



What are the steps:

Communication Strategies

Appliances and Equipment: Session 7

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Delhi 12 December 2018

 #energyefficientworld

You are asked to prepare a communications strategy for your MEPS programme

What are the key elements to this strategy?

A **Communication Strategy** answers the following questions:

- Who is your target audience?
- What do you want each target group to do with the information?
- What does each target group need/want to know? What will motivate them?
- What type of engagement is appropriate for each group?
 - Is it a formal process?
 - Is it for information exchange only?
- How the most efficient way to reach them?
 - Can other organisations assist?
- Timing: when do they need to be engaged & what frequency?
- What resources will you need?

Who participates in S&L Programmes?

Compile list of all key stakeholders for an energy efficiency programme



How might this list vary by type of programme?

- Industry Associations
- Manufacturers
- Importers
- Distributors
- Retailers
- Installers – Builders
- Architects - Designers
- Consumer Groups
- Consumers
- Government Agencies
- Different Levels of Government
- Utilities
- Standards Organisations
- Testing Laboratories
- Market Surveillance Authorities

Why would you involve stakeholders in development of Programmes?

List reasons.....



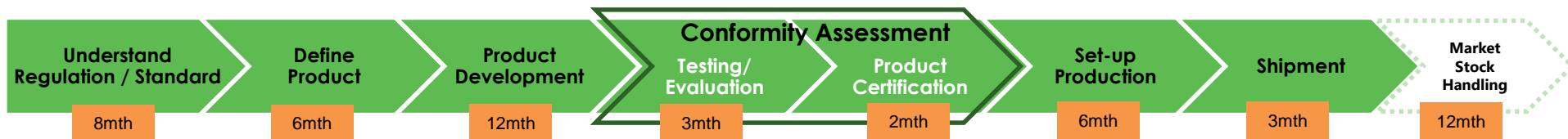
Why involve stakeholders in S&L Programmes?

- Understand Rules of the Programme – how to participate
- Engage with others in the industry/sector
- Help make marketing, education and outreach materials more effective
- Provide expert input for:
 - Test Methods
 - MEPS Levels & other performance requirements
 - Future revisions
- Provide data source and/or case studies
- Assist with evaluation and tracking progress
- Raise awareness of compliance activities to encourage greater compliance
- Help educate consumers
 - About the Program
 - Retailer staff educating public
- Builds industry support for the Programme

Impact & Lead Time of Implementation

Implementation Lead Time:

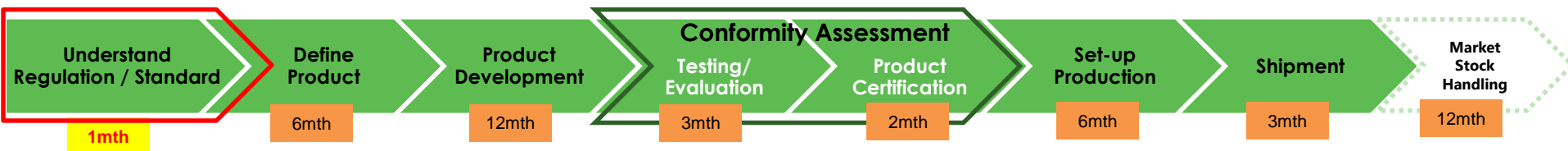
- Essential processes to introduce new product (includes minor changes) to comply with the regulation



Stakeholder
Involved
During
Drafting

- Define Product: Identify types of model involved based on new technology
- Product Development: Develop new product & design modification
- Conformity Assessment: Include tests according to regulation & certify products
- Set-up Production: Production line preparation/ install new facility

→ Lead time ranging from 6 – 40 months



**Shorten & ensure smoothness of
implementation lead time**

→ Lead time ranging from 6 – 33 months

- Most programmes will have new entrants periodically
 - E.g. New product suppliers, retailers, etc
- Therefore need for ongoing communication/outreach
 - Ensure programme visibility for existing and new entrants
- Other periodic opportunities:
 - Make stakeholders aware of planned consultation opportunities
 - Changes to program requirements
 - Results of evaluation and/or compliance
 - Workshops and related events
 - Training activities e.g. registration databases, smart calculators and apps, understanding labels

- Formal requirement e.g. legislative, reviews
- To gain support for programme
 - Adequate resourcing for Programme
 - Seek to expand product coverage
 - Reporting on the evaluation programme or individual components
 - Reporting the results of compliance and monitoring activities
- Proposing a Communication Campaign
- Proposing other complimentary actions
 - e.g. public procurement of energy efficient products
 - e.g. Training of retail staff
 - e.g. Education of third parties (installers)

- Lots of options
- Dependent on:
 - resources
 - message (long/short/visual)
 - ability to reach target audience
- TV, radio, adverts, brochures, leaflets, posters, etc
- New technology: YouTube, Apps

Impact assessment of India's labeling programme carried out in 2014, identified the following requirements:

- Increased consumer awareness and outreach
- Informed & Smart decisions by Consumers
- Consumer feedback mechanisms
- Market surveillance mechanisms

Communication and Outreach

A Mobile application for consumers

Informed decision making

Outreach and awareness



Retailer training program

18 programs in 6 major cities

2000 retailers attended

Registration
database

Energy saving

Technical
committee
meeting minutes

S&L
website

Advertisements
Alerts and updates

Guidelines for
manufacturers

www.beestarlabel.com




Advertisement on failed products

Check Testing Result of Room Air Conditioners.



Attention Consumers

FOLLOWING AIR CONDITIONERS FAILED TO MEET THE ENERGY CONSUMPTION DECLARED ON THEIR LABEL:

S. No.	Manufacturer Logo	Manufacturer/ Company Name	Brand	Model	Star Rating	EER as per BEE record	Test Results (EER)	Result
1		Samsung India Electronics Pvt. Ltd.	Samsung	AR18FC3TAUR	3	3.01	2.76 2.88	FAIL
2		Panasonic India Pvt. Ltd.	Panasonic	CS-LC18PKY	2	2.82	2.38 2.44	FAIL
3		Godrej & Boyce Mfg. Co. Ltd.	Godrej	GSC18FC3WMZ	3	2.94	2.51 2.76	FAIL

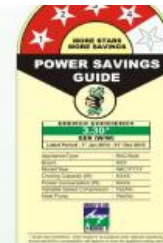
EER represents Energy Efficiency Ratio

This notice has been issued in compliance with the provision of regulation 7 of the Bureau of Energy Efficiency (Particulars & Manner of their Display on Labels of Room Air Conditioners) Regulations, 2009.



SECRETARY
BUREAU OF ENERGY EFFICIENCY (BEE)
Ministry of Power, Government of India
C-100, 2nd Floor, Connaught Place, New Delhi - 110 028
For any details and clarifications,
 kindly visit our website: www.beeindia.in

SAVE ENERGY, SAVE MONEY



Attention Consumers

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S. No.	Manufacturer Logo	Manufacturer/ Company Name	Brand	Model	Star Rating	EER as per BEE record	Test Results (EER)	Result
1		ETA General Private Limited	General	ASGA18ACT	4	3.15	2.70 2.76	FAIL

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MINISTRY OF POWER
Government of India



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Select Financial Year
2018-2019
SUBMIT
BACK

Savings showing for Financial Year 2018-2019

Energy Savings since 2011	121.29 BU	Energy Savings in 2018-2019	1.83 BU	Energy Savings in 2018-2019	1.83 BU
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Mandatory Appliances Produced in Financial Year 2018-2019

Sl. No	Appliances	Star 1	Star 2	Star 3	Star 4	Star 5	Total
1 & 2	Room Air Conditioners(Window,High Wall Split, Ceiling Mounted)	39,939	1,68,173	8,10,438	1,131	81,401	11,01,082
3	Colour Television	11,74,272	14,92,616	7,70,691	6,36,686	1,33,222	42,07,487
4	Direct Cool Refrigerator	3,46,892	5,25,282	18,55,863	5,16,207	1,26,968	33,71,212
5	Distribution Transformer	53,939	5,308	0	83	5,113	64,443
6	Frost Free Refrigerator	28,760	2,47,411	5,34,834	86,392	939	8,98,336
7	Stationary Type Water Heater	0	60	29,323	1,91,905	9,38,479	11,59,767
8	Tubular Fluorescent Lamp(TFL)	1,19,69,099	0	19,59,297	0	4,238	1,39,32,634
9	LED LAMPS	0	0	4,13,20,517	17,105	6,59,701	4,19,97,323
10	Room Air Conditioner (Variable Speed)	0	0	7,72,787	79,054	1,84,993	10,36,834

Voluntary Appliances Produced in Financial Year 2018-2019

Sl. No	Appliances	Star 1	Star 2	Star 3	Star 4	Star 5	Total
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Model [628]	Gross Volume (litres)	Storage volume (litres)	Electricity Consumption (unit per year)	Star Rating
<div>Select All ▲</div> <div>GN-M702HSF</div> <div>GC-B519ESQ</div> <div>GN-M602HLF</div> <div>GN-M702HLF</div> <div>GR-M772HLF ▼</div>	<div>Select All ▲</div> <div>190</div> <div>200</div> <div>217</div> <div>230</div> <div>231 ▼</div>	<div>Select All ▲</div> <div>174</div> <div>189</div> <div>201</div> <div>211</div> <div>214 ▼</div>	<div>Select All ▲</div> <div>159</div> <div>163</div> <div>170</div> <div>173</div> <div>180 ▼</div>	<div>Select All ▲</div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5 ▼</div>

SEARCH 🔍

<< BACK

ALL	Model	ALL
ALL	Storage Volume (litres)	ALL
in (units per year) ALL	star rating	ALL

[Export to f](#)

Model Number	Gross Volume(Litres)	Storage Volume(Litres)	Electricity consumption (unit per year)	Valid Till Date	Star Rating
GN-M702HSHM	546	507	400	31-12-2018	
GC-B519ESQZ	452	398	360	31-12-2018	

Technical Committee Meeting Minutes



Bureau of Energy Efficiency
Ministry of Power, Government of India

Technical Committee Meeting



Room Air Conditioner



Ceiling Fan



Colour Television



Computer



Direct Cool Refrigerator



Domestic Gas Stove



Frost Free Refrigerator



General Purpose Industrial
Motor



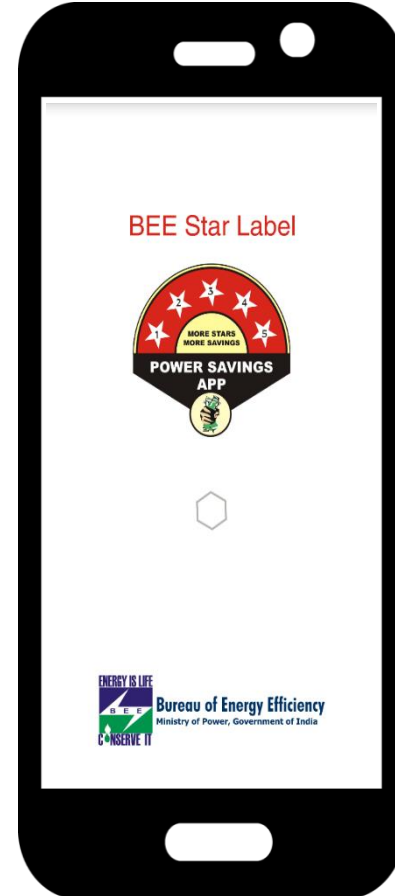
Washing Machine



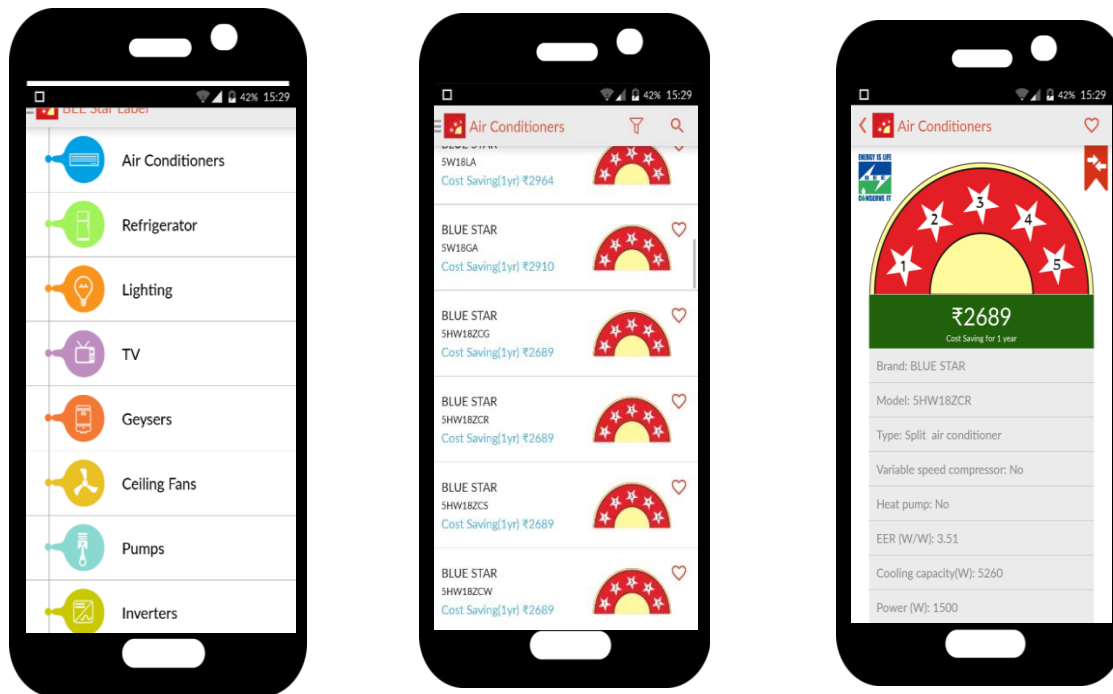
Agriculture Pumpset

Key features of the mobile App

- 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

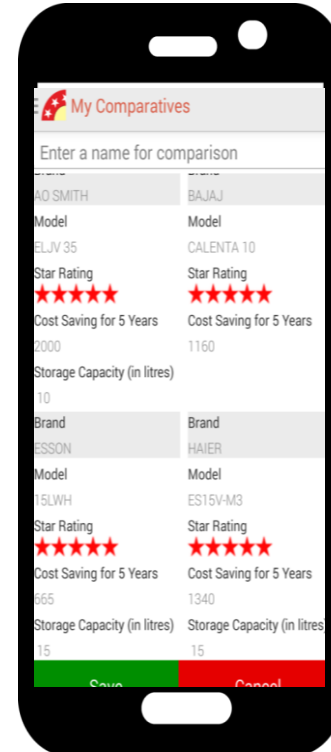
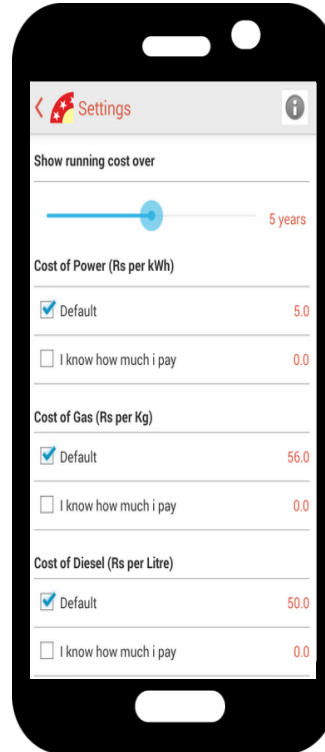
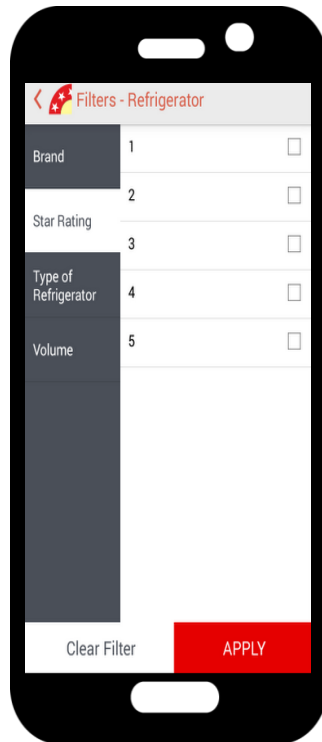


- The App provides energy and cost savings of the labeled appliance using 1 Star as the basis

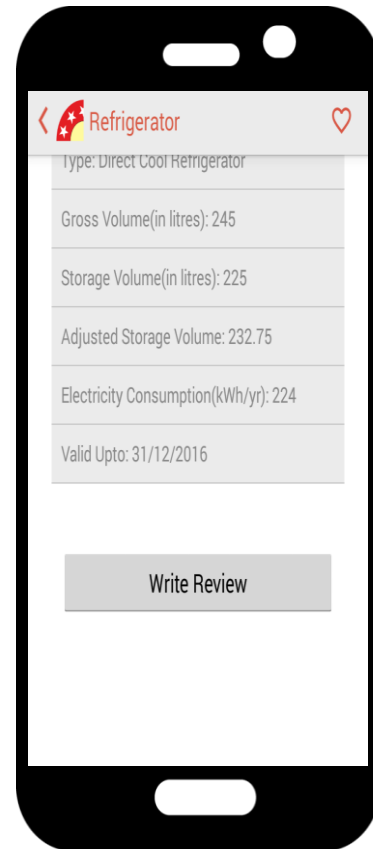


Filter and Settings

- Allows users to filter products, change the settings and compare products

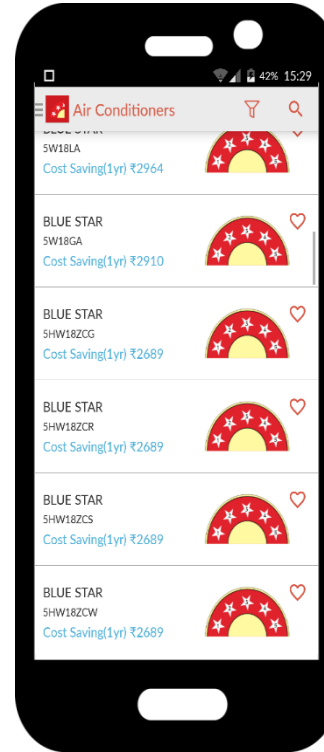


- Users can provide product specific or generic feedback
- Users can also provide information on non compliant product as feedback, thereby supporting market surveillance
- The app also allows users to save receipts and warranty cards to ensure frequent usage



Download the app

- The app can be downloaded at android and iOS playstore
- Keywords for searching the app are “BEE Star label”, “star rating”, “5 star” etc.



Download from:



ht epaper^{BETA}

Hindustan Times (Lucknow) 13 Feb 2016 Table of Contents 09 NATION

09

Use Mobile App for Purchase of BEE Star Labelled Appliances

Key Features >

- See cost savings due to star labelled appliances.
- Customize settings.
- Provides comparison among products.
- Provision for feedback.

How to Download:

Search for key words like “bee star label” on Apple or Android smart phones

Available on the App Store

Google play



Ministry of Power
Government of India

बचत भार

Bachat Ke Sitar
Bachat Ke Sitar

ENERGY IS LIFE
BEE

BUREAU OF ENERGY EFFICIENCY (BEE)
Ministry of Power, Government of India,
Website: www.beeindia.gov.in

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You are asked to prepare a communications strategy for your MEPS programme.

What are the key elements to this strategy?



- Divide into three groups
- Each group given a different communications task (see following page)
- Each describe 5 proposed actions



- **Describe 5 proposed actions**
- **Group 1: Increase consumer awareness and understanding of a new appliance energy label**
- **Group 2: Inform product suppliers of new MEPs requirements**
- **Group 3: Gain support for a procurement policy for your government**

- Communications are a vital part of energy efficiency programs, whether mandatory or voluntary types.
- Careful planning of targeted communications is vital to making them effective, and getting the most from your resources.
- Usually you will need ongoing communications that have a cumulative effect
- Don't forget to communicate to Government to keep them supporting your programme!



www.iea.org

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Why should industry be involved in policy development?

① Industry knows **its products and the technical aspects**:

- technological potential/ solution
- physical performance measurement
- internationally standardized methods

② Industry **knows the impact & lead time** of implementation

③ Industry knows **its market** and **its customers**

- promote awareness and demand for EE
- market transformation

④ International industry can contribute it's own **experience with S&L** schemes

- Insight/ movement of neighbouring countries

① Technology & Technical Aspects:

Inverter

- Improves efficiency & reduces electricity consumption by at least up to 30%
(↓ 30Mtonne CO₂ – estimated in 2015)

Refrigerant

- R32 is a next generation refrigerant that efficiently carries heat and has lower environmental impact.
(↓ 27Mtonne CO₂ – estimated from 2012)

Performance Evaluation

- Test standard: ISO 5151/ ISO 13253
- Rating standard: ISO 16358 (CSPF)

**Technology solution to support EE policy
& contribute to environmental impact**

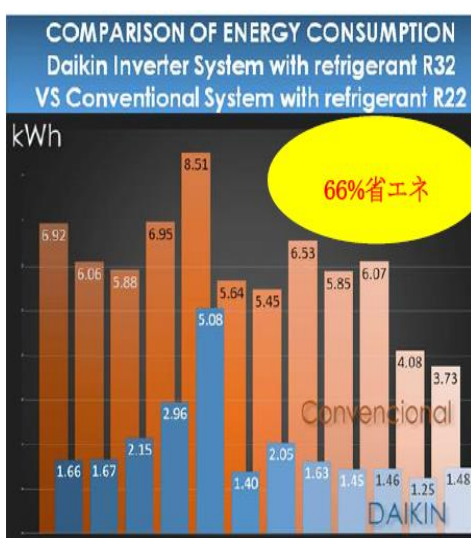
Environmental Impact of Air Conditioner Refrigerants and Trends

	Ozone Depletion Potential (ODP)	100 Year Global Warming Potential of Different Refrigerants*1
R12 (CFC)	1.0	10,900
R22 (HCFC)	0.055	1,810
R410A (HFC)	0	2,090
R32 (HFC)	0	675

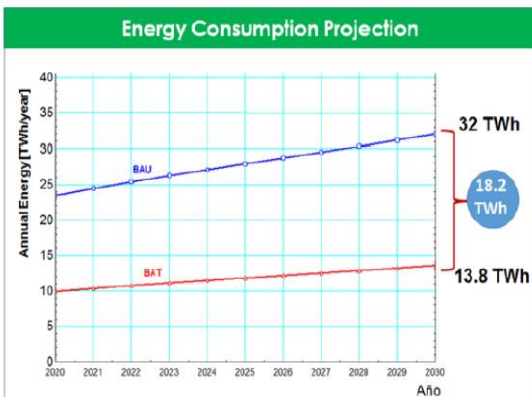
① Technology & Technical Aspects: Global Demonstration Project

■ Mexico demonstration project that evaluates energy saving comparing:

《 R32 + Inverter Vs. R22+ Non Inverter 》



HFC32 inverter units **achieved a 66% reduction** of power consumption



	BAU	BAT	Savings	Equivalent to
Electricity (TWh)	32	13.8	18.2	5.1 Power plants
CO2 Emissions (Million tonnes)	21.3	9.2	12.1	6.2 Mill Cars
Electricity Bills (Million USD\$)	\$2,769	\$1,229	\$1,591 Million USD	

Projection made by the Technological Institute of Higher Education Studies of Monterrey

■ INDIA demonstration project that evaluates energy saving comparing:

《 R32 + Inverter Vs. R22+ Non Inverter 》

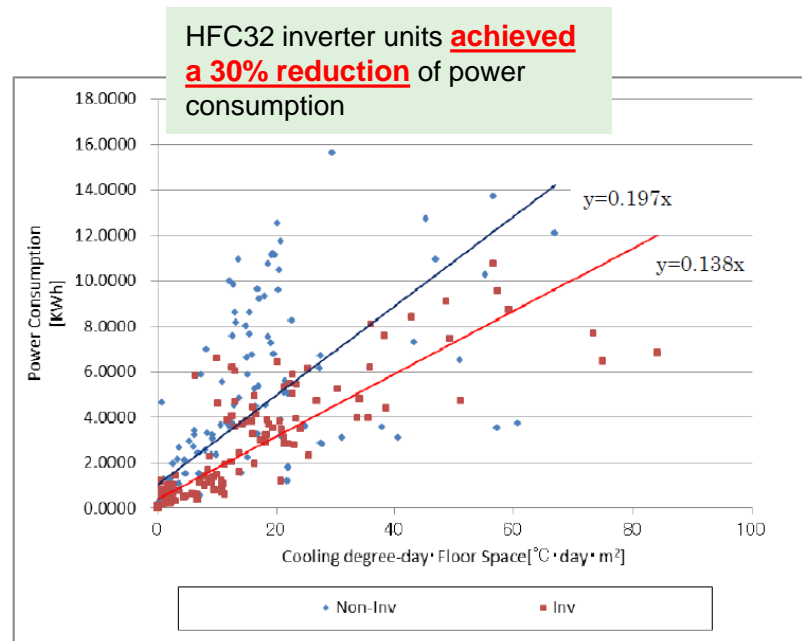
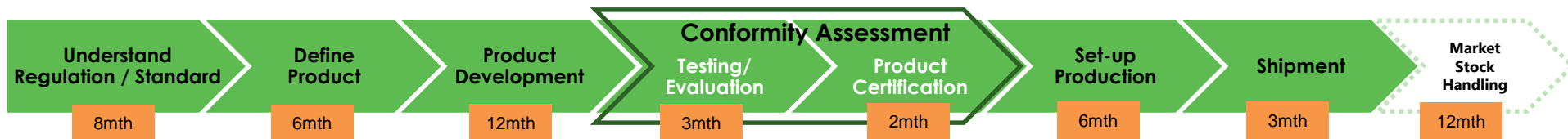


Fig. 7-35 Correlation between power consumption and cumulative time x cooling degree x floor space of HCFC22 non-inverter units and HFC32 inverter units in India

② Impact & Lead Time of Implementation:

Implementation Lead Time:

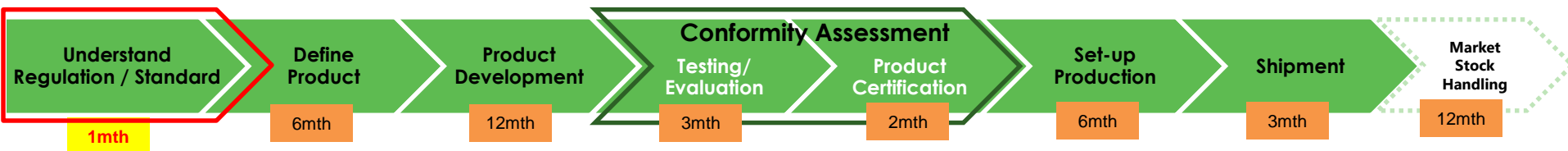
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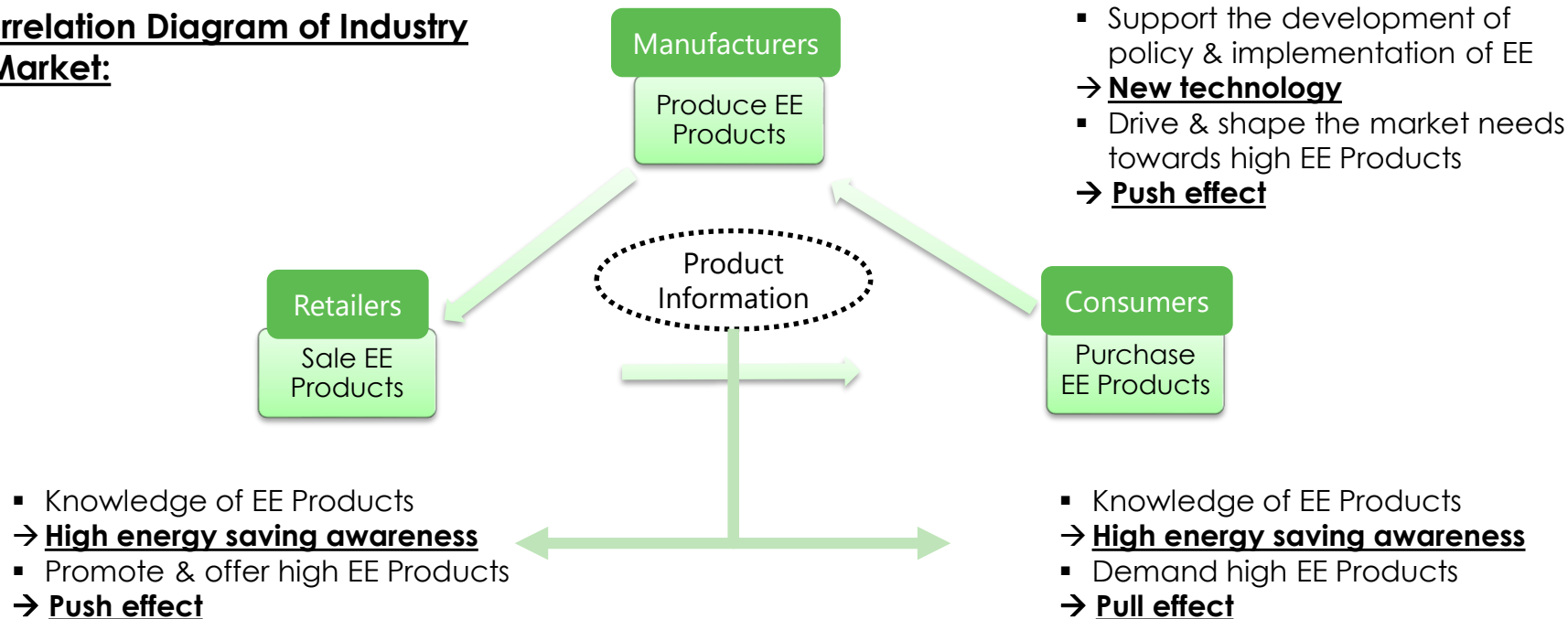
**Shorten & ensure smoothness of
implementation lead time**

→ Lead time ranging from 6 – 33 months

③ Market Transformation & Promote Consumer Awareness:

- Industry has direct interaction with consumer in educating & disseminating information of EE and promote higher demand of EE products.

Correlation Diagram of Industry & Market:



Increase awareness towards the impact of new technology to environmental aspects

④ Industry Experience: Sharing of Insight & Global Movement

- Global movement of performance measurement standards and methods:

Countries	Trend of Energy Efficiency Evaluation		Year CSPF implemented	Testing		
				In Country Lab	Accredited Lab	
Malaysia	EER Weighted EER (Non & Inv)	➡	CSPF (Non & Inv)	2018	✓	✓
Indonesia	EER (Non & Inv)	➡	CSPF (Non & Inv)	2019/2020	✓	
Philippines	EER (Non)	➡	CSPF (Non & Inv)	2020		
Vietnam	EER (Non & Inv)	➡	CSPF (Non & Inv)	2017	✓	
Thailand	COP (Non)	➡	SEER/CSPF (Non & Inv)	2019	✓	✓
Singapore	COP Weighted COP (Non & Inv)	➡	CSPF (Non & Inv)	2020	Self declared	
India	EER (Non)	➡	SEER/CSPF (Non & Inv)	2018	✓	
Australia New Zealand	AEER/ACOP MEPS & Label (Non & Inv)	➡	AEER/ACOP > MEPS CSPF/HSPF > Label (Non & Inv)	2019	Self declared	

Promote harmonization of performance evaluation to reduce technical barriers

- Contact industry associations when looking for
 - broad consensus
 - an industry wide overview of facts
- Contact single companies when
 - looking for new ideas
 - dealing with confidential issues
- Other aspects of information exchange
 - Contact industry as early as possible (changes in product may take years)
 - Keep in mind that industry associations are bound by anti-trust law (some issues cannot be discussed)



Example Associations



By us, by you,
for better lifestyles
in Europe



China Household
Electrical Appliances Association

