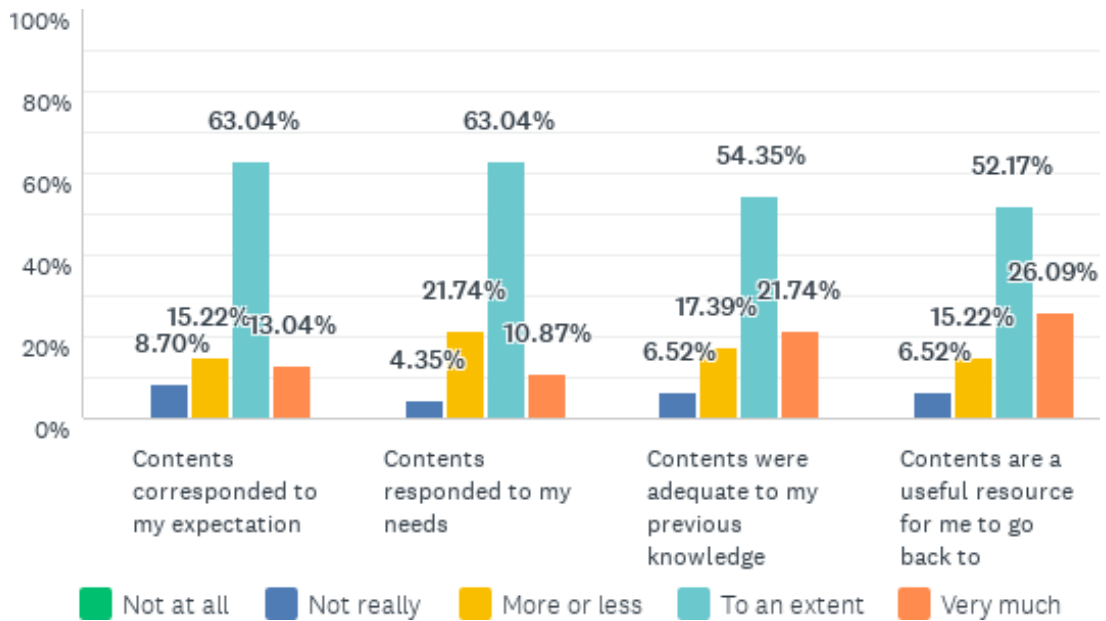


It is important to mention that “Producing your own energy” was, by far, the action least investigated. This might mean several things, such as: a lack of interest on the topic, as users are starting their energy efficiency journey, they start with the basics (behaviours), that ACT4ECO is not expected or recognized as strong in this theme or that other sources are more relevant/preferred. However, it may also simple reflect the fact that few consumers have the option of producing their own energy, because of physical conditions connected to their home – all consumers can change energy consumption habits – only few have a roof suited for photovoltaics. Again, there is no way of going beyond the drawing of hypothesis.

When asked about the topics of interest, user responses aligned with the preferences mentioned in the previous question.

P19 - REGARDING THE CONTENTS OF THE PLATFORM, PLEASE CLASSIFY THEM ACCORDING TO THE FOLLOWING CRITERIA.

[46 answers, 16 ignored]



Users were asked to classify the contents of the ACT4ECO platform according to a set of criteria. From the results we found a main tendency for contents to have been well regarded e.g. “to some extent”: Adequate to expectation (63.04%), responds to needs (63.04%), adequate to previous knowledge (54.35%), a useful resource to come back to (52.17%).

Users with a high level of satisfaction oscillated between 10.87% to 26.09%, meaning there is room for improvement and in fact suggestions provided by participants were very clear and pointed in a very clear direction. These aspects are detailed in [P22 What improvements would you suggest for the platform, regarding both content and technical aspects?](#).

Please note that 2 comments made in this question were moved to the question P22 for an integrated analysis.

P20 - WHAT WOULD ENCOURAGE YOU TO CONTINUE USING THIS OR OTHER ENERGY EFFICIENCY E-LEARNING PLATFORMS MORE OFTEN IN THE FUTURE?

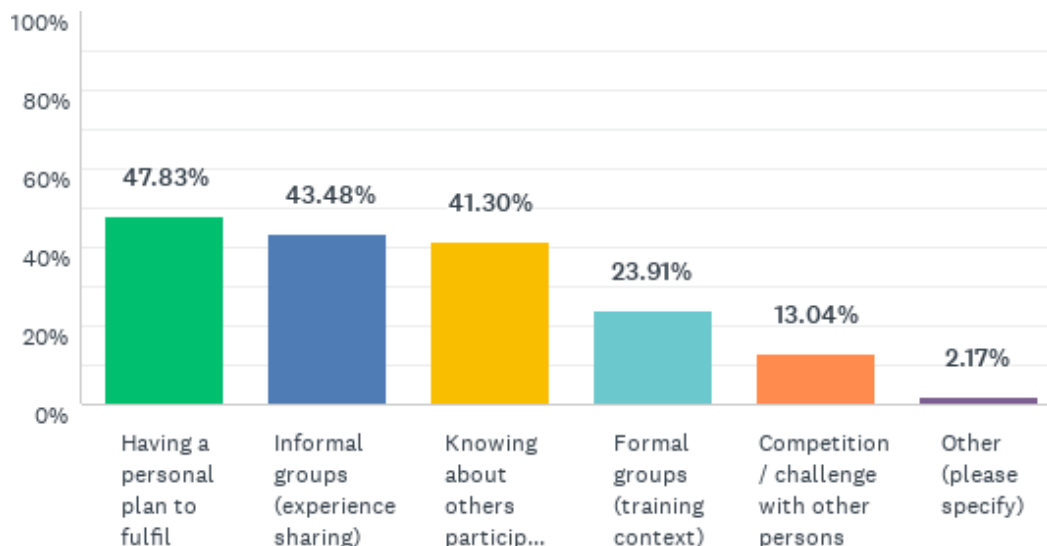
[23 answers, 39 ignored]

When asked what would encourage users to continue to use ACT4ECO more regularly or other similar platforms, most mentioned seeing it as a resource to obtain more information and to keep up to date with the topic.

It was also highlighted the need to make ACT4ECO a user-friendly platform. This is at this point more important than some other aspects like - offering more multimedia features or the possibility to track users' progress.

P21 - WHICH OF THE FOLLOWING WOULD MOTIVATE YOU TO LEARN OR CHANGE YOUR ENERGY EFFICIENCY BEHAVIOUR, WHETHER IT IS ONLINE OR FACE TO FACE?

[46 answers, 16 ignored]



The questionnaire also sought to collect information on what would motivate users to learn, or to change their energy behaviours. The provision of a personal plan was the most important factor, but the importance of sharing experiences (through informal groups) was also highly valued, as well as having contact / shared activities with their peers (such as other participants) to be able to learn or change within communities.

Less motivating was the traditional training contexts, and the option to compete with other people.

These results fit well with theories of transitional change in which personal/social relations, connected to making “promises” about planned change are regarded very important facilitators of change. The ECO2 project was originally designed to supply the users with such the option of having social connections via the “ECO2 Groups”, which unfortunately was made obsolete by the pandemic. It is interesting to see that the respondents are aware of the value of learning in a social setting.

P22 - WHAT IMPROVEMENTS WOULD YOU SUGGEST FOR THE PLATFORM, REGARDING BOTH CONTENT AND TECHNICAL ASPECTS?

[16 answers, 46 ignored]

Improvement suggestions	
Platform needs to be working properly	2
Track progress in behaviour change	2
Permanent update (info and tips)	1
Automatic correction of questions made	1
More concrete information / smoother	2
More interactive - Games / challenges	1
More interactive - content	3
More interactive - videa and audio	2
Make it more user friedly	1
Collective dimension (forum, examples)	1
Improvement suggestions	16

NOTE: THE ANSWERS INCLUDE TWO COMMENTS MADE IN [P19 - REGARDING THE CONTENTS OF THE PLATFORM, PLEASE CLASSIFY THEM ACCORDING TO THE FOLLOWING CRITERIA.](#) [P19 - REGARDING THE CONTENTS OF THE PLATFORM, PLEASE CLASSIFY THEM ACCORDING TO THE FOLLOWING CRITERIA.](#)

The questionnaire was also asked users what aspects could be improved in the platform.

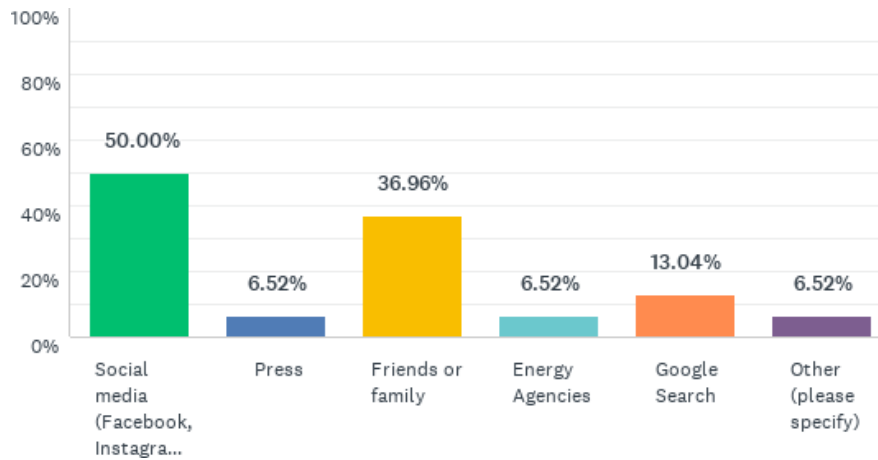
Among the various suggestions, a significant proportion of users suggested an increase in the interactivity of the platform, in terms of content, the way content was presented, as well as the issue of attractiveness and ease of use of the platform. All suggestions presented here are relevant for the continuity of the platform after the project implementation period.

3.4. PROJECT UPSCALING

Social media was the main gateway for users to the ACT4ECO platform (50%), which is not surprising given the project's increased digital relevance due to the pandemic, ultimately leading to a greater focus on communicating through digital channels, namely social media.

P23 - HOW DID YOU LEARN ABOUT ACT4ECO?

[46 answers, 16 ignored]



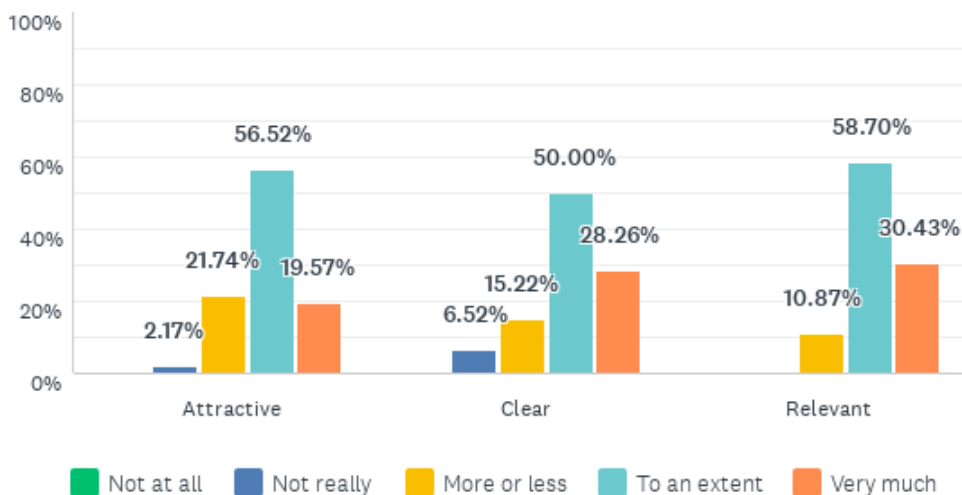
It is also interesting to note that a significant proportion of users (39.96%) were introduced to ACT4ECO through family and friends. This highlights the importance that this type of platform can have in the community by promoting information sharing among peers. It also reflects that those family members or friends found ACT4ECO valuable enough to be recommended to others close to them.

Users were asked about the ACT4ECO content attractiveness, clarity, and relevance. Most respondents considered the platform met these three important characteristics. Summing up statements of “to an extent” and “very much” with returns of 76.09% (3 in every 4 persons).

The best results were obtained concerning content relevance, meaning that the information provided on the platform was well received by the consumers who used ACT4ECO.

P24 - WHAT DO YOU THINK ABOUT THE CONTENT ON ACT4ECO?

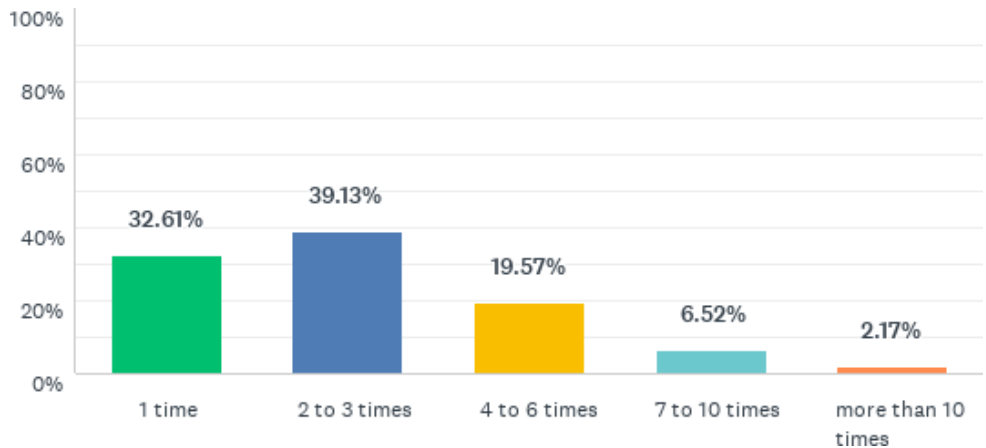
[46 answers, 16 ignored]



The users of the platform were asked how many times they had used the platform to complete the available actions.

P25 - HOW MANY TIMES HAVE YOU USED ACT4ECO TO COMPLETE LEARNING ACTIONS?

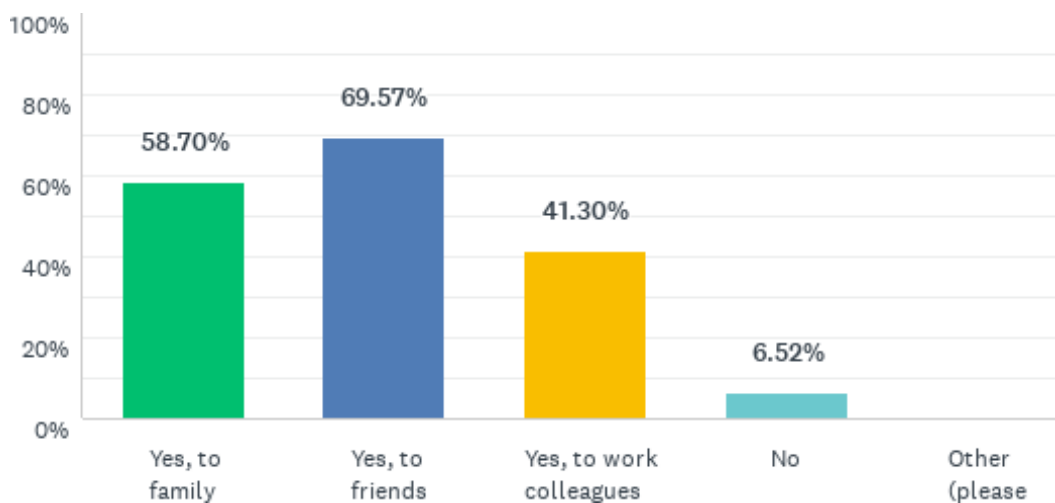
[46 answers, 16 ignored]



The results show that most of the respondents (67.39%) used the platform two or more times, compared to single use of the platform in the order of 32.61%. These figures are very positive considering that this is an e-learning platform on energy efficiency and also reinforces the usefulness of ACT4ECO as an information tool for consumers.

P26 - HAVE YOU OR WOULD YOU RECOMMEND THE ACT4ECO PLATFORM TO OTHER PEOPLE?

[46 answers, 16 ignored]



The questionnaire also sought to collect information on whether users had already or were planning to recommend the platform to other people and what that preferred target group was.

The vast majority of respondents (93.48%) recommended the Platform, which is a very positive result and reinforces the interest in this type of platform and the value of ACT4ECO for the user. Regarding the people covered, the results are in line with what has already been verified in Question 23. Friends (69.57%) and family (58.70%) were chosen as the preferential target groups to whom respondents recommended or would recommend the ACT4ECO platform.



Deliverable 7.3

Full-scale actions valuation report

ATTACHMENT 1

Questionnaire



D7.3 Full-scale actions evaluation report - Survey

Thank you for your participation in this survey.

Your input will be invaluable as we will continue to develop and improve the ACT4ECO platform to offer a better learning environment to citizens and consumers.

All questions will be anonymous and we appreciate you to be honest and detailed.

A. PERSONAL INFORMATION

1. Age

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

2. Gender

- Male
- Female
- Other

3. Country and municipality where you live

- [TEXT FIELD](#)

B. MOTIVATION AND CHANGES

4. Prior to using ACT4ECO how would you rate your energy efficiency knowledge? **(mandatory)**

- I had no idea about it
- I had already some notions
- I had good notions about the topic
- I was an expert about the topic

5. Did ACT4ECO inspire you to implement any changes in terms of energy consumption and energy efficiency **(mandatory)** **(choose those who apply)**

- Yes, I started to monitor my energy consumption
- Yes, I adapted my energy consumption behaviours
- Yes, I change to energy efficient appliances /systems
- Yes, I made some interventions in my house



- No, I changed nothing
- 5.1. **(If No in 5)** Can you tell us more about why ACT4ECO did not inspire or help you make changes in terms of energy consumption and energy efficiency?
- TEXT FIELD
- 5.2. **(If yes in 5)** Share with us some examples of these changes or new behaviours? (e.g., I started using my thermostat, I replaced old lightbulbs with LED ones, etc.). **(optional)**
- Example 1: _____
 - Example 2: _____
 - Example 3: _____
- 5.3. **(If yes in 5)** Do these changes continue to be part of your life?
- yes
 - no
- 5.4. **(If yes in 5)** How motivated are you to maintain these changes or new behaviours in the future?
- very motivated
 - somewhat motivated
 - slightly motivated
 - not at all motivated
- 5.5. **(If yes in 5)** What will help you maintain these changes or new behaviours in the future? (e.g., availability of public funds, more awareness raising campaigns/ more accessible information on the media, inspiration from my community, etc.) **(if yes in 4)**
- open answer
6. Do you think Covid 19 has affected or will affect your behaviour change towards energy efficiency in the near future? **(mandatory)**
- yes
 - no
- ⇒ Please explain _____ **(optional)**

C. ACT4ECO AND ENERGY EFFICIENCY E-LEARNING PLATFORMS

7. Where do you usually look for information about energy efficiency? **(choose those who apply)** **(optional)**
- Press (journals, articles)
 - Information materials of reliable organizations
 - Training courses (online or face to face)

- Internet search
- Social media
- Other _____

8. What did you expect to find on ACT4ECO? (mandatory)

- information on how I can save energy
- information on how I can reduce my energy bill
- information on how I can reduce my CO2 emissions
- All of the above
- Other → [please comment](#)

9. Did you find the information you were looking for? (mandatory)

- yes
- no

9.1. (If no in 9.) What did you feel was missing and what would you like to see in future e-learning platforms on energy efficiency? (optional) - [incorporated as a comment in 14.](#)

- [Open answer](#)

10. What actions did you explore? (mandatory)

- Produce your own energy
- Manage your energy consumption
- Improve your home
- Become a smart consumer
- Sustain efficient energy use

11. What specific topics did you explore or gained your interest? (please select the most important 6) (mandatory)

(please note that some topics were available only in some languages)

- Appliance's energy consumption
- Energy bill
- Energy generation
- Heating and cooling systems
- Home insulation
- How to choose new appliances
- Impact of behaviours/choices in energy consumption
- Rebound effect
- Renewable energy
- Sustaining energy savings
- Control energy consumption
- Windows and air tightness
- National financing programmes

12. Regarding the contents of the platform, please classify them according to the following criteria: (mandatory)

- Contents corresponded to my expectation - [scale very much to not at all](#)
- Contents responded to my needs - [scale very much to not at all](#)

- Contents were adequate to my previous knowledge - scale very much to not at all
- Contents are a useful resource for me to go back to - scale very much to not at all
- Other _____

⇒ Do you have any comments (optional)

13. What would encourage you to continue using this or other energy efficiency e-learning platforms more often in the future? (mandatory)

- Open answer

14. Which of the following would motivate you to learn or change your energy efficiency behaviour, whether it is online or face to face? (mandatory)

- Informal groups (experience sharing)
- Formal groups (training context)
- Knowing about others participation (what they changed, learned)
- Competition / challenge with other persons
- Having a personal plan to fulfil
- Other: _____

15. What improvements would you suggest for the platform, both regarding contents and technical aspects? (optional)

- Open answer

D. PROJECT UPSCALING

16. How did you learn about ACT4ECO? (mandatory)

- Social media (Facebook, Instagram, LinkedIn, etc.)
- Press
- Friends or family
- Energy Agencies
- Google Search
- Other _____

17. What do you think about the content on ACT4ECO? (mandatory)

- Attractive - scale very much to not at all
- Clear- scale very much to not at all
- Relevant- scale very much to not at all
- Other _____

⇒ Do you have any comments (optional)

18. How many times have you used ACT4ECO to complete learning actions? (mandatory)

- 1 time
- 2 to 3 times
- 4 to 6 times
- 7 to 10 times



- more than 10 times

19. Have you or would you recommend the ACT4ECO platform to other people? (several options available) (mandatory)

- Yes, to family
- Yes, to friends
- Yes, to work colleagues
- No
- Other _____



Deliverable 7.3

Full-scale actions valuation report

ATTACHMENT 2 – Questionnaire Results



ACT4ECO - Platform feedback

Questionnaire analysis

QUESTIONS

RESPONDENTS	2
P1 - Age	2
P2 - Gender.....	3
P3 - Country and municipality (or County) where you live.....	4
P4 - Prior to using ACT4ECO how would you rate your energy efficiency knowledge?.....	4
MOTIVATION TO CHANGES AND CHANGES IMPLEMENTED	5
P5 - Did ACT4ECO inspire you to implement any changes in terms of energy consumption and energy efficiency?.....	5
P6 - Can you tell us more about why ACT4ECO did not inspire or help you make changes in terms of energy consumption and energy efficiency?.....	6
P7 - Do you think Covid 19 has affected or will affect your behaviour change towards energy efficiency in the near future?	6
P8 - What changes made by you were inspired by ACT4ECO.....	7
P9 - Please share with us some examples of these changes or new behaviours?.....	8
P10 - Do these changes continue to be part of your life?.....	10
P11 - How motivated are you to maintain these changes or new behaviours in the future?	10
P12 - What will help you maintain these changes or new behaviours in the future?	11
P13 - Do you think Covid 19 has affected or will affect your behaviour change towards energy efficiency in the near future?.....	12
ACT4ECO AND ENERGY EFFICIENCY E-LEARNING PLATFORMS.....	13
P14 - Where do you usually look for information about energy efficiency?	13
P15 - What did you expect to find on ACT4ECO?	14
P16 - Did you find the information you were looking for?	14
P17 - What actions did you explore?.....	15
P18 - What specific topics did you explore, what sparked your interest?.....	16
P19 - Regarding the contents of the platform, please classify them according to the following criteria.....	17
P20 - What would encourage you to continue using this or other energy efficiency e-learning platforms more often in the future?.....	18
P21 - Which of the following would motivate you to learn or change your energy efficiency behaviour, whether it is online or face to face?.....	19
P22 - What improvements would you suggest for the platform, regarding both content and technical aspects?	20
PROJECT UPSCALING	21
P23 - How did you learn about ACT4ECO?	21
P24 - What do you think about the content on ACT4ECO?	22
P25 - How many times have you used ACT4ECO to complete learning actions?	23
P26 - Have you or would you recommend the ACT4ECO platform to other people?.....	24

RESPONDENTS

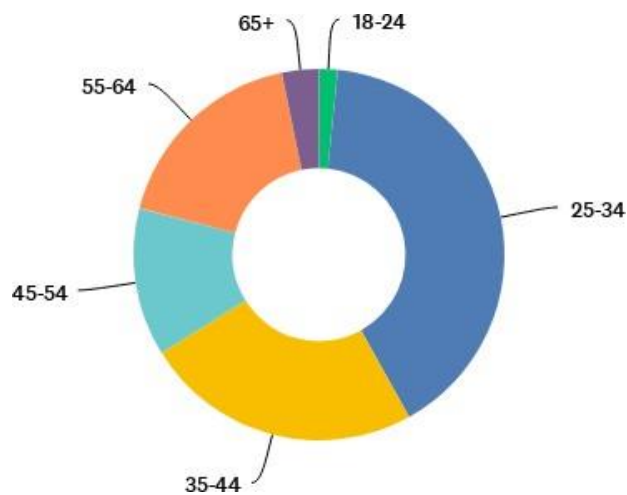
A total of 62 answers were collected.

The completion rate is of 74%

The average time to fill the questionnaire was of 5m:26s

P1 - AGE

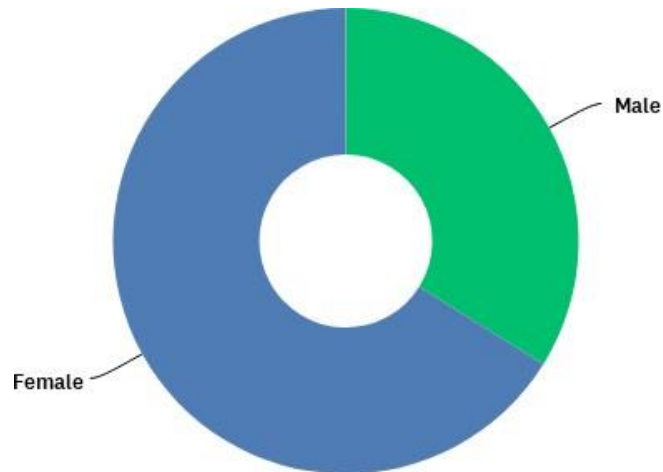
[62 answers]



OPÇÕES DE RESPOSTA	RESPOSTAS	
18-24	1.61%	1
25-34	40.32%	25
35-44	24.19%	15
45-54	12.90%	8
55-64	17.74%	11
65+	3.23%	2
TOTAL		62

P2 - GENDER

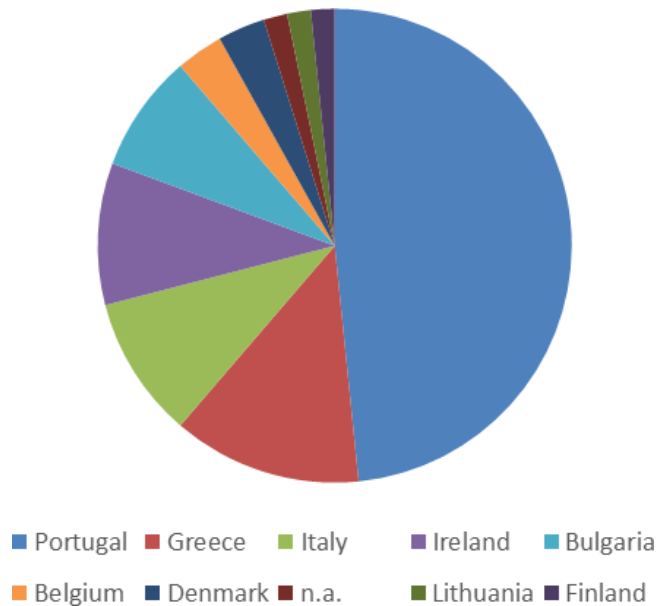
[62 answers]



OPÇÕES DE RESPOSTA	RESPOSTAS	
Male	33.87%	21
Female	66.13%	41
Other	0.00%	0
TOTAL		62

P3 - COUNTRY AND MUNICIPALITY (OR COUNTY) WHERE YOU LIVE

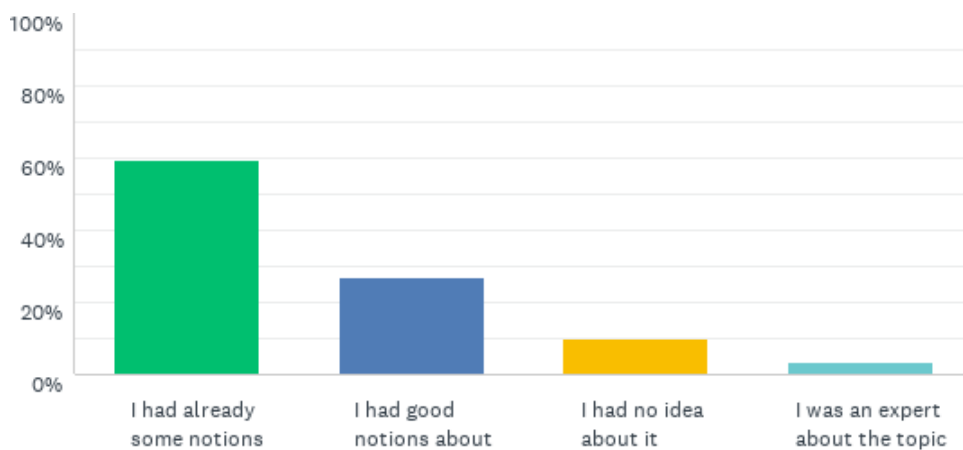
[61 answers, 1 ignored]



Country	Respondents/Country
Portugal	30
Greece	8
Italy	6
Ireland	6
Bulgaria	5
Belgium	2
Denmark	2
n.a.	1
Lithuania	1
Finland	1
Total Geral	62

P4 - PRIOR TO USING ACT4ECO HOW WOULD YOU RATE YOUR ENERGY EFFICIENCY KNOWLEDGE?

[59 answers, 3 ignored]

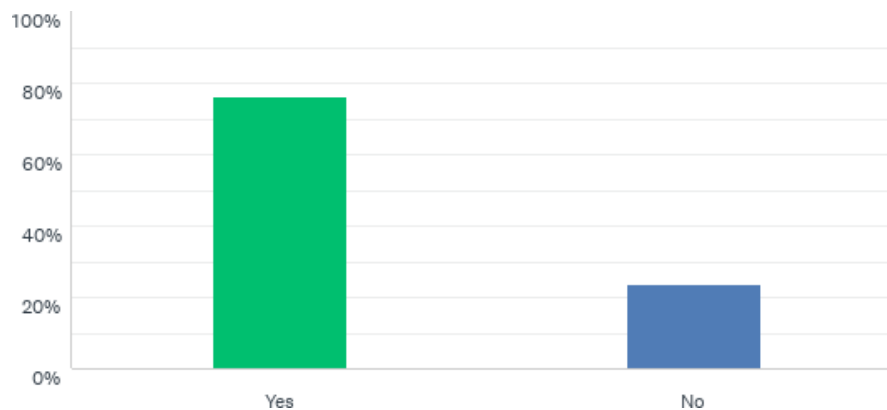


OPÇÕES DE RESPOSTA	RESPOSTAS	
I had already some notions	59.32%	35
I had good notions about the topic	27.12%	16
I had no idea about it	10.17%	6
I was an expert about the topic	3.39%	2
TOTAL		59

MOTIVATION TO CHANGES AND CHANGES IMPLEMENTED

P5 - DID ACT4ECO INSPIRE YOU TO IMPLEMENT ANY CHANGES IN TERMS OF ENERGY CONSUMPTION AND ENERGY EFFICIENCY?

[59 answers, 3 ignored]



OPÇÕES DE RESPOSTA	RESPOSTAS	
Yes	76.27%	45
No	23.73%	14
TOTAL		59

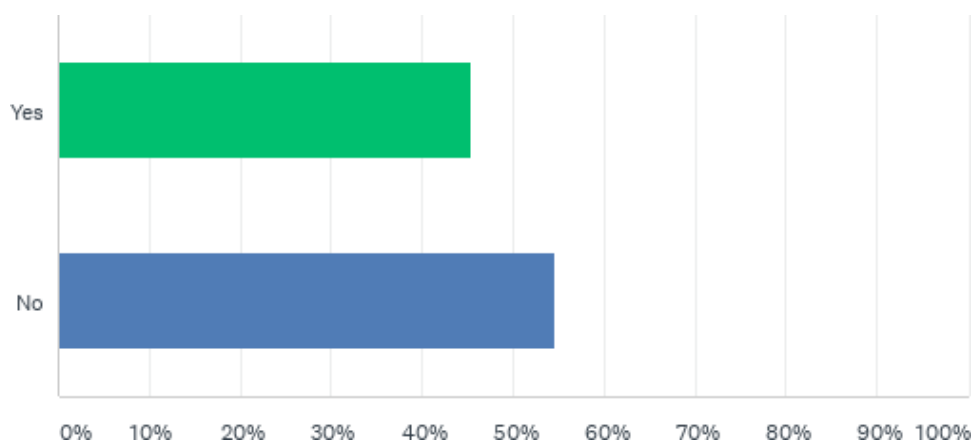
P6 - CAN YOU TELL US MORE ABOUT WHY ACT4ECO DID NOT INSPIRE OR HELP YOU MAKE CHANGES IN TERMS OF ENERGY CONSUMPTION AND ENERGY EFFICIENCY?

[8 answers, 54 ignored]

Reason	
Not platform related	3
Platform related	5
Total	8
Key works / ideias	
Approach - need of a more human touch	1
Content - lack of videos	1
Content - no novelty	1
Content - not concrete	1
Context - lack of money	1
Context - lack of time	1
Context - need of structural changes in the house	1
Context - Not the owner of the house	1
Functionality - site does not work properly	1
Total	9

P7 - DO YOU THINK COVID 19 HAS AFFECTED OR WILL AFFECT YOUR BEHAVIOUR CHANGE TOWARDS ENERGY EFFICIENCY IN THE NEAR FUTURE?

[11answers, 51 ignored]

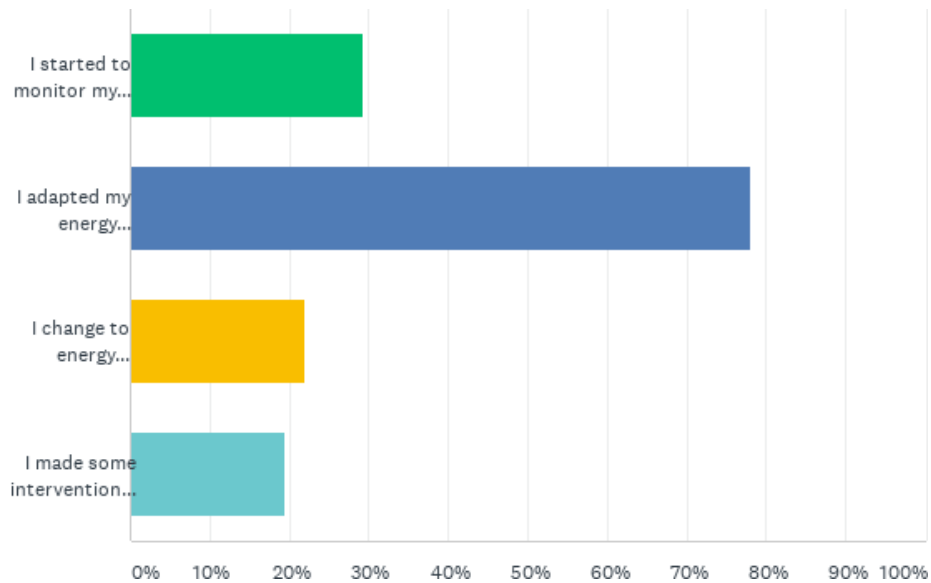


OPÇÕES DE RESPOSTA	RESPOSTAS	
Yes	45.45%	5
No	54.55%	6
TOTAL		11

A total of 5 comments were received – 3 stating consumption/behaviours were maintained during pandemics, 1 stating energy bill were much higher and 1 stating energy consumption is not related with pandemics.

P8 - WHAT CHANGES MADE BY YOU WERE INSPIRED BY ACT4ECO.

[41 answers, 21 ignored]



OPÇÕES DE RESPOSTA	RESPOSTAS	
I started to monitor my energy consumption	29.27%	12
I adapted my energy consumption behaviours	78.05%	32
I change to energy efficient appliances /systems	21.95%	9
I made some interventions in my house	19.51%	8
Total de respondentes: 41		

P9 - PLEASE SHARE WITH US SOME EXAMPLES OF THESE CHANGES OR NEW BEHAVIOURS?

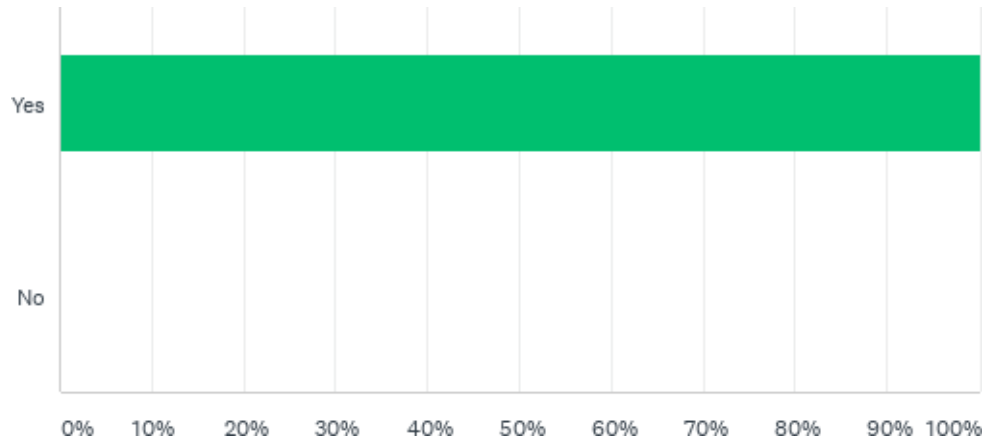
[27 answers, 35 ignored]

Changes Type / Subtype	Total
<input type="checkbox"/> Choosing more efficiente equipments (buying or replacing)	21
<input type="checkbox"/> Better use of equipments / reducing energy demand	13
<input type="checkbox"/> Change in behaviours	12
<input type="checkbox"/> House small interventions / verifications	5
<input type="checkbox"/> Consumptions management	4
<input type="checkbox"/> Reducing the use of appliances	2
<input type="checkbox"/> House interventions	1
Total	58

Changes Type / Subtype	Total
☐ Choosing more efficiente equipments (buying or replacing)	21
Boiler	1
Heating	1
In general	1
in general / energy label	2
LED bulbs	15
Washing machine	1
☐ Better use of equipments / reducing energy demand	13
Dish washer	1
Fridge	2
Heating / Cooling system	2
Kettle	1
Oven	1
Plug timer	1
Termostat	1
Tumble dryer	2
Washing machine	1
Water	1
☐ Change in behaviours	12
better use of energy different prices	1
Change in behaviours	2
Turning off lights	3
Unplugging applicances	6
☐ House small interventions / verifications	5
Isolation	5
☐ Consumptions management	4
Checking energy label of appliances	1
energy bill	2
smart meter	1
☐ Reducing the use of appliances	2
Heating/cooling systems	2
☐ House interventions	1
windows	1
Total	58

P10 - DO THESE CHANGES CONTINUE TO BE PART OF YOUR LIFE?

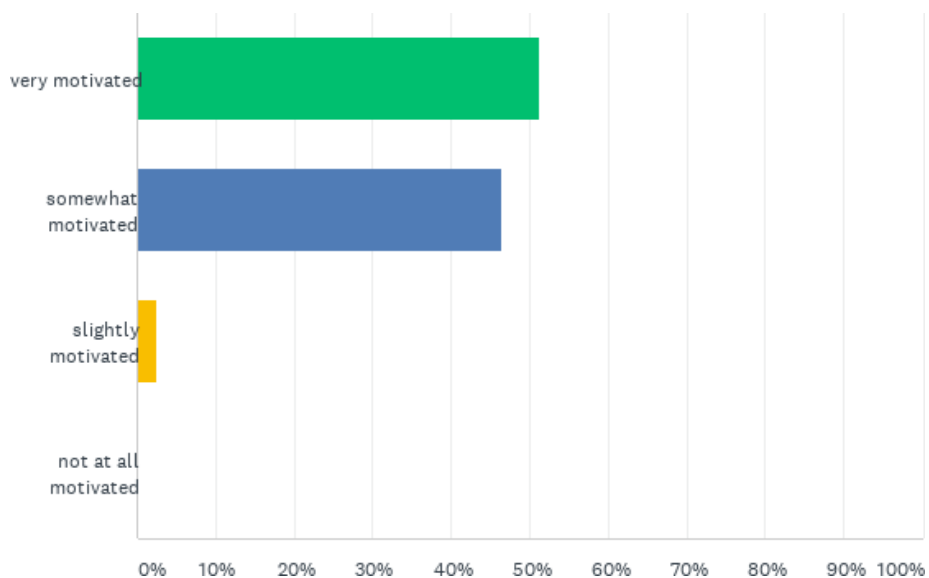
[41 answers, 21 ignored]



OPÇÕES DE RESPOSTA	RESPOSTAS	
Yes	100.00%	41
No	0.00%	0
TOTAL		41

P11 - HOW MOTIVATED ARE YOU TO MAINTAIN THESE CHANGES OR NEW BEHAVIOURS IN THE FUTURE?

[41 answers, 21 ignored]



OPÇÕES DE RESPOSTA	RESPOSTAS	
very motivated	51.22%	21
somewhat motivated	46.34%	19
slightly motivated	2.44%	1
not at all motivated	0.00%	0
TOTAL		41

P12 - WHAT WILL HELP YOU MAINTAIN THESE CHANGES OR NEW BEHAVIOURS IN THE FUTURE?

[26 answers, 36 ignored]

Aspects that help maintaining changes

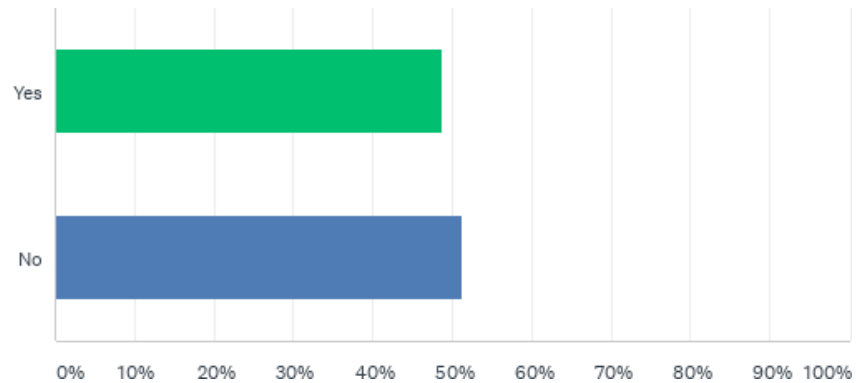
- Public Funds
- Awareness campaigns
- Information Campaigning
- Community Inspiration
- Research projects
- Discounts / Advanta
- Work with

Topics to be worked:

- energy label
- practical tips
- highlighting benefits on energy efficient behaviours
- partnerships with local authorities
- family level
- involving media in delivering information
- regular flow of information / constant update

P13 - DO YOU THINK COVID 19 HAS AFFECTED OR WILL AFFECT YOUR BEHAVIOUR CHANGE TOWARDS ENERGY EFFICIENCY IN THE NEAR FUTURE?

[41 answers, 21 ignored]



OPÇÕES DE RESPOSTA	RESPOSTAS	
Yes	48.78%	20
No	51.22%	21
TOTAL		41

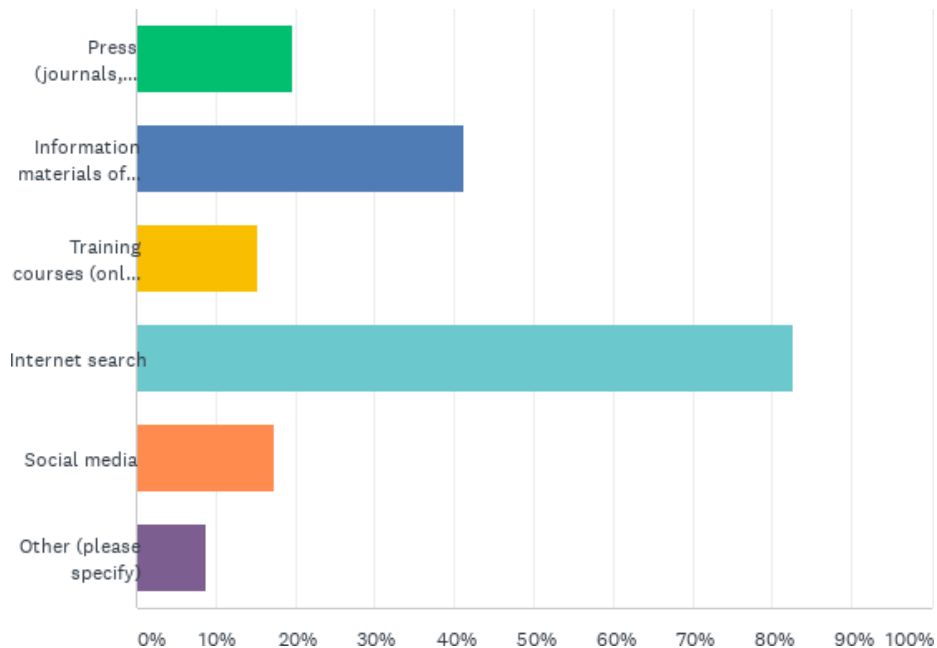
As with question P7, the comments received (14) pointed in the same direction:

- Behaviours and saving energy already existed before and was maintained (3x)
- Energy bills raised because people spent much time at home (8x)
- Pandemics and staying at home represented also an opportunity to gain a greater awareness of spending and/or time to manage consumption and make interventions/changes (7x)

ACT4ECO AND ENERGY EFFICIENCY E-LEARNING PLATFORMS

P14 - WHERE DO YOU USUALLY LOOK FOR INFORMATION ABOUT ENERGY EFFICIENCY?

[46 answers, 16 ignored]

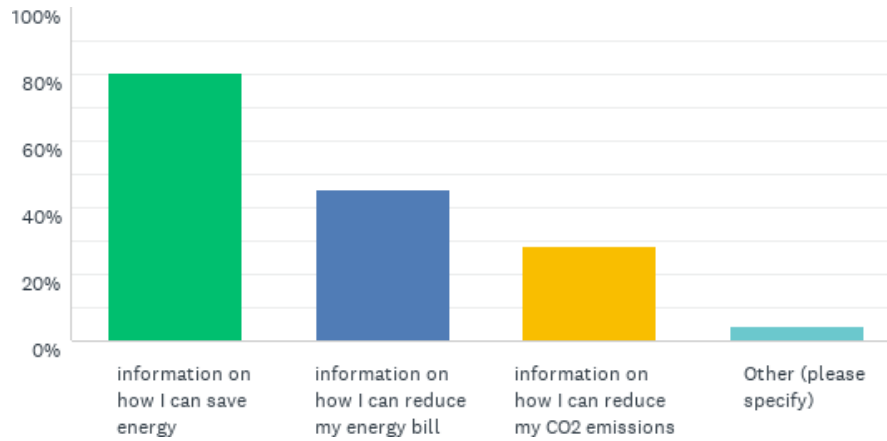


OPÇÕES DE RESPOSTA	RESPOSTAS
Press (journals, articles)	19.57% 9
Information materials of reliable organizations	41.30% 19
Training courses (online or face to face)	15.22% 7
Internet search	82.61% 38
Social media	17.39% 8
Other (please specify)	8.70% 4
Total de respondentes: 46	

A total of 4 comments were received, but only one mentioning a new source of information: friends and family. The remaining refer press and reliable organisations (DECO, Fatura Amiga).

P15 - WHAT DID YOU EXPECT TO FIND ON ACT4ECO?

[46 answers, 16 ignored]

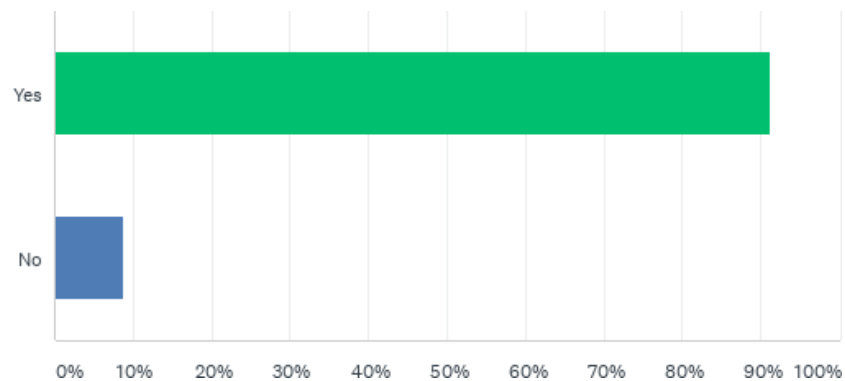


OPÇÕES DE RESPOSTA	RESPOSTAS	
information on how I can save energy	80.43%	37
information on how I can reduce my energy bill	45.65%	21
information on how I can reduce my CO2 emissions	28.26%	13
Other (please specify)	4.35%	2
Total de respondentes: 46		

Other situations mentioned were: the wish to improve home energy efficacy and to reduce dependence of the energy network.

P16 - DID YOU FIND THE INFORMATION YOU WERE LOOKING FOR?

[46 answers, 16 ignored]

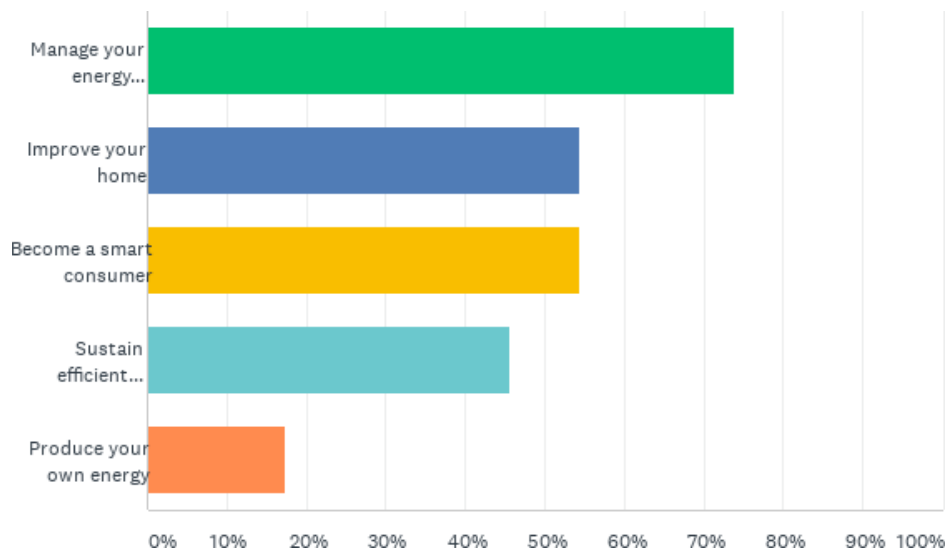


OPÇÕES DE RESPOSTA	RESPOSTAS	
Yes	91.30%	42
No	8.70%	4
TOTAL		46

Comments received (5) refer to the need of more information on how to save money and energy, the need of more explanatory videos, the satisfaction with concrete examples used, the difficulty of implementing some of the proposed solutions and the technical difficulties faced.

P17 - WHAT ACTIONS DID YOU EXPLORE?

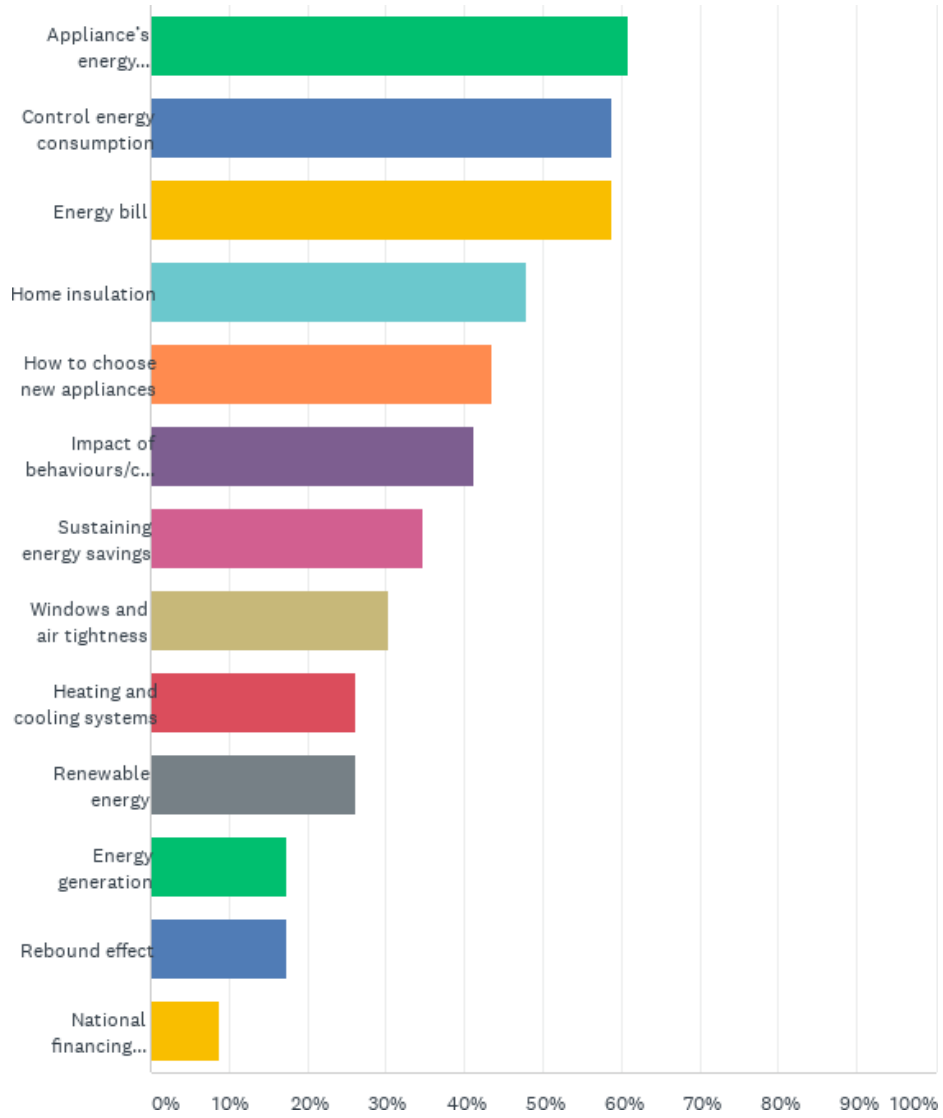
[46 answers, 16 ignored]



OPÇÕES DE RESPOSTA	RESPOSTAS	
Manage your energy consumption	73.91%	34
Improve your home	54.35%	25
Become a smart consumer	54.35%	25
Sustain efficient energy use	45.65%	21
Produce your own energy	17.39%	8
Total de respondentes: 46		

P18 - WHAT SPECIFIC TOPICS DID YOU EXPLORE, WHAT SPARKED YOUR INTEREST?

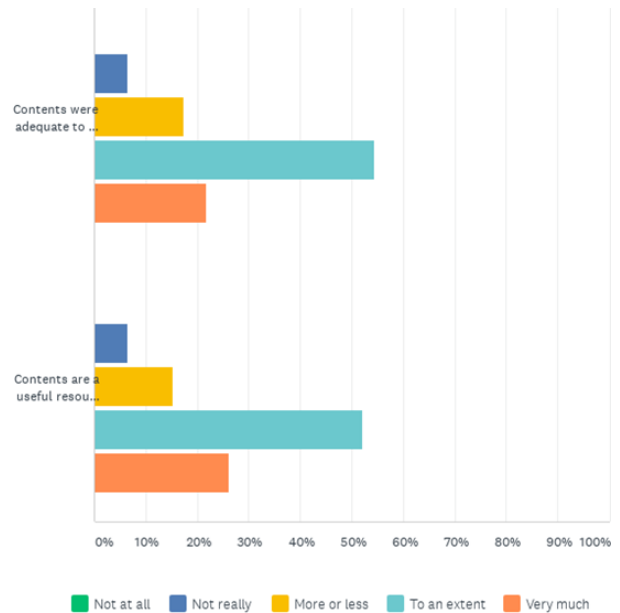
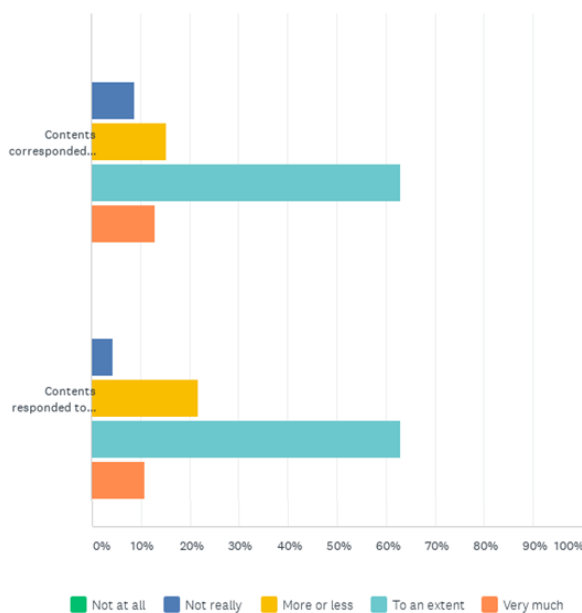
[46 answers, 16 ignored]



OPÇÕES DE RESPOSTA	RESPOSTAS	
Appliance's energy consumption	60.87%	28
Control energy consumption	58.70%	27
Energy bill	58.70%	27
Home insulation	47.83%	22
How to choose new appliances	43.48%	20
Impact of behaviours/choices in energy consumption	41.30%	19
Sustaining energy savings	34.78%	16
Windows and air tightness	30.43%	14
Heating and cooling systems	26.09%	12
Renewable energy	26.09%	12
Energy generation	17.39%	8
Rebound effect	17.39%	8
National financing programmes	8.70%	4
Total de respondentes: 46		

P19 - REGARDING THE CONTENTS OF THE PLATFORM, PLEASE CLASSIFY THEM ACCORDING TO THE FOLLOWING CRITERIA.

[46 answers, 16 ignored]



	NOT AT ALL	NOT REALLY	MORE OR LESS	TO AN EXTENT	VERY MUCH	TOTAL	MÉDIA PONDERADA
Contents corresponded to my expectation	0.00% 0	8.70% 4	15.22% 7	63.04% 29	13.04% 6	46	3.80
Contents responded to my needs	0.00% 0	4.35% 2	21.74% 10	63.04% 29	10.87% 5	46	3.80
Contents were adequate to my previous knowledge	0.00% 0	6.52% 3	17.39% 8	54.35% 25	21.74% 10	46	3.91
Contents are a useful resource for me to go back to	0.00% 0	6.52% 3	15.22% 7	52.17% 24	26.09% 12	46	3.98

NOTE: the 2 comments made in this question were moved to the question “P22 - What improvements would you suggest for the platform, regarding both content and technical aspects?”.

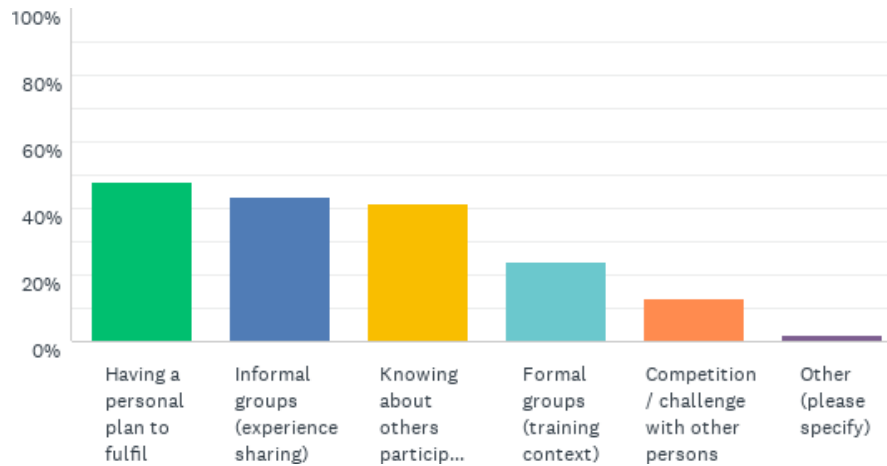
P20 - WHAT WOULD ENCOURAGE YOU TO CONTINUE USING THIS OR OTHER ENERGY EFFICIENCY E-LEARNING PLATFORMS MORE OFTEN IN THE FUTURE?

[23 answers, 39 ignored]

Aspects that will foster online learning	
Known/Accessible/Recommended	2
Useful informations	2
More interactive / more audio and video	3
Greater savings /benefits	3
Get knowledge / need of information / keep up to date	6
Quick and easy use / Clear and objective / Properly running	4
Colective dimensions (discussions, competitions)	1
Tracking own progress	1
Total	22

P21 - WHICH OF THE FOLLOWING WOULD MOTIVATE YOU TO LEARN OR CHANGE YOUR ENERGY EFFICIENCY BEHAVIOUR, WHETHER IT IS ONLINE OR FACE TO FACE?

[46 answers, 16 ignored]



OPÇÕES DE RESPOSTA	RESPOSTAS	
Having a personal plan to fulfil	47.83%	22
Informal groups (experience sharing)	43.48%	20
Knowing about others participation (what they changed, learned)	41.30%	19
Formal groups (training context)	23.91%	11
Competition / challenge with other persons	13.04%	6
Other (please specify)	2.17%	1
Total de respondentes: 46		

P22 - WHAT IMPROVEMENTS WOULD YOU SUGGEST FOR THE PLATFORM, REGARDING BOTH CONTENT AND TECHNICAL ASPECTS?

[46 answers, 16 ignored]

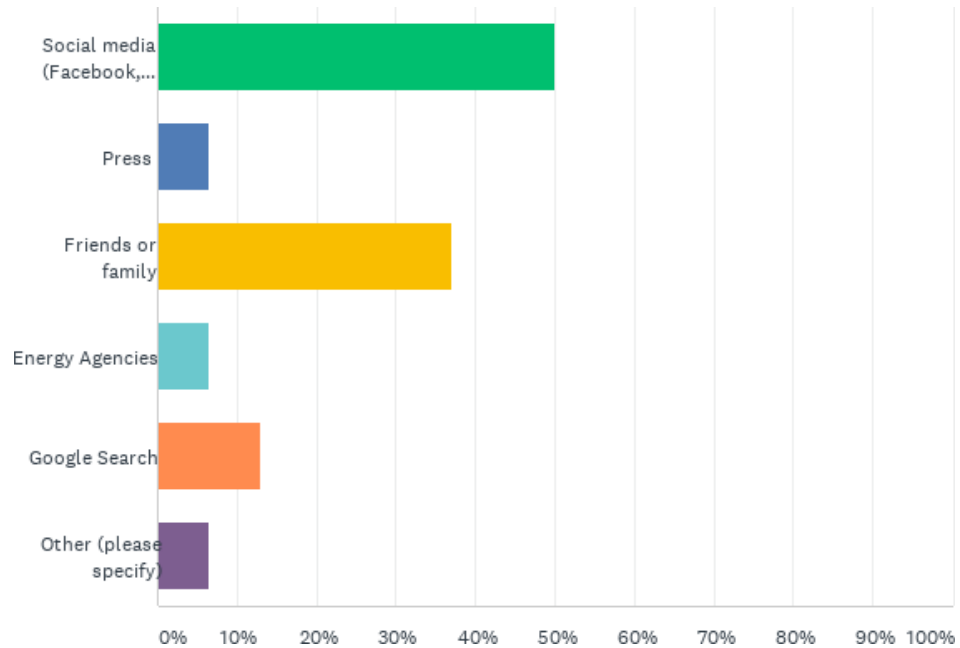
Improvement suggestions	
Platform needs to be working properly	2
Track progress in behaviour change	2
Permanent update (info and tips)	1
Automatic correction of questions made	1
More concrete information / smoother	2
More interactive - Games / challenges	1
More interactive - content	3
More interactive - videa and audio	2
Make it more user friedly	1
Collective dimension (forum, examples)	1
Improvement suggestions	
	16

Note: the answers include two comments made in “P19 - Regarding the contents of the platform, please classify them according to the following criteria.

PROJECT UPSCALING

P23 - HOW DID YOU LEARN ABOUT ACT4ECO?

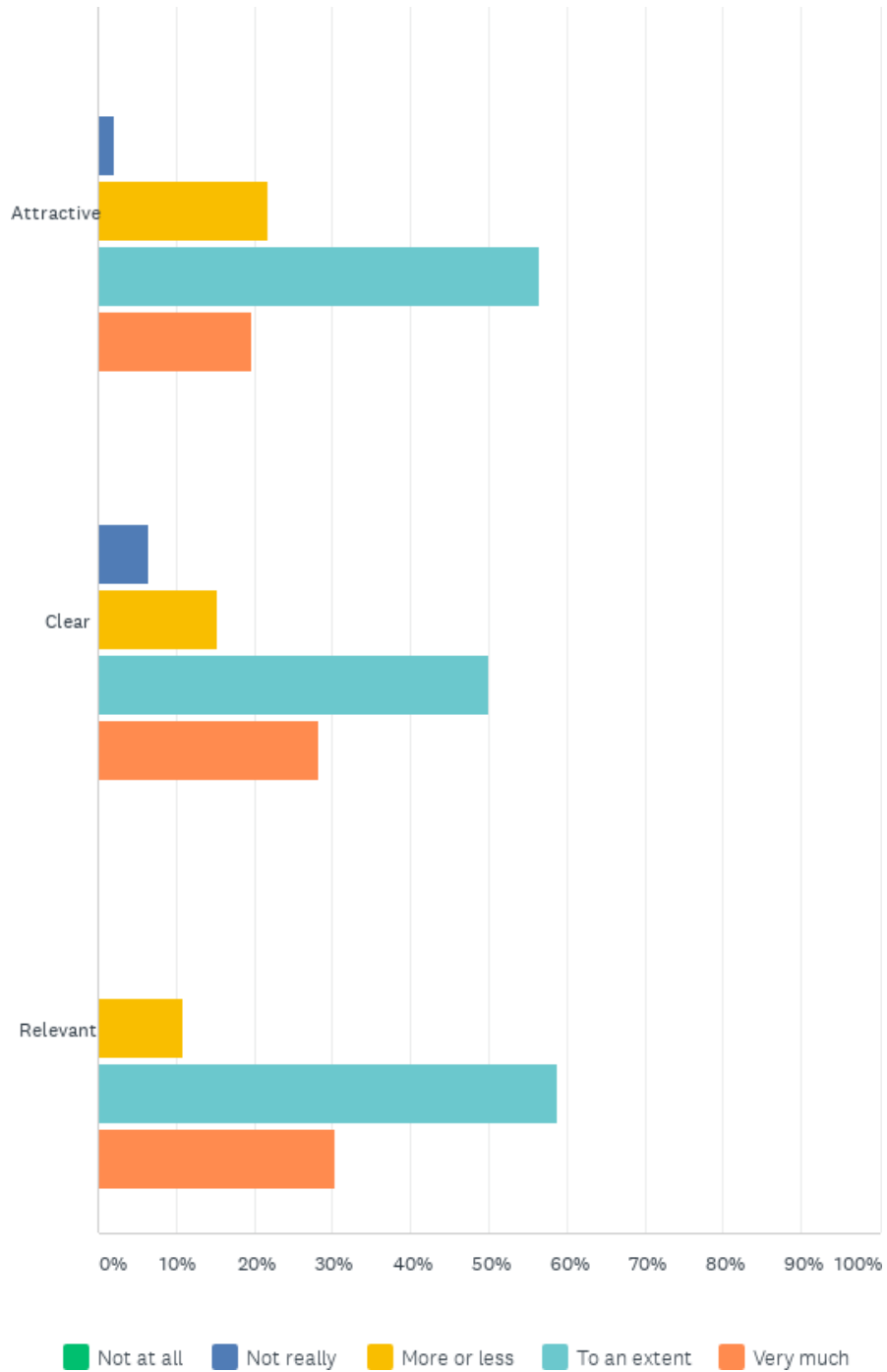
[46 answers, 16 ignored]



OPÇÕES DE RESPOSTA	RESPOSTAS	
Social media (Facebook, Instagram, LinkedIn, etc.)	50.00%	23
Press	6.52%	3
Friends or family	36.96%	17
Energy Agencies	6.52%	3
Google Search	13.04%	6
Other (please specify)	6.52%	3
Total de respondentes: 46		

P24 - WHAT DO YOU THINK ABOUT THE CONTENT ON ACT4ECO?

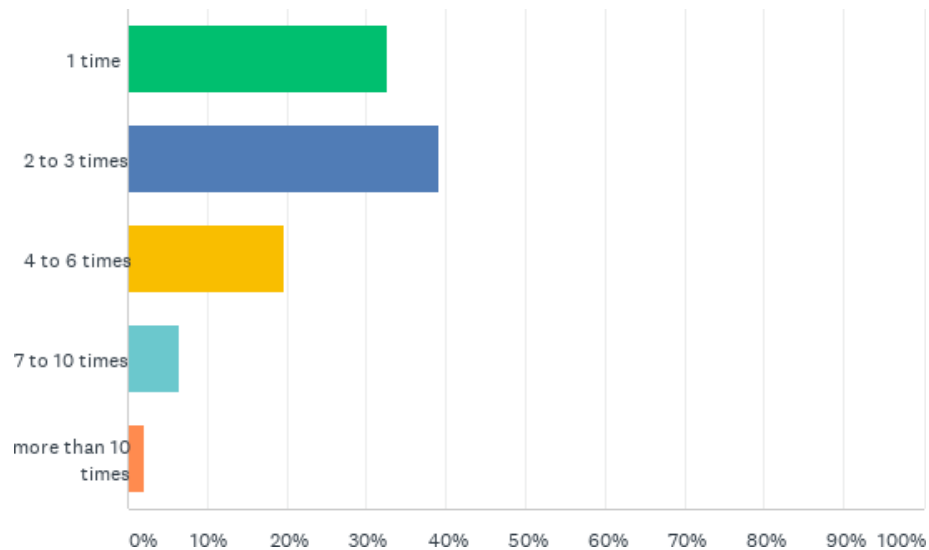
[46 answers, 16 ignored]



	NOT AT ALL	NOT REALLY	MORE OR LESS	TO AN EXTENT	VERY MUCH	TOTAL	MÉDIA PONDERADA
Attractive	0.00% 0	2.17% 1	21.74% 10	56.52% 26	19.57% 9	46	3.93
Clear	0.00% 0	6.52% 3	15.22% 7	50.00% 23	28.26% 13	46	4.00
Relevant	0.00% 0	0.00% 0	10.87% 5	58.70% 27	30.43% 14	46	4.20

P25 - HOW MANY TIMES HAVE YOU USED ACT4ECO TO COMPLETE LEARNING ACTIONS?

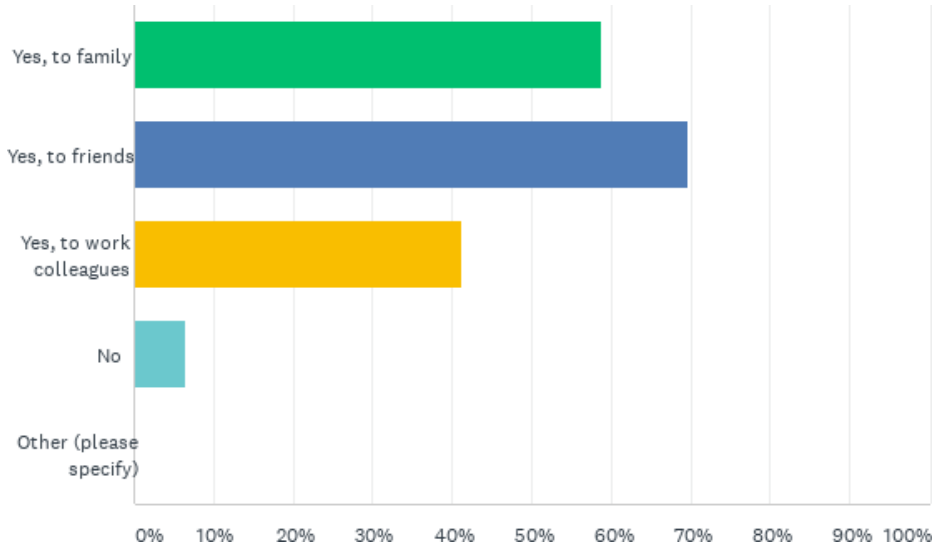
[46 answers, 16 ignored]



OPÇÕES DE RESPOSTA	RESPOSTAS
1 time	32.61% 15
2 to 3 times	39.13% 18
4 to 6 times	19.57% 9
7 to 10 times	6.52% 3
more than 10 times	2.17% 1
TOTAL	46

P26 - HAVE YOU OR WOULD YOU RECOMMEND THE ACT4ECO PLATFORM TO OTHER PEOPLE?

[46 answers, 16 ignored]



OPÇÕES DE RESPOSTA	RESPOSTAS
Yes, to family	58.70% 27
Yes, to friends	69.57% 32
Yes, to work colleagues	41.30% 19
No	6.52% 3
Other (please specify)	0.00% 0
Total de respondentes: 46	