

# Association Promotelec



**Presentation of the educational tools of  
raising awareness : quizzes, movies...**

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## The tools of raising awareness of Promotelec association aimed at the private individuals and the professionals

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# 1- Mapping of communication media

## Targets and aims

Support the professionals ;

Value the members of the association ;

Make sensitive the private individuals ;

Inform and support local authorities and governmental bodies.

## Media types

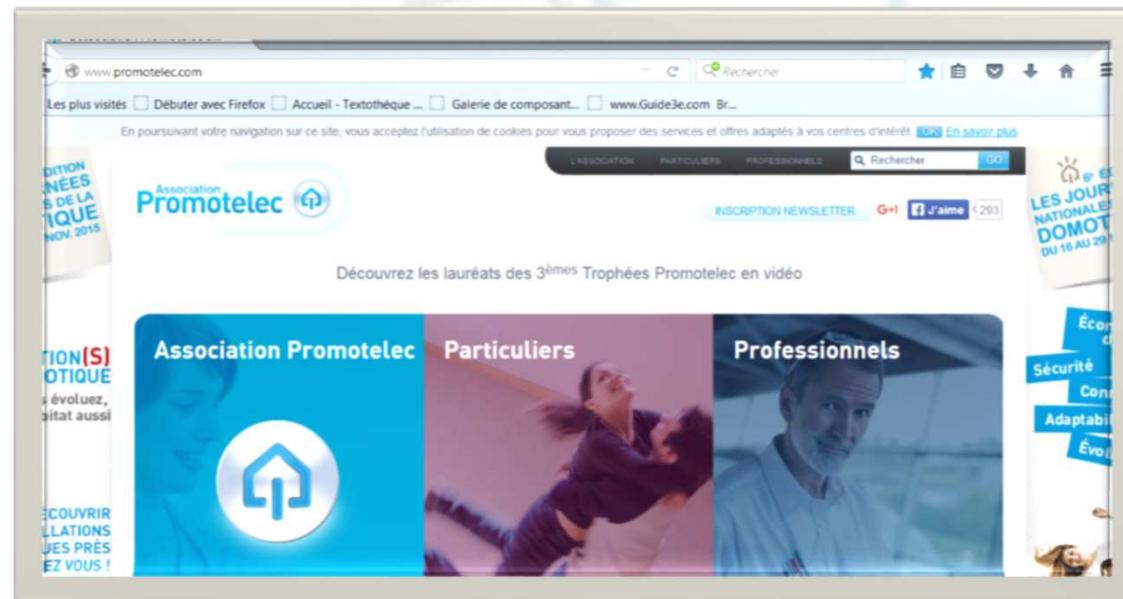
Web : [www.promotelec.com](http://www.promotelec.com) website , social networks (Facebook, Twitter, You tube) ; newsletter, webzine, quiz, videos...

Print : brochure, leaflet, poster, technical manuals ...

## 2- Presentation of the website www.promotelec.com

A website which targets the professionals and the private individuals with a dedicated and updated contents.

- 41 500 visitors : average of monthly visit
- 35% of the visitors are private individuals
- 65% of the visitors are professionals



## 3 – Available technical manuals

The manuals are aimed at the professionals.  
There are 4 collections which represent more than 20  
manuals  
Every manual displays the regulatory and normative  
measures in a educational and illustrated way.  
The manuals contain recommendations and advice to go  
beyond the only obligations.  
All the manuals are regularly updated.

## 3 – Available technical manuals (4 collections)

### Mémentos



Synthesis of the regulatory and normative measures in a reduced size.

### Guides



All the regulations and the explained standards

### Cahiers pratiques



Rules of design and implementation

### Focus on ...



Focus on a precise theme such as the lighting of safety, the earth leakage protection ...  
Exclusively available in download..

## 3 – Available technical manuals (example)

Main line for global safety and quality of the electrical installations

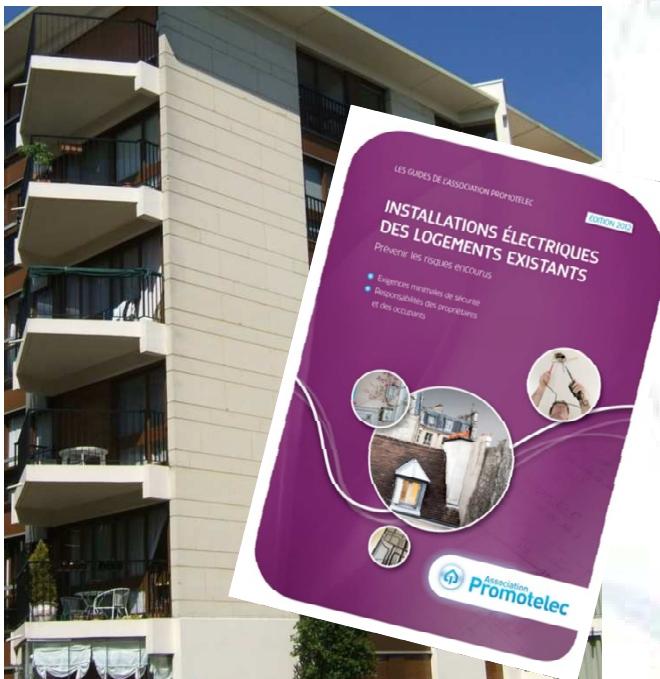


Main rules to design and carry out in the dwelling an electrical installation complying with the standard NF C 15-100

Contractors, distributors, engineering consulting firms, telephone operators, audit firms, architects, promoters, training institution

## 3 – Available technical manuals (example)

Main line for global safety and quality of the electrical installations



Quoi ?

Responsibilities and minimal requirements of safety in the private and common parts of the existing residential buildings.

Pour qui ?

Diagnosticians, contractors, distributors, audit firms, training institutions, institutional bodies, co-owners and management agents

## 4 – Monthly newsletter

This newsletter scans the latest news (markets, new products) and a heading is dedicated to the normative and regulatory evolutions.

It is sent to more than 60 000 contacts

The priority targets are contractors , builders -promoters, engineering consulting firms and architects



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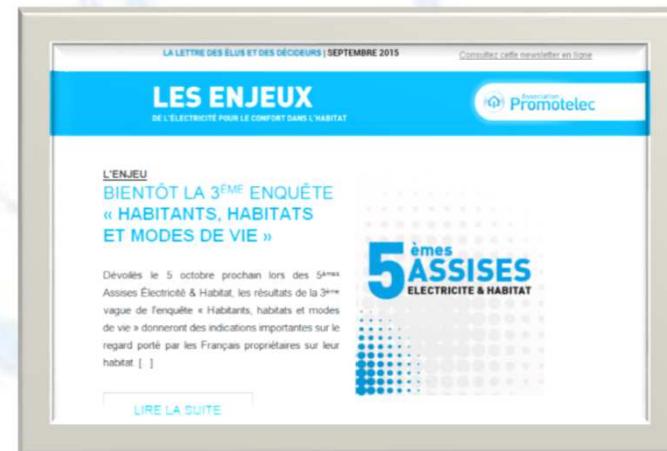
Fisuel International Forum – Seoul / Korea – 04th & 05th of November, 2015

## 4 – Quarterly newsletter

This newsletter presents in particular a guest who is interviewed on news headlines, an action and or an event of the association with the schedule of main dates.

It is sent to more than 20 000 contacts.

The priority targets are elected representatives, local authorities and governmental bodies.



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## 5 – Quarterly webzine - <http://webzine.promotelec.com>

Magazine of the association which is available for consultation on-line, whatever the used device (computer, tablet, smartphone).

We find there : regulatory news, specific technical files and publishing of books

- Monthly visit average : 1 800 visits
- Number of subscribers : 1 873
- Priority targets : engineering consulting firms, contractors, architects

Extract of the headlines

Of the issue published in September, 2015



The screenshot shows the September 2015 issue of the webzine. It features several article thumbnails and a sidebar:

- REPORTAGE DE LA PÉDAGOGIE AUX ÉCONOMIES:** An image of a modern building with solar panels.
- LA TECHNIQUE ET VOUS CHAUFFAGE ET MAISON CONNECTÉE:** An image of a living room with a smart thermostat.
- ENJEUX VENEZ LE PLEIN D'ÉCONOMIES D'ÉNERGIE !:** An image of a digital display showing energy savings.
- DÉCRYPTAGE RÉDUIRE LA FACTURE D'ÉLECTRICITÉ:** A text box stating "La consommation d'électricité d'un ménage dépend de nombreux [...]" with a "LIRE" button.
- ACTUALITÉS:**
  - NFC 15-100
  - RÉNOVATIONS ÉNERGÉTIQUES
  - DU NOUVEAU SUR LE DEO
  - PROMOTELEC À H'EXPO
  - ÉMETTEURS ÉLECTRIQUES ET LED OFFERTS

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## 6 - Quiz

It is a test allowing the private individuals to ask itself the good questions on the electrical safety of their dwelling and to incite them, if necessary, to turn to a professional for the installation.

- 26 on-line quizzes
- 500 quizzes are issued every month



The screenshot shows the Promotelec website with a quiz section. The top navigation bar includes links for "Actualités", "Actualités", "AIDES ELECTRICITÉ & HARDE", and "LES JOURNÉES NATIONALES DE LA DOMOTIQUE". The main content area features a large image of a person's hand holding a power cord. A blue banner at the top right says "Question : 1 / 10". Below it, a question asks: "Votre installation électrique a-t-elle un disjoncteur de coupure générale ?" with three options: "Oui", "Non", and "Ne sait pas". To the left, there is a sidebar with links for "Actualités", "Un logement sur quatre a une installation électrique à risque... et la vôtre ?", "SÉCURI QUIZ", "Faites une E-evaluation", "Trouver un électricien", and three buttons: "De quoi se compose mon installation électrique?", "Mon logement est-il dangereux?", and "Les 10 règles de bonne utilisation de votre installation".

## 7 – Videos

### The Promotelec minute

60 seconds presenting an educational message in connection with a specific theme of the electrical safety, the home automation and the energy performance.

After viewing the Internet user will have the possibility of using a quiz to test his knowledge.



20 episodes were released

## The Promotelec Minute

The handled themes are the following ones :

The earth leakage circuit breaker

The earth connector

The electric safety in the bathroom

The compliant products

The equipotential connection

The risks bound to the obsolete electrical equipment

The load of the electric vehicle

The optical fiber

Move at night safely

The technical detectors

The smoke detector

The home automation what is it ?

The systems of anti-intrusion detection

The programming and the regulation of heating

## 7 – Videos



The electric heater

The insulation

The ventilation

The heat pump

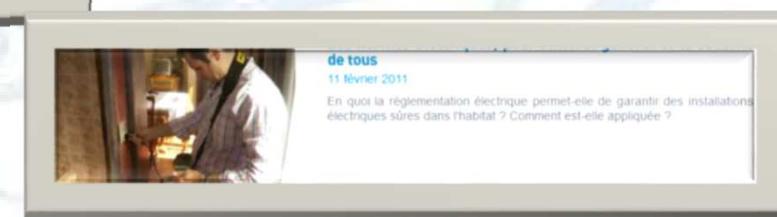
The thermodynamic water heater

The LED lighting

## 7 – Videos

The Internet user can also view reports on the site or on the social networks. Those are releases of books and testimonies on the use of the installed equipment.

- 111 videos are available\*
- 7 825 views per month\*



\* These results include the 20 episodes of the Promotelec Minute



Fédération Internationale pour la Sécurité des Usagers de l'Électricité  
International Federation for the Safety of Electricity Users  
Federacion Internacional para la Seguridad de los Usuarios de la Electricidad

# THANK YOU

MERCI - 감사합니다



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