



Communication strategies

Mel Slade and Ailin Huang, IEA
New Delhi, 13 December 2018

 #energyefficientworld

- Feedback from the work streams
- Communications strategies
- Group exercise on objectives, policy packages and campaigns
- Closing remarks and presentation of certificates

What are the priorities by stream?

- Purpose of this discussion:
 - What are the priority areas in each stream?
 - What are the common areas that countries would like to work on?
 - What are the synergies and potential areas for collaboration between countries and regions?
 - In which areas it is easiest / most feasible to achieve progress in the short term?
- Move into streams
- Stream discussion – 15 minutes
- Report back – 5 minutes per stream





Communication

Strategies to support energy efficiency goals

Mel Slade and Ailin Huang, Energy Efficiency in Emerging Economies, IEA
New Delhi, 13 December 2018

 #energyefficientworld

Materials produced in collaboration with Heather Worley, Senior Operations
Officer, Energy Global Practice, World Bank Group

- Interactive process with citizens and communities to develop communication strategies that promote positive behaviour.
- Based on proven theories of human decision making and designed to enable people to initiate and sustain positive behaviour outcomes.
- Begins with research on opinions and social norms, followed by communication planning, implementation, and monitoring and evaluation.
- Audiences are segmented, messages and materials are pre-tested, and channels are chosen for optimal reach.



[https://www.ted.com/talks/alex laskey how behavioral science can lower your energy bill](https://www.ted.com/talks/alex_laskey_how_behavioral_science_can_lower_your_energy_bill)

- Do you think that these findings would be similar in your country?
- Are there any other strategies that could be more effective?

- Understanding what motivates people and drives their behaviour is central to successful policy-making
- People will work harder to reinforce their existing positions than they will to change their minds
- People place more weight on the short-term than on the long-term effects of their decisions
- When people have something to lose they are more inclined to do something to prevent the loss
- Social incentives can be as effective as economic incentives

- **Conduct opinion research (what does our audience think/feel?)**
- Determine objectives (what do we want our audience to think/do?)
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What does our audience think about energy efficiency?

- Opinion surveys
- In-depth interviews
- Focus groups
- Literature and media review
- Stakeholder mapping
- Desk review of other agencies' opinion research

You should have a solid understanding of public opinion before you design a communication strategy

What are the common energy-related concerns in your country?

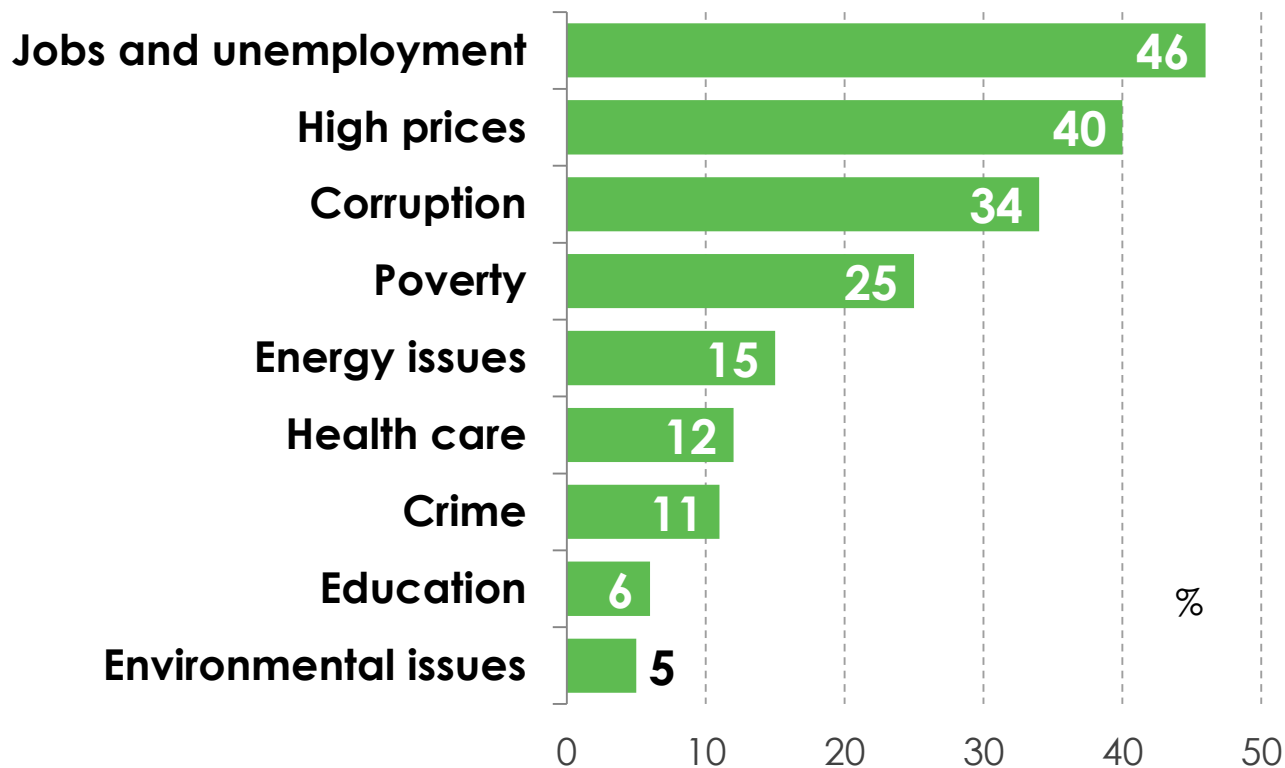
- Poverty: 75% of global population still below poverty line (<10\$ a day)
- Growing energy demand
- Areas of low energy access
- Energy security issues
- Public budget issues brought about by energy subsidies
- Local air pollution due to industrial or vehicle emissions
- Indoor air pollution caused by the combustion of firewood and coal for heating and cooking, causing respiratory and other health problems

What should the government address?

Which of the following concerns are the most important for the government to address?

- Energy Issues
- Poverty
- High Prices
- Environmental issues
- Jobs and Unemployment
- Education
- Crime
- Health Care
- Corruption

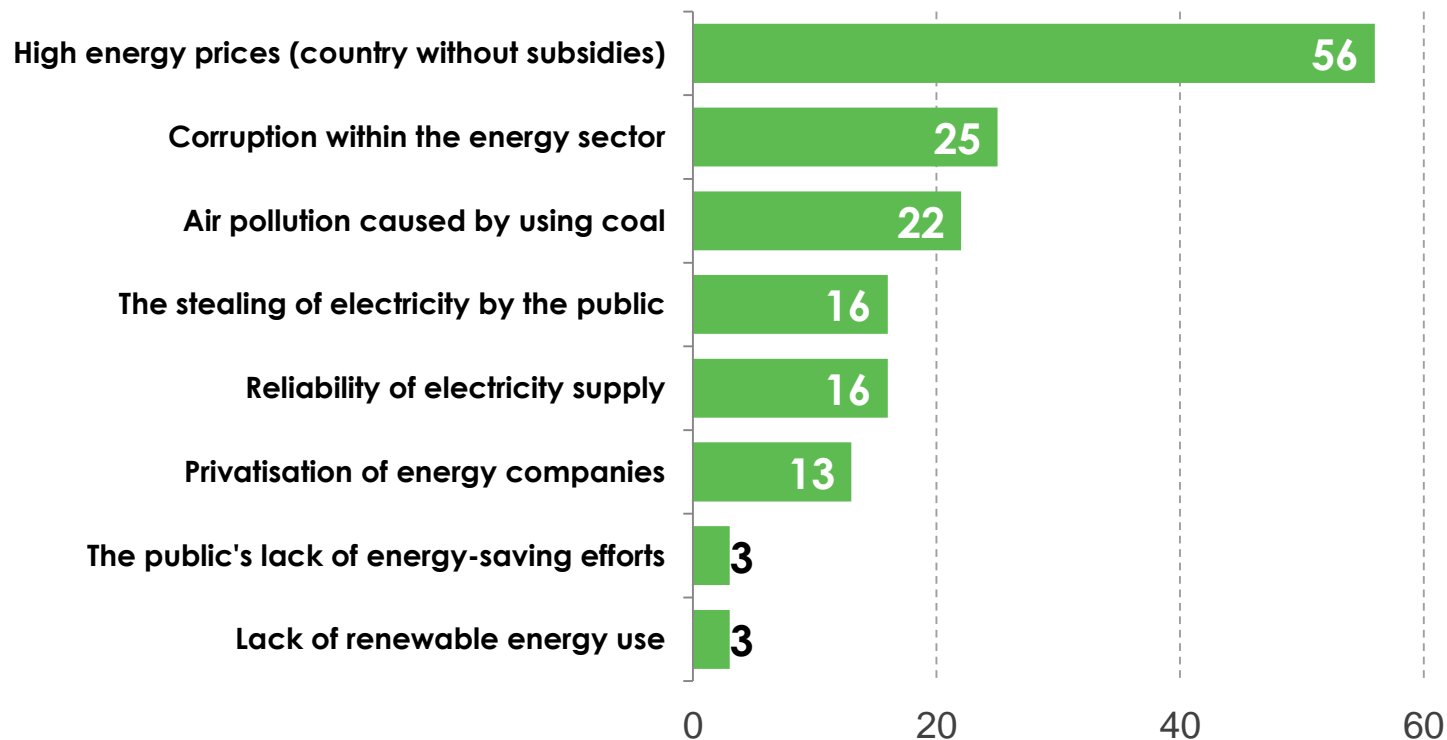
Example: Employment and high prices are top concerns



Below is a list of concerns that some people may have about the energy sector. Which **two** of these concern you the most?

- The stealing of electricity by the public
- The public's lack of energy-saving efforts
- Reliability of electricity supply
- Privatisation of energy
- Lack of renewable energy use
- High energy prices
- Corruption within the energy sector
- Air pollution caused by using coal

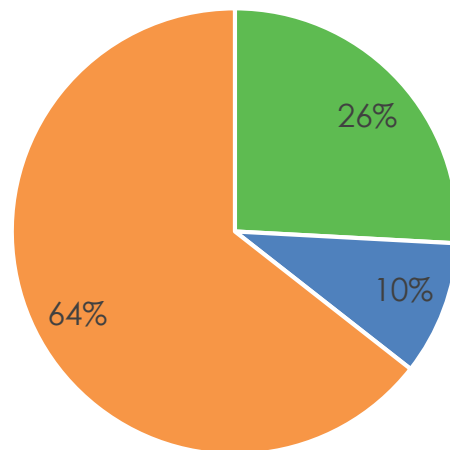
Example: Prices dominate energy concerns



Awareness of government's energy efficiency outreach

Do you know anything about the government's Energy Conservation and Efficiency Policy?

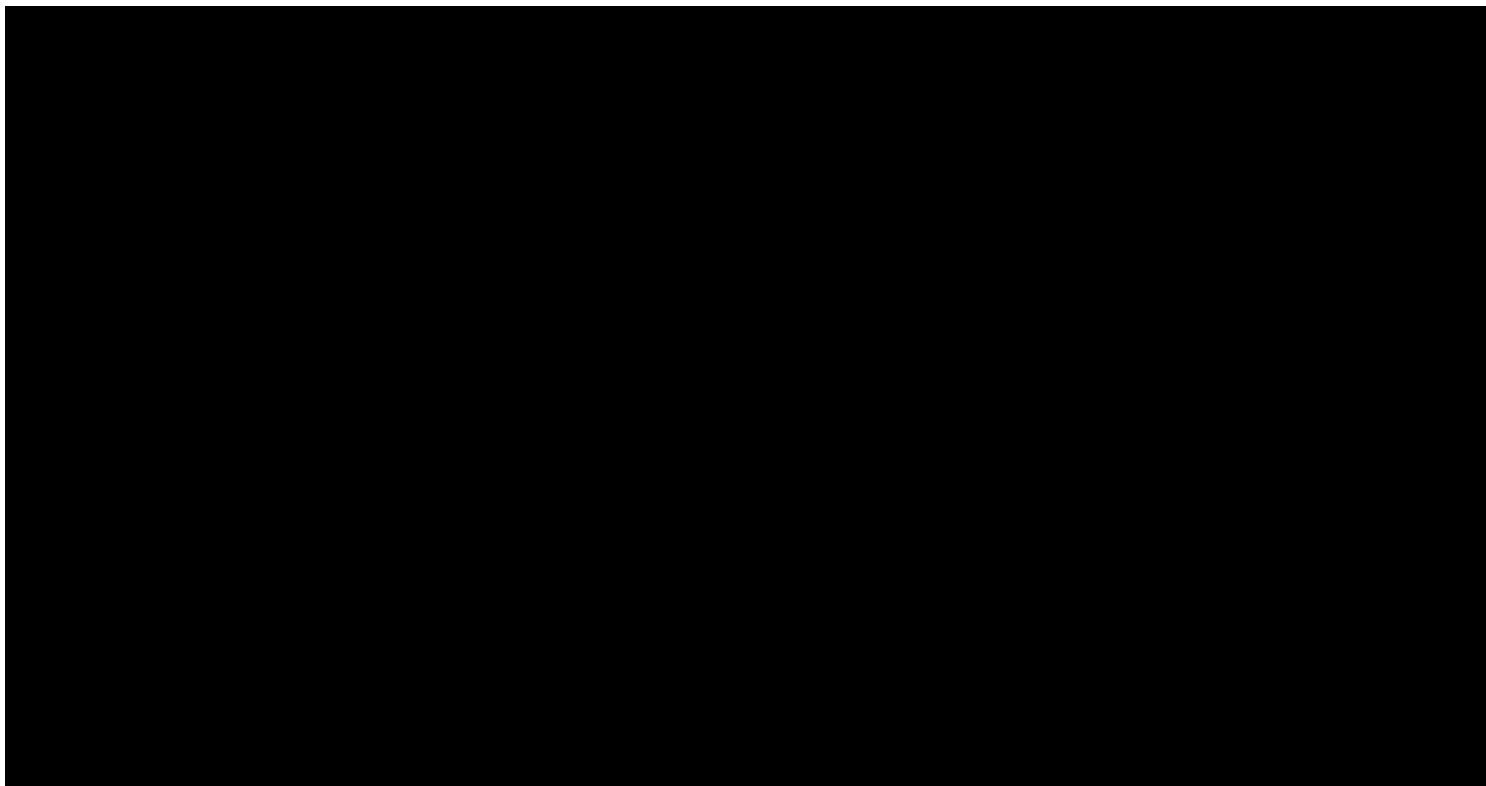
■ Yes, I heard something ■ Yes, I'm well informed ■ No



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What do we want our audience to think/do differently?

- Objectives should be specific, achievable, and measurable
- Agreement should be reached among agencies about goals
- One year from now what type of behaviour would we like to see?

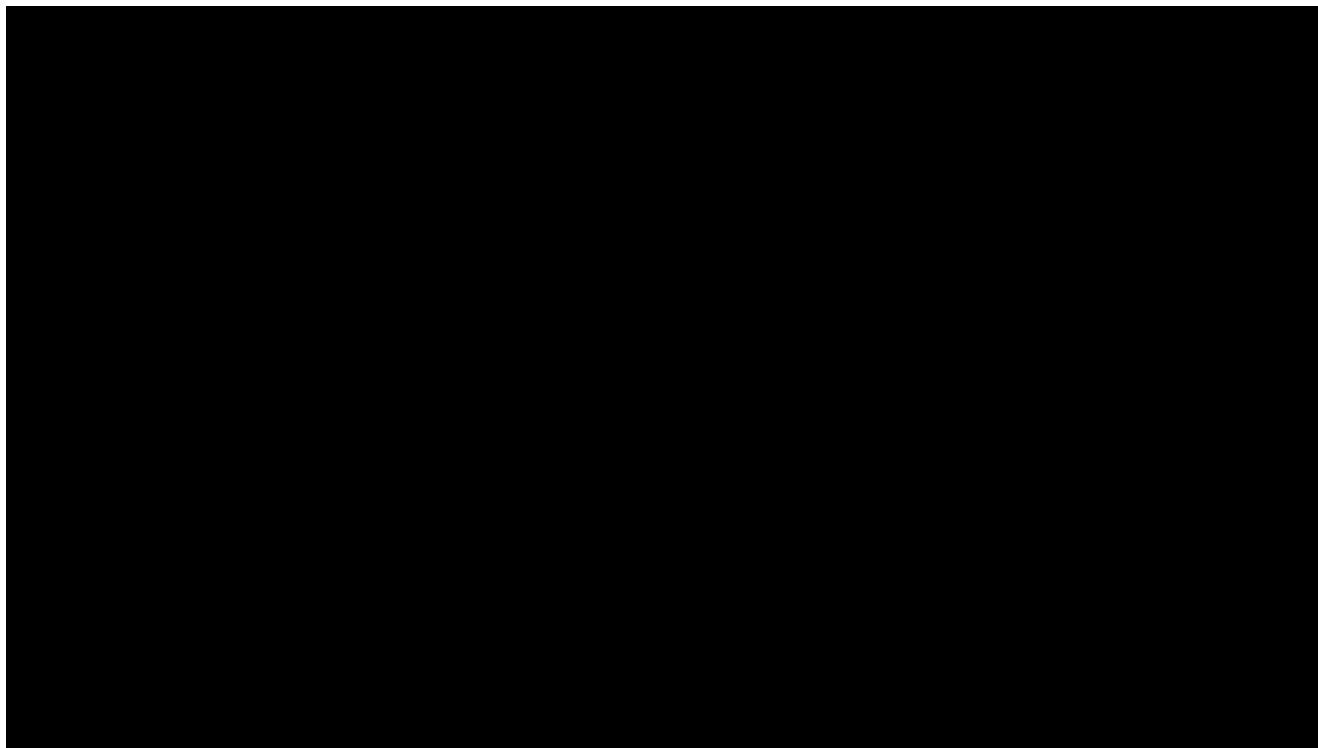


<https://www.youtube.com/watch?v=G5KPNYcHCNg>

- What is the objective?

What do we want our audience to think/do differently?

- Turn things off when they are not being used?
- Buy more efficient appliances?
- Use the washing machine during the night?
- Turn off air conditioners at peak times?

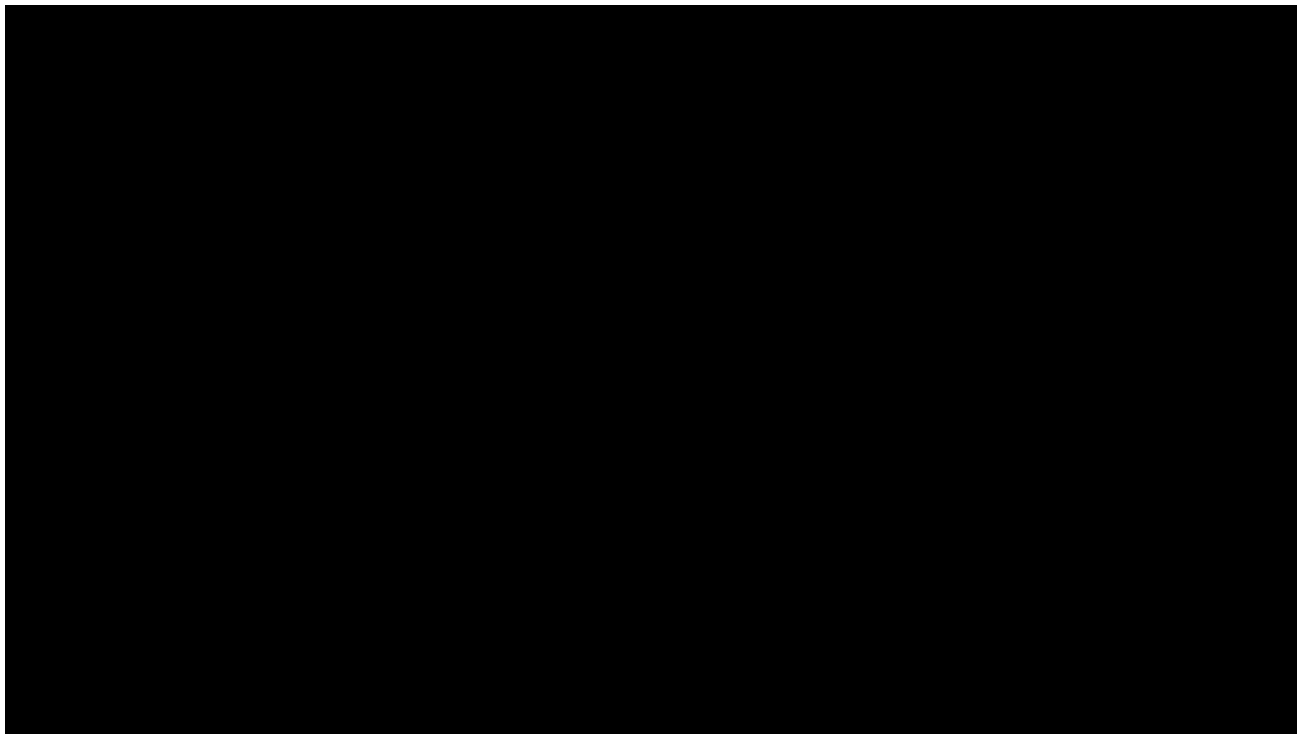


<https://youtu.be/fQQYNMofG5w>

- What is the objective?

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Example: India



<https://www.youtube.com/watch?v=fJxpyqN1SPg>

- What are the key messages?
- Who is the target?
- What principles do they appeal to?

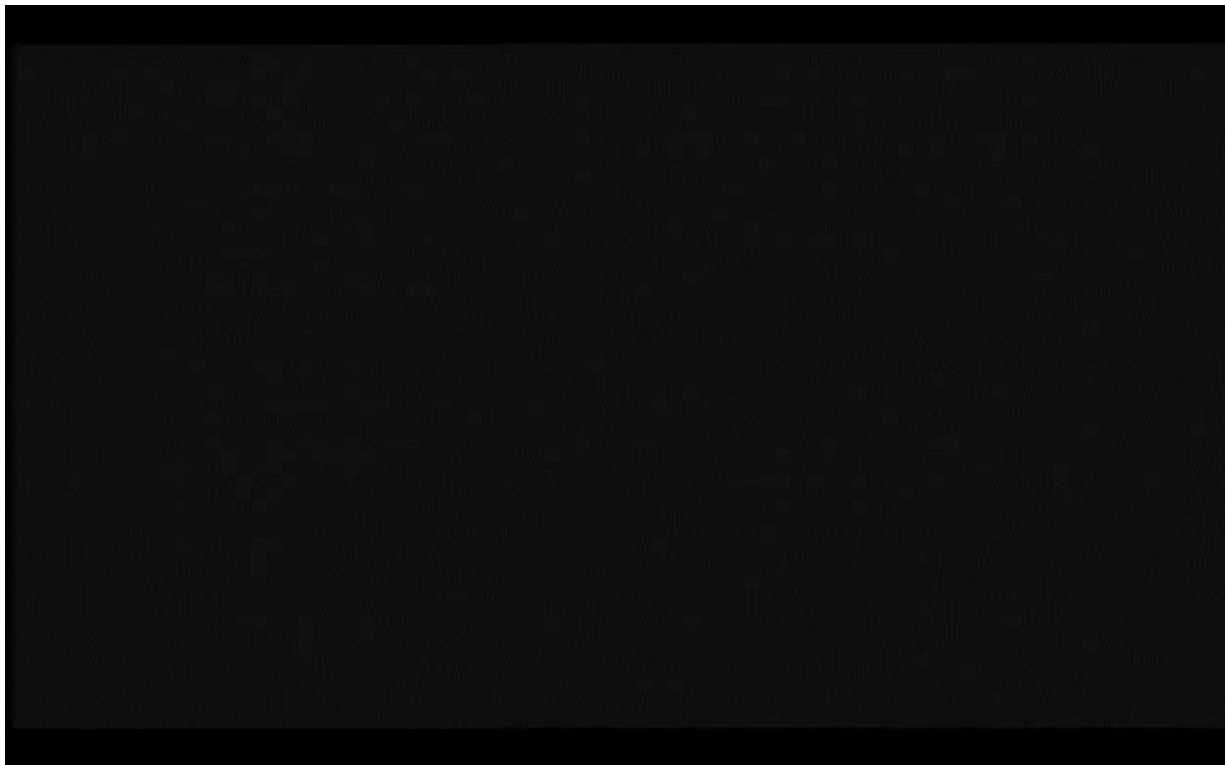
What do we want people to know/feel?

- Develop clear, concise messages that are relevant to people's lives
- Messages should be relevant, unique, and reinforcing
- Appeal to principles – equality, individualism, ideals about government, patriotism, frugality
- Source credibility and trust are key to receptivity – your choice of spokesperson can make or break a campaign

Example of Slogans

- Use your wits – save your Watts!
- You have the Power!
- Lead by example
- There's no excuse with energy misuse

Example: Philippines



https://www.youtube.com/watch?v=Sw01EezJb_w&feature=youtu.be

- What are the key messages?
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Message Checklist

- ✓ Simple
- ✓ Concrete
- ✓ Credible
- ✓ Emotional
- ✓ Story

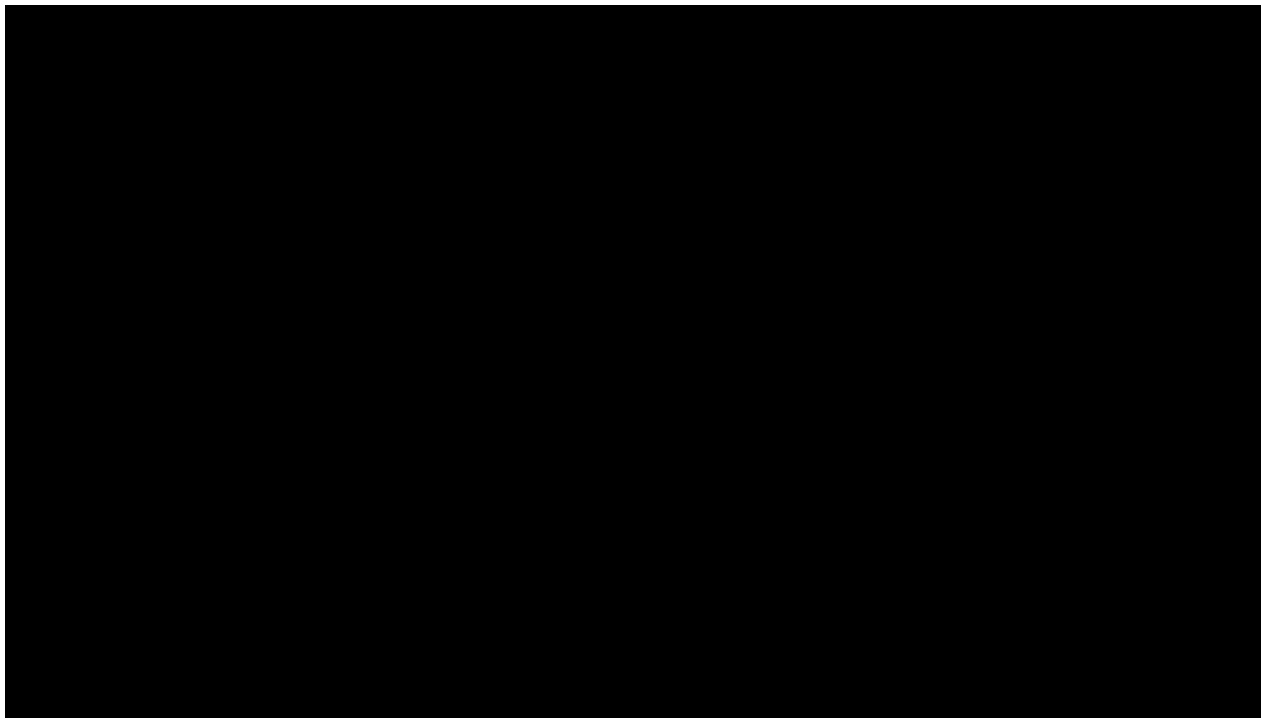
One of the worst things about having access to a lot of information is that we're tempted to share it all.

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What is the main source of information for news?

- Radio
- Internet
- Television
- Word of Mouth
- Newspaper

Thailand's 5-star labelling



<https://www.youtube.com/watch?v=AlvzAUYOk7U>

Mein Effizienz-Tipp:

Mit gut gedämmten Wänden ist Sparen keine Kunst.

Lassen auch Sie sich die Sanierung Ihrer ungedämmten Wände mit bis zu 30 % vom Staat fördern!
machts-effizient.de | Hotline: 0800 0115 000

Unser Effizienz-Tipp:

Werden Sie mit neuen Fenstern zum Energiespar-Helden.

Lassen auch Sie sich den Austausch Ihrer alten

Mein Effizienz-Tipp:

Mit moderner Anlagentechnik schrauben Sie Ihren Verbrauch runter.

Lassen auch Sie sich die Modernisierung oder Erweiterung Ihrer Betriebsanlagen und Prozesse zur effizienteren Nutzung von Energie mit bis zu 30 % vom Staat fördern!
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MACHT'S
EFFIZIENT.**

 Bundesministerium für Wirtschaft und Energie

**Bis zu
30% vom
Staat!**

Jetzt Heizung optimieren und Förderung sichern!

Machen Sie Ihr Zuhause energieeffizient, zum Beispiel durch einen hydraulischen Abgleich Ihrer alten Heizungsanlage oder den Einbau einer energiesparenden Heizungsanlage. Wir fördern das! Alle Informationen und Beratungsangebote unter machts-effizient.de/heizungsoptimierung oder 08000115000.

**DEUTSCHLAND
MACHT'S
EFFIZIENT.**

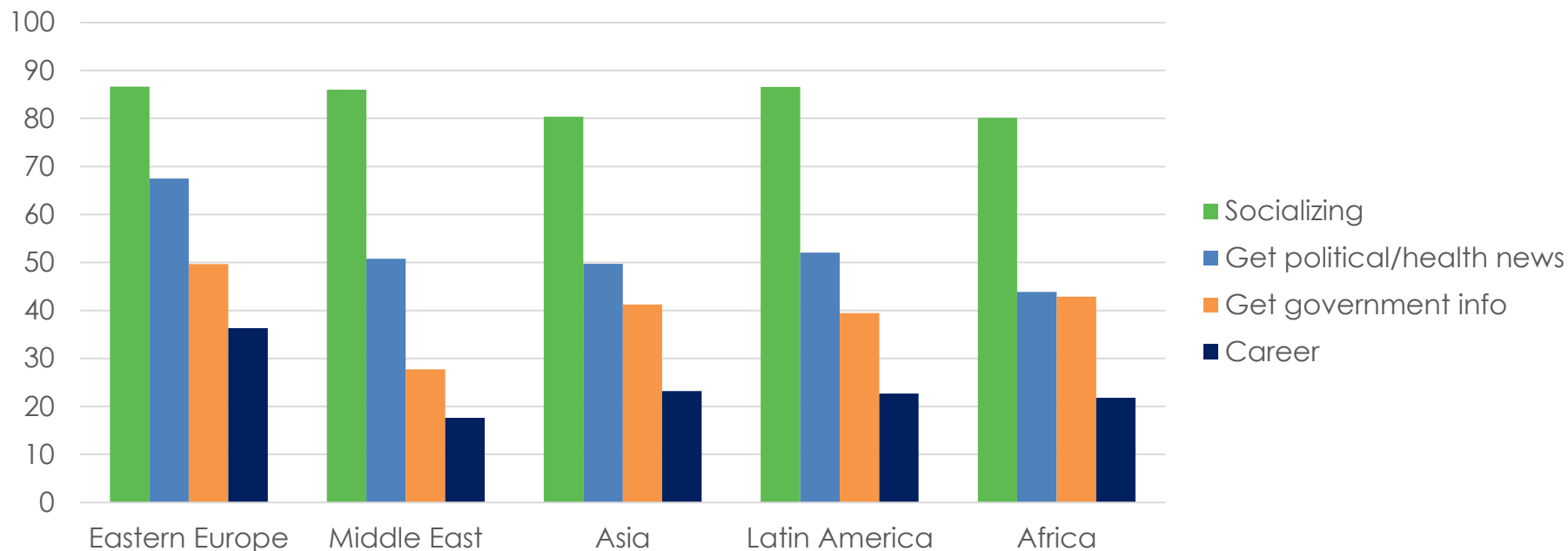
 Bundesministerium für Wirtschaft und Energie

**Bis zu 30%
Förderung
sichern!**



Changing landscape for advertising

What do you use internet for?



Pew Research Center – Online Activities in Emerging and Developing Nations



ENERGY RATING

THE MORE STARS
THE MORE SAVINGS

[CONSUMERS](#)[RETAILERS
& TRADIES](#)[SUPPLIERS](#)[ABOUT THE
E3 PROGRAM](#)

Save energy, save money, reduce emissions

The Energy Rating website provides information about the E3 Program. We increase the energy efficiency of appliances to reduce energy use, emissions and to help save you money.

Product List
View the complete list



Make an energy efficient choice

Energy Rating Calculator



Registration database



Energy Rating Label

Compare energy efficiency and running costs with the Energy Rating Label - before you buy

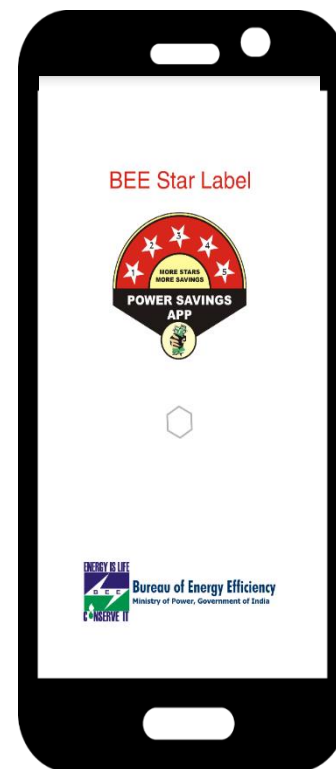
Learn More



Choosing the right appliance will have long-term benefits

Mobile Phones: BEE Application, India

- Multi platform mobile app focuses on all products covered under the S&L scheme
- Presents data in a format which is credible, comprehensible and readily accessible
- The app is linked with BEE's registration database and is updated on a daily basis
- Provides a platform to receive real time feedback
- The app provides energy and cost savings of the labeled appliance using 1 Star as the basis



Apps designed to help people calculate, track and generally reduce their energy usage.

Formal Implementation Since October 2016



55 million users

- **113 million** times of service for products quality information service, **300 thousands** times per day
- **60 million** times of after-sales services including cleaning, repairing and recycling
- **6874** manufactures, **423** cities



Consumers:

- Choose green products not only energy efficient by high quality
- easily to obtain operating manual and book a series of after-sales services
- Ensure the appliance is operating in an energy saving mode

Manufacturers:

- Customized information service to promote high quality products
- Cost saving in after-sales service

Market surveillance officials:

- Time and cost saving in surveillance activities
- Avoid overlapping in surveillance

Government :

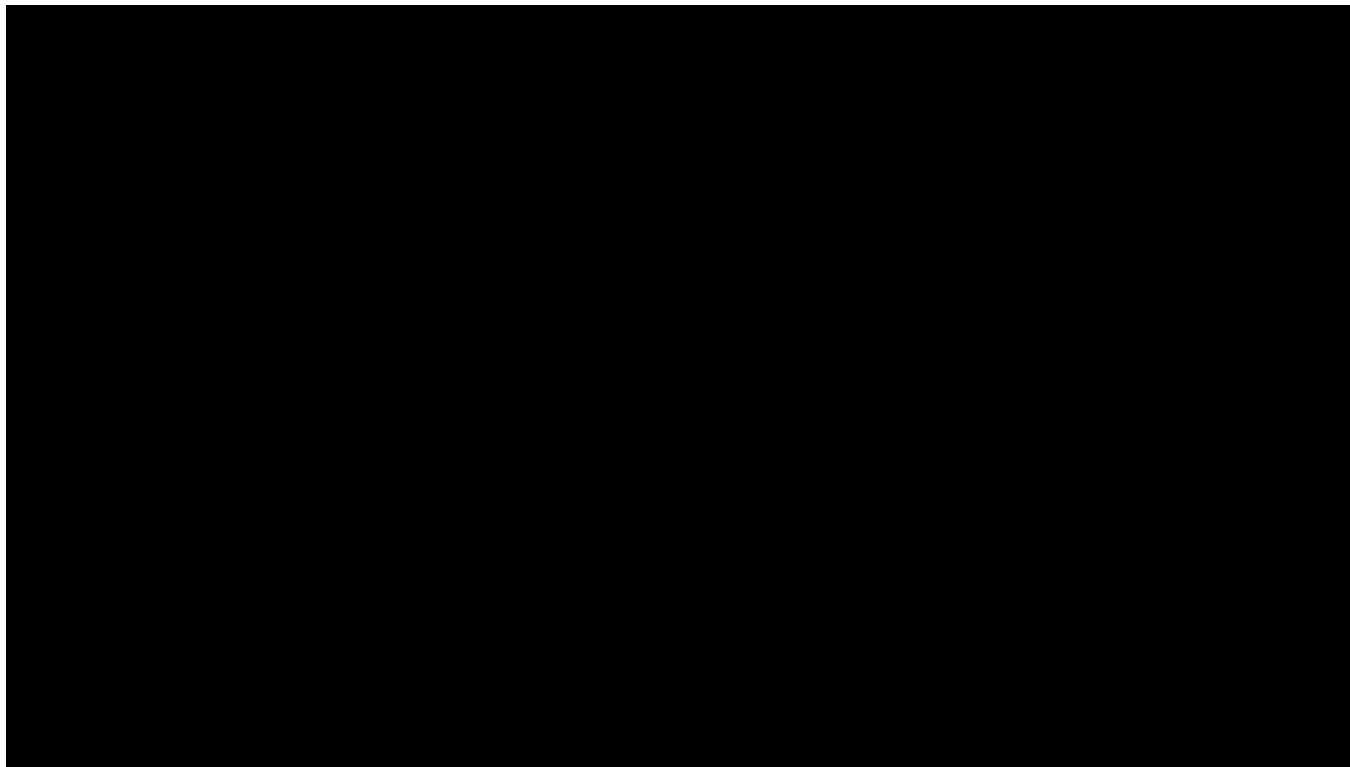
- Guide sustainable development of industry
- Public platform for energy conservation policies

Benefit brought by QR label



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Assign the right spokesperson?



<https://www.youtube.com/watch?v=oEveH7ydevc>

Assign the right spokesperson?

- What are the pros and cons of using celebrities for campaigns?

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- Be opportunistic and creative
- Look at your calendar and plan high-impact communications activities
- Disciplined implementation is critical
 - Clear definition of roles and responsibilities
 - Clear and defined timeline and resourcing
- It's easy to write a communications strategy that looks persuasive on paper but implementing the strategy is a very different task and requires consistent attention
- Assess progress and changing circumstances regularly, don't be afraid to tweak as necessary
- Messages often drive tactical ideas

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- Test awareness levels during survey or focus groups
- Identify indicators before you begin implementing the strategy (appliances sold, insulated homes, visits to energy efficiency website, amount of energy used)
- Outcomes: what happened as a result of what you did? Are people changing their behaviour?
- Outputs: actions that have been taken by your communications team, events held, tactical activities.
- Revisit your research: have opinions changed? Conduct a second survey after the campaign to (1) re-measure awareness levels; (2) track exposure to messages; (3) determine the reach and influence of your communication strategy

A communications strategy is a process

- Requires an up-to-date understanding of public opinion and stakeholders' needs
- Requires prioritisation and choices
- May have informational and attitudinal goals that require specific compelling messages
- May change along the way if political circumstances change, requires a nimble team



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- <https://www.youtube.com/watch?v=fJxpyqN1SPg>
- https://www.youtube.com/watch?v=78inBbbVUfk&feature=youtube_gdata_player
- https://www.youtube.com/watch?v=jbNDWzQf_Jo&feature=youtube_gdata_player
- https://www.youtube.com/watch?v=Sw01EezJb_w&feature=youtu.be (CFL)
- <https://www.youtube.com/watch?v=6RvEYFmsRKg&feature=youtu.be> (CFL)
- <https://www.youtube.com/watch?v=byLWR8XGcO0> (use patterns)
- <https://www.youtube.com/watch?v=DHUzfEbjMa4> (refrigerator replacement)
- https://www.youtube.com/watch?v=BuZBTAh_uwg (bulbs replacement)
- <https://www.youtube.com/watch?v=UrZHNlrR6k> (use patterns)
- <https://www.youtube.com/watch?v=NuqE3M0tXps> (reducing the use of appliances)
- <https://www.youtube.com/watch?v=fyg5C7sg6a0> (where to place the refrigerator)