



Day 5

Strategies to support energy efficiency goals

Mel Slade, Energy Efficiency in Emerging Economies, IEA

Jakarta, 20 July 2018

 #energyefficientworld

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

- Feedback from the workstreams
- Energy efficient prosperity
- 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 – 10 minutes
- Report back – 5 minutes per stream





Energy Efficient Prosperity

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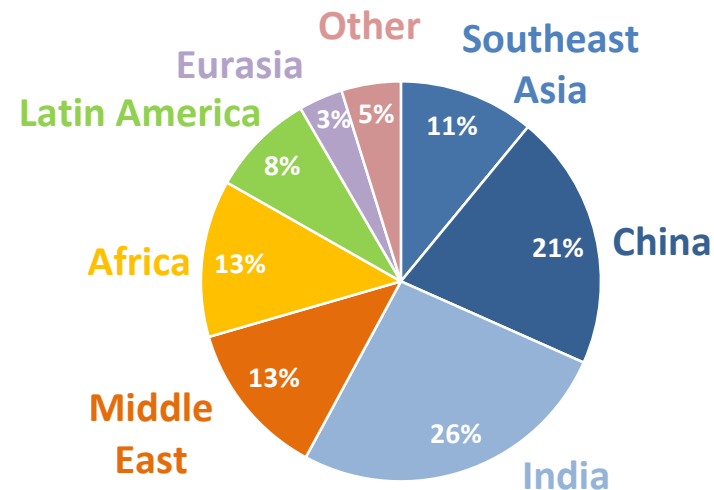
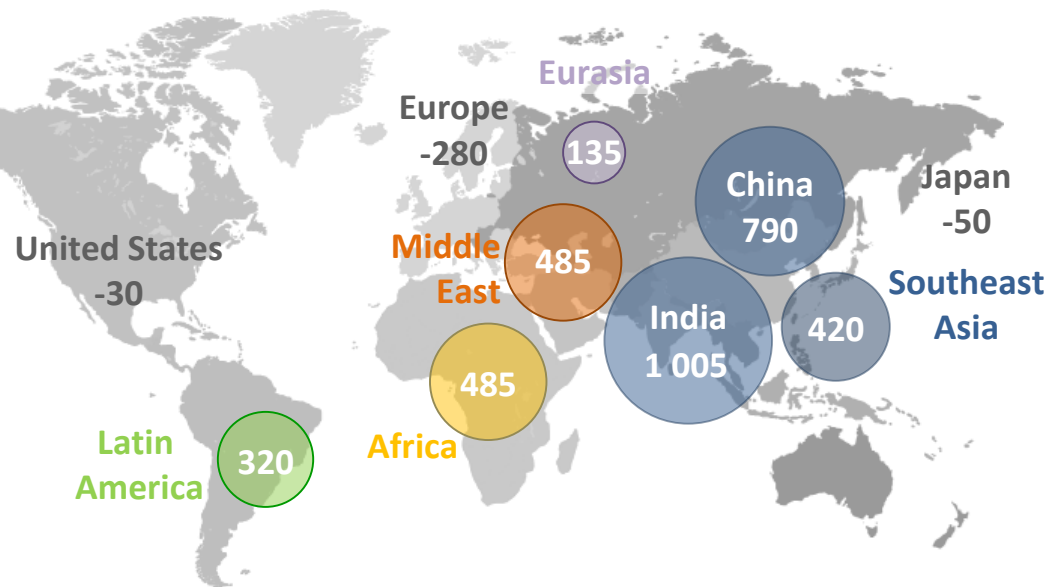
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Asia is becoming the centre of the global energy system

Change in primary energy demand to 2040 (Mtoe)

Share of global growth 2016-2040

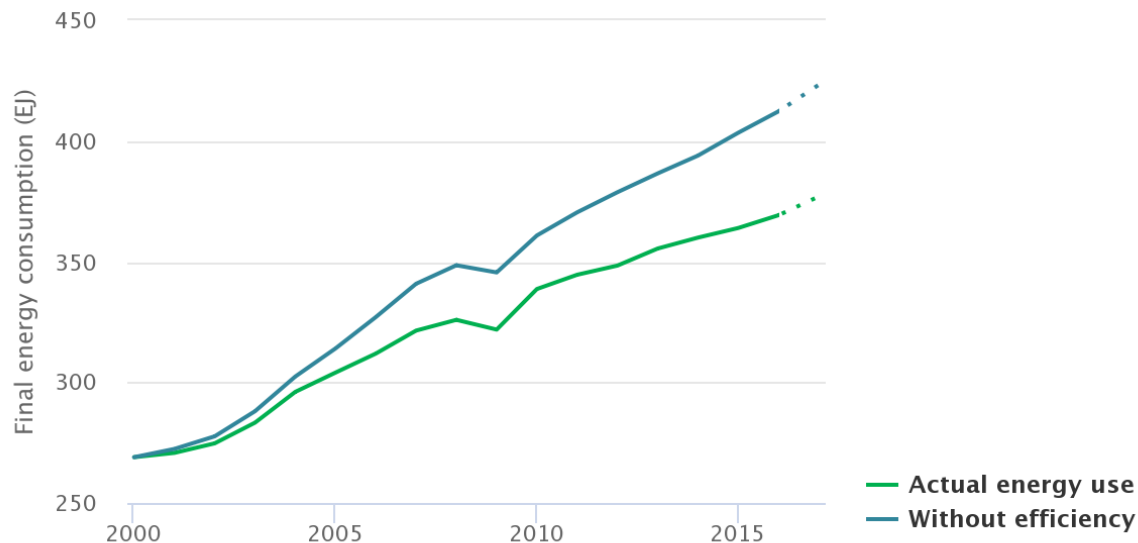


Source: World Energy Outlook Special Report: Southeast Asia Energy Outlook 2017

Southeast Asia, India and China account for almost 60% of the global increase by 2040
In Southeast Asia energy demand is expected to double

Energy efficiency has reduced global energy use

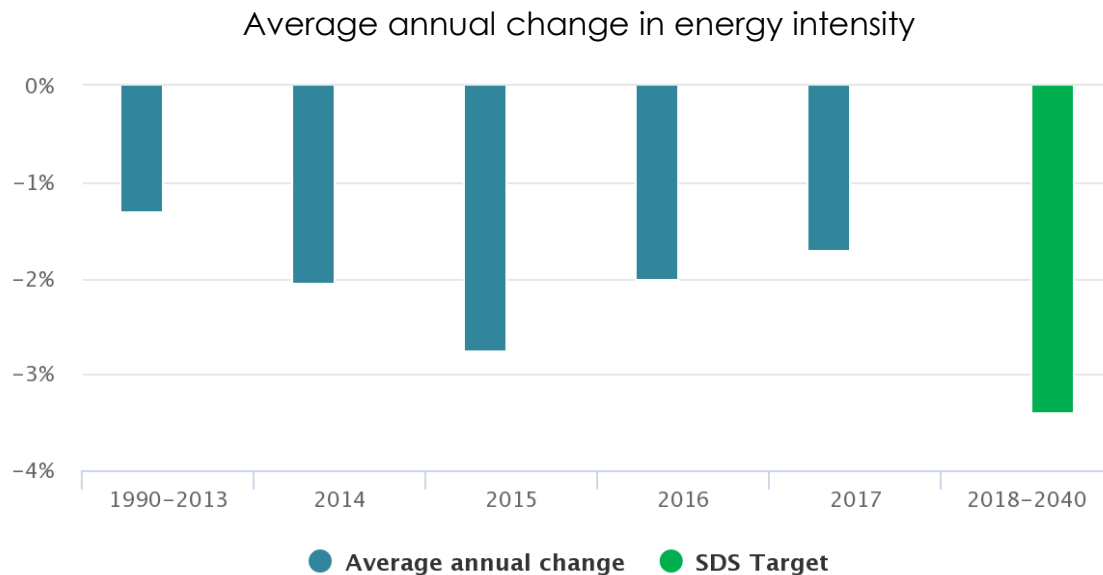
Global final energy consumption with and without efficiency improvements



© OECD/IEA

Without energy efficiency the world would have used just over 12% more energy in 2017, equivalent to the entire energy use of the European Union

Global energy intensity improvements are slowing

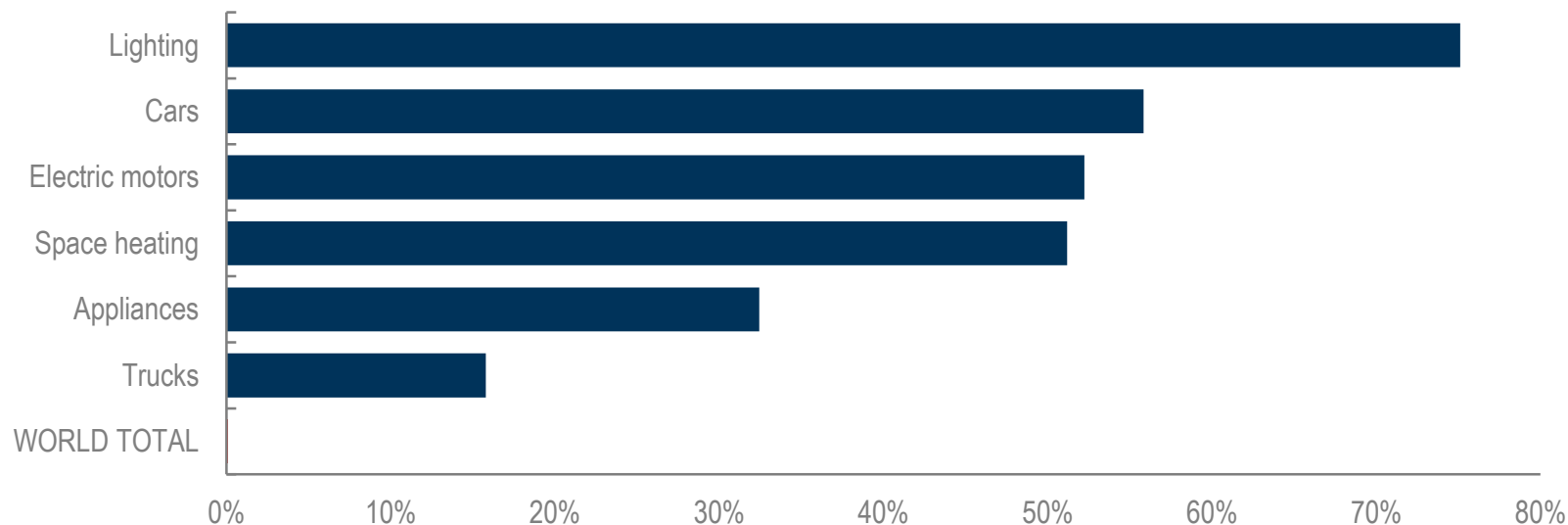


© OECD/IEA

Preliminary estimates are that global energy intensity improved by 1.7% in 2017, compared to 2.6% improvement in 2015. Annual rates of improvement must rise to 3.2% for a more sustainable world

Policies of the past drive progress of today

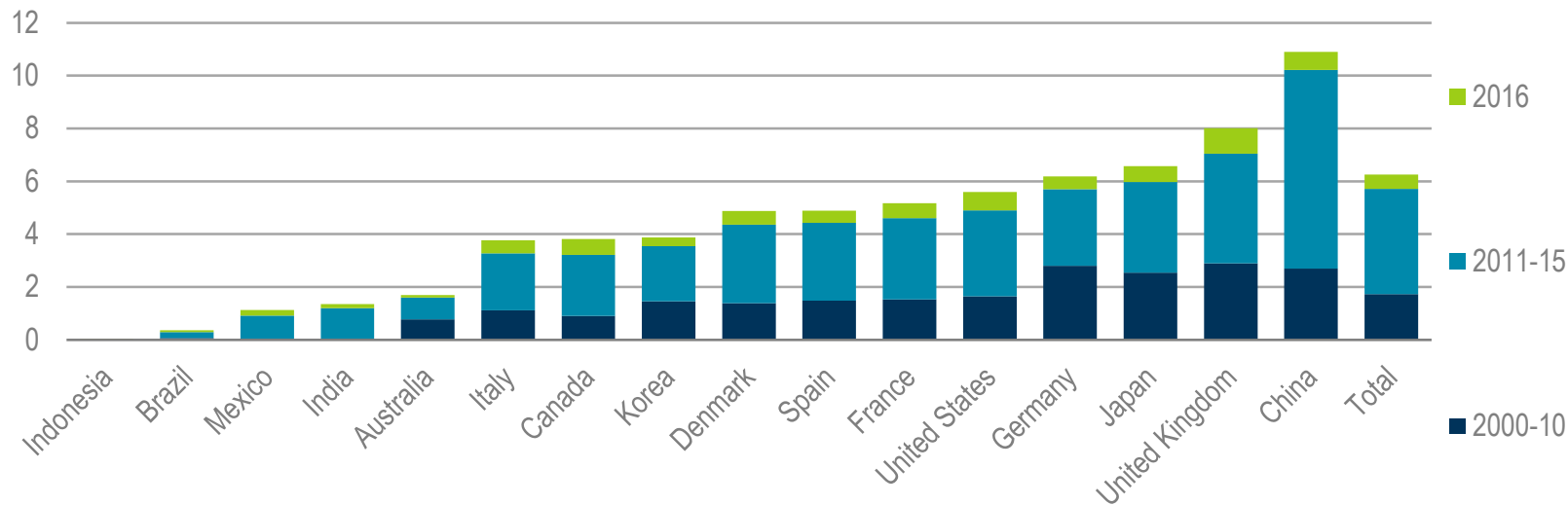
Share of global energy use covered by mandatory efficiency policies, 2016



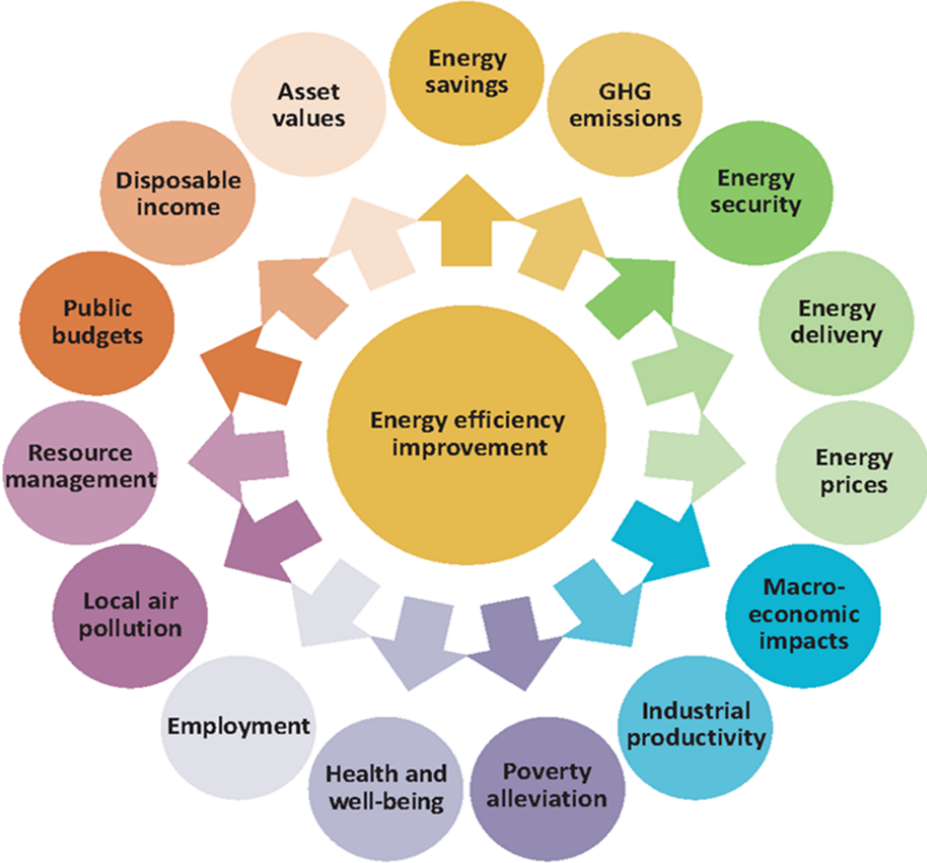
The amount of global energy use covered by mandatory efficiency policies grew in 2016, but 68% of energy use remains uncovered. We owe the efficiency gains of today to the policies of the past.

Policy progress varies across countries

IEA Efficiency Policy Progress Index (EPPI), 2000-2016

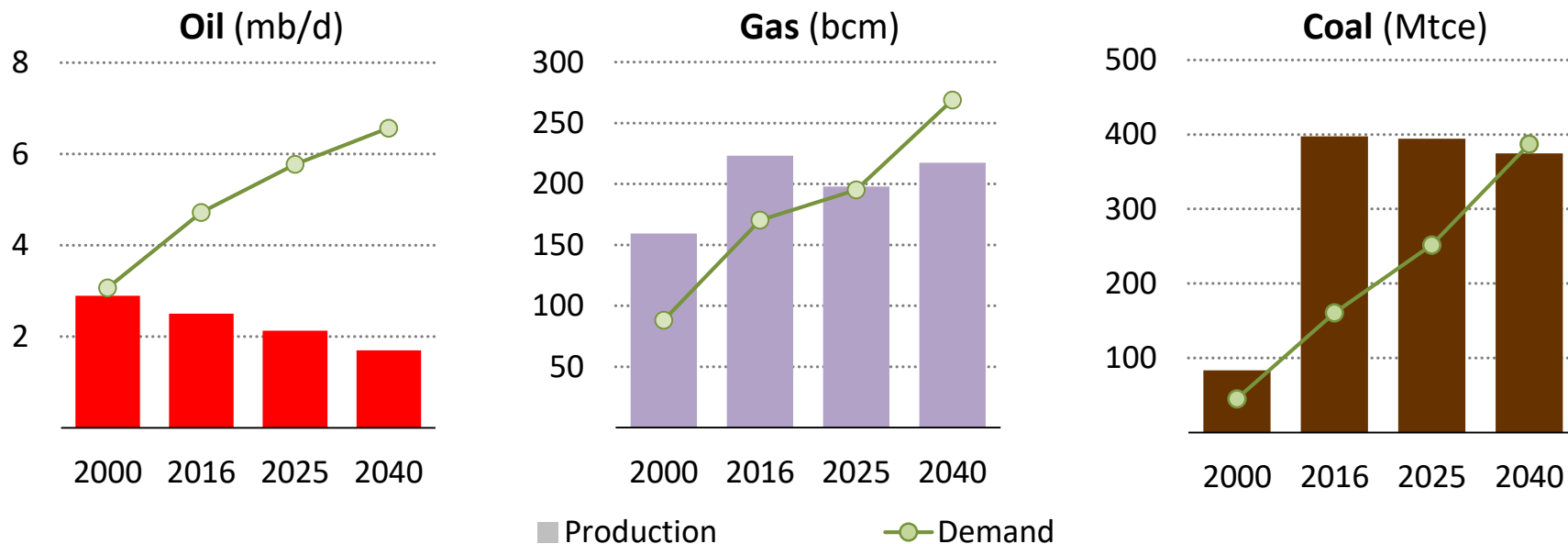


The IEA Efficiency Policy Progress Index reveals where policy progress is strongest and shows that most progress has been made since 2010, particularly in China.



The need for imports in Southeast Asia is growing

Fossil fuel production and demand in Southeast Asia to 2040

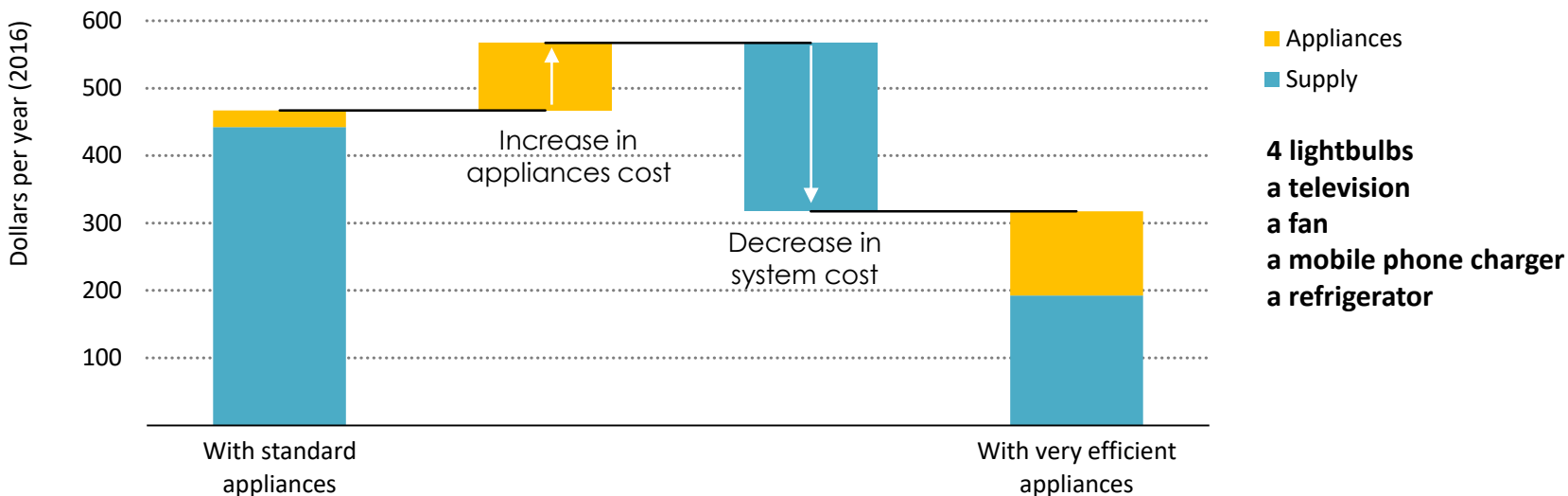


Source: World Energy Outlook Special Report: Southeast Asia Energy Outlook 2017

**By 2040, Southeast Asia will be a net importer of all fossil fuels,
and the import bill is expected to exceed \$300 billion**

Energy efficiency reduces the cost of increasing energy access

Cost of providing electricity access through off-grid solar PV, with and without efficient appliances, 2030

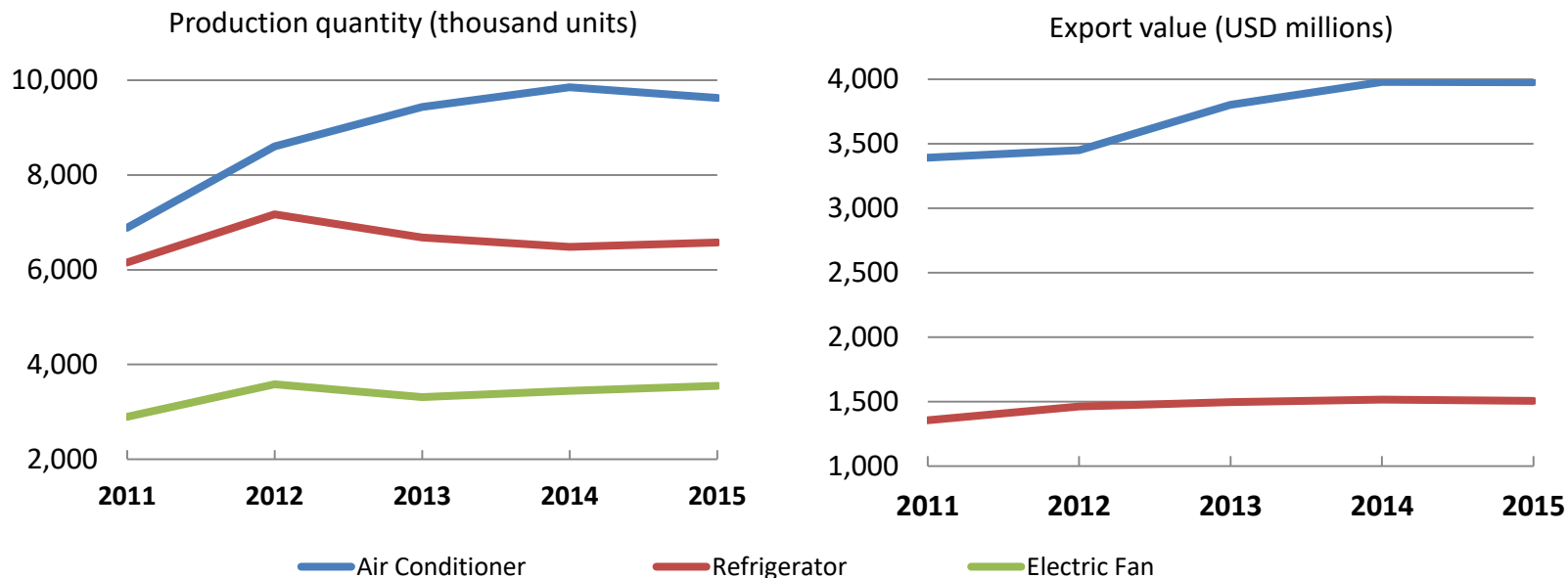


Source: Energy Access Outlook 2017

The use of efficient appliances reduces the amount of energy required to meet demand for energy services, reducing the cost of improving energy access

Energy Efficiency can drive industry development

Thailand production quantity and export value (2011- 2015)

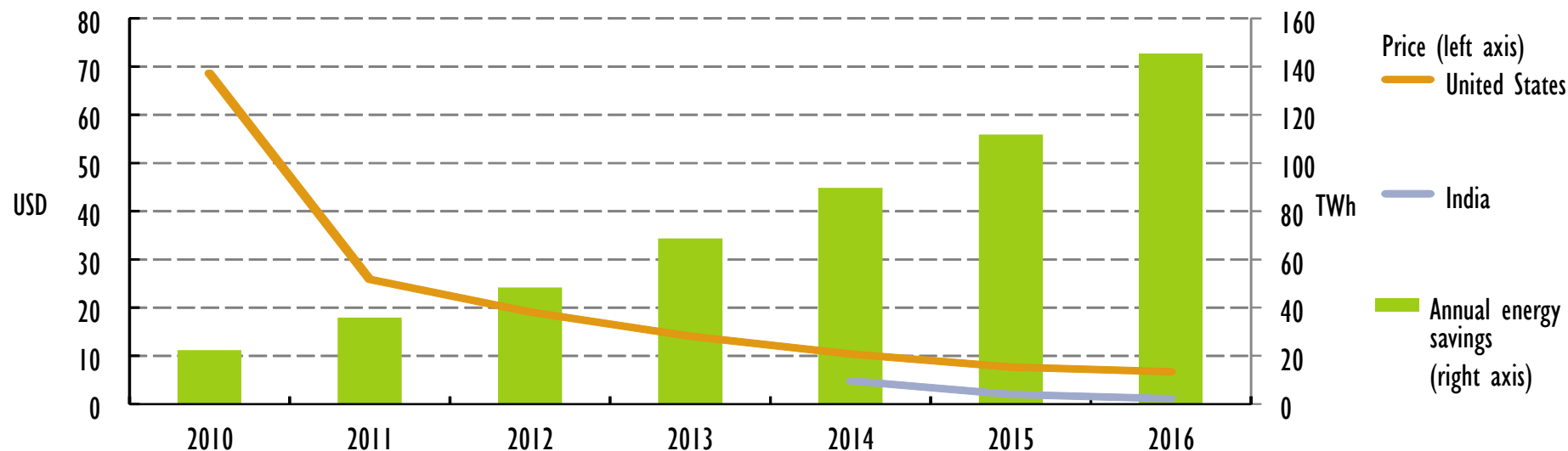


Source: Hengrasmee (2016)

The introduction of product efficiency standards in Thailand has increased the market for efficient products, leading to greater production and export value

Energy efficiency can drive markets for new products

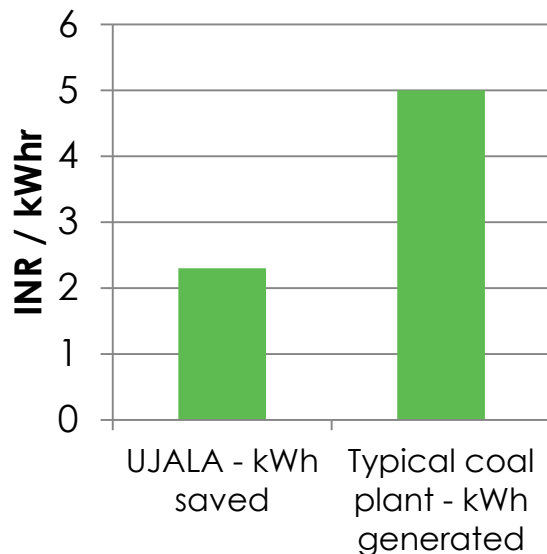
Global annual energy savings from efficient lighting and LED bulb prices



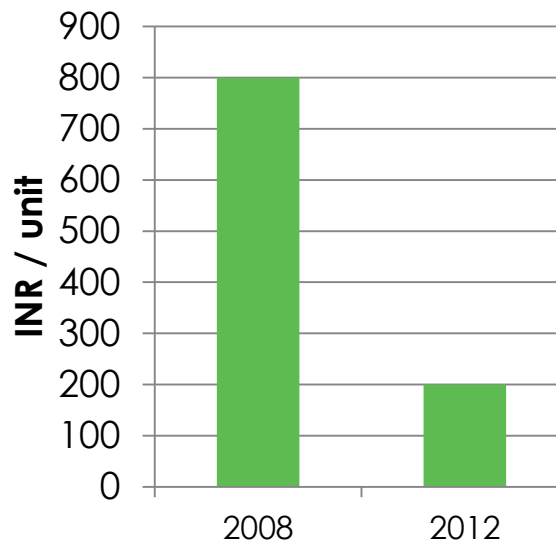
Falling LED prices boosted global investment to \$6 billion and generated incremental annual savings of 140 TWh

Multiple benefits of India's UJALA programme

Wiser investment – less than 50%



Reduction of market prices for LED – 4-fold reduction in 4 years



Jobs:

Employment for 35,000 people

Avoided Emissions:

3 million tonnes of CO₂ a year or 2.7 million cars taken off the roads

UJALA ≡ Affordable LEDs and Appliances for All

Poor visibility



More energy use

Better light quality



Less energy use

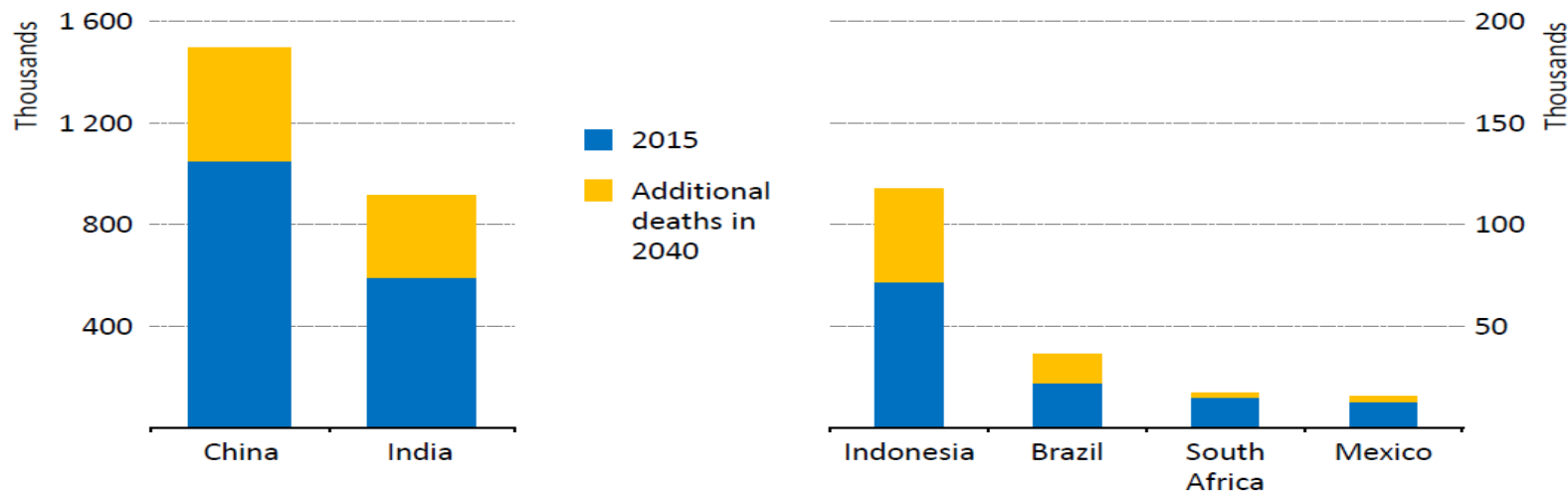
Improved lighting has improved safety

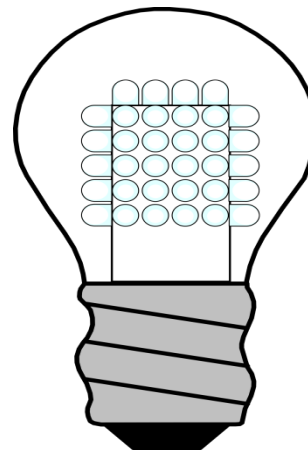
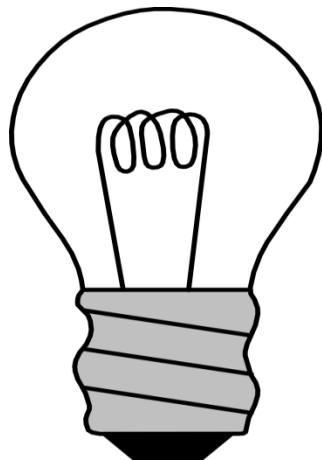
Energy Efficient Prosperity: Reduced air pollution



Energy Efficient Prosperity: Improved health

- Air pollution is the fourth largest risk to human health
- 3.5 million premature deaths are linked to energy poverty due to the use of biomass for cooking and kerosene for lighting
- 3 million premature deaths are linked to outdoor air pollution, mostly in cities





Doing more

Energy efficiency as an enabler?

Sustainable Development Goals





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Communication

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- Determine objectives (what do we want our audience to think/do?)
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- Identify optimal channels (where do people get trusted information?)
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- Design a plan (roles, responsibilities, timeline, resources, tactics)
- Set measurable goals (how will we know if we are succeeding?)

Conduct opinion research

What does our audience think/feel?

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

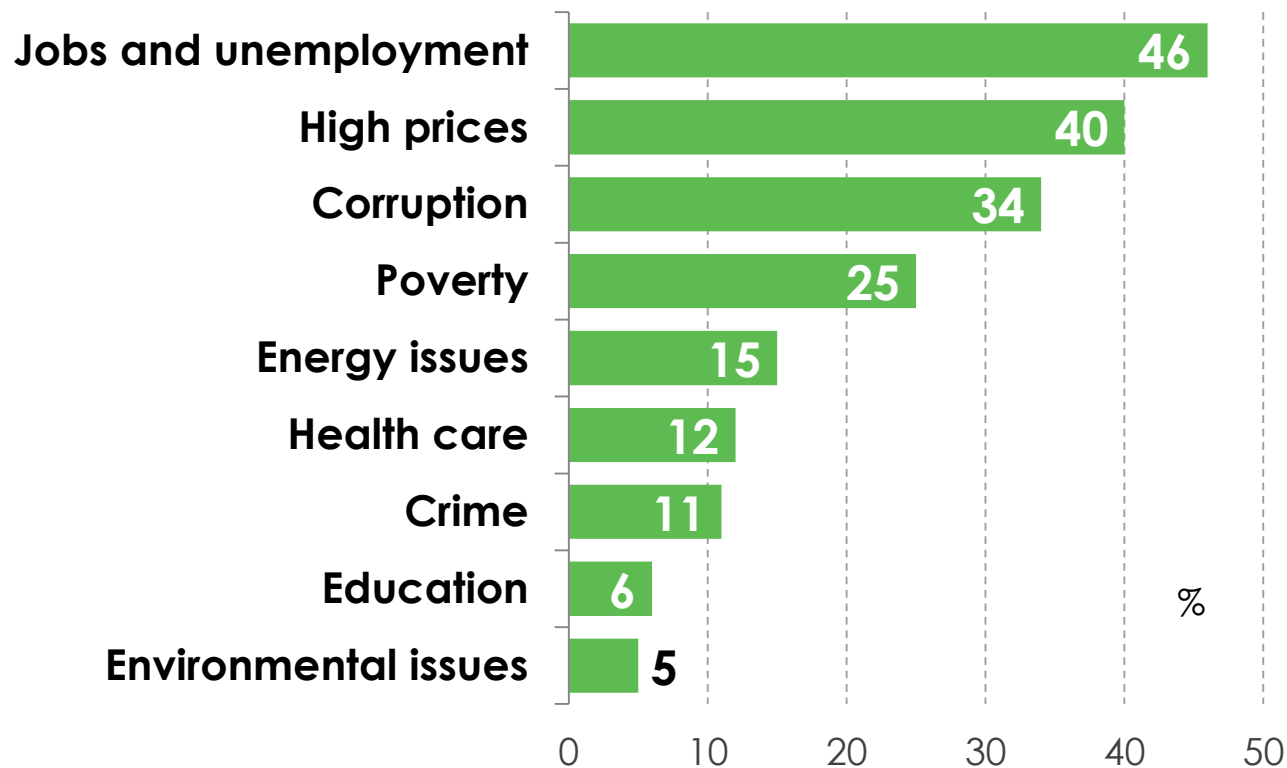
What should the government address?

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

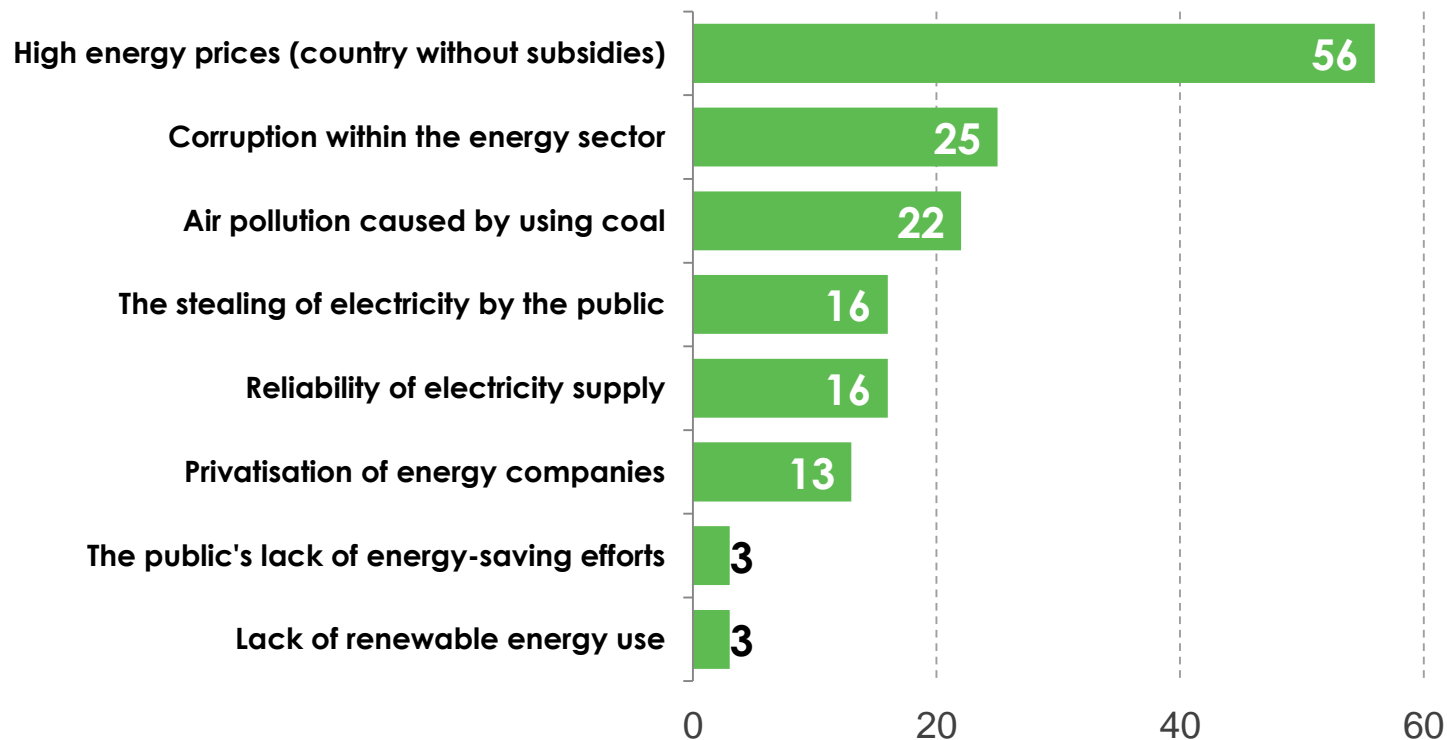


Below is a list of concerns that some people may have about the energy sector. Which **two** of these concern you the most?

- 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



- 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

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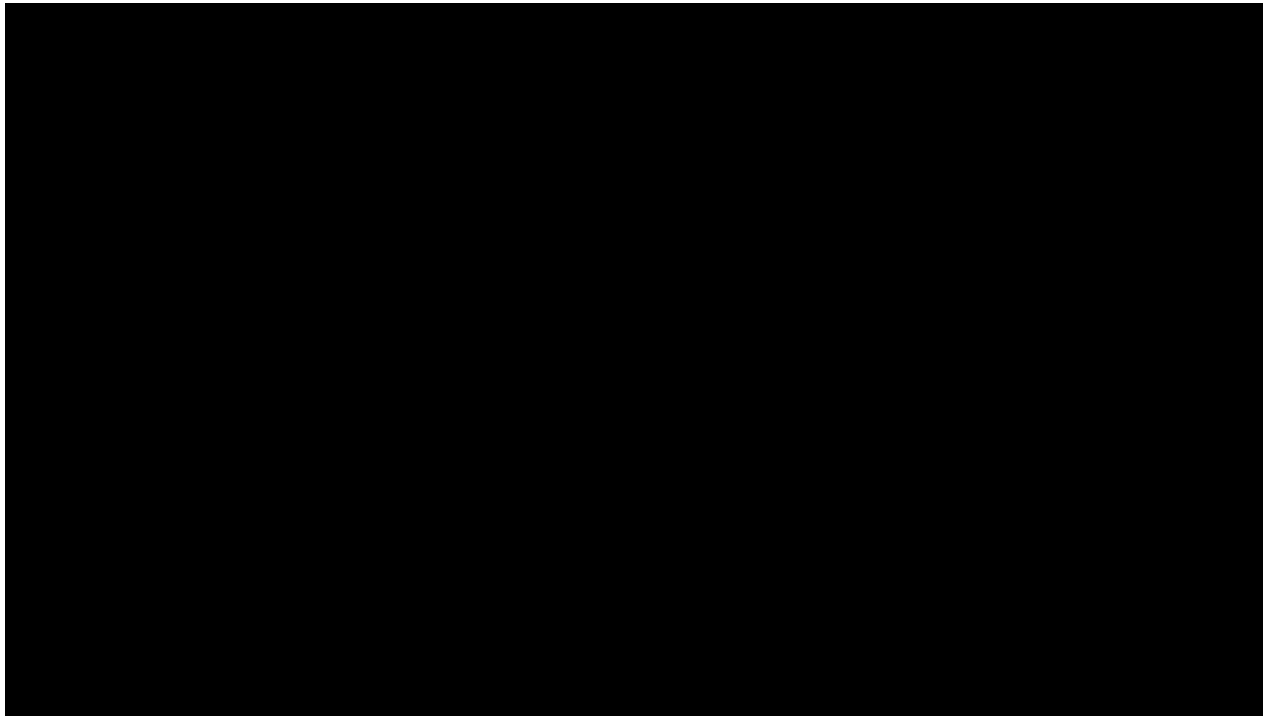
Determine objectives

What do we want our audience to think/do?

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?



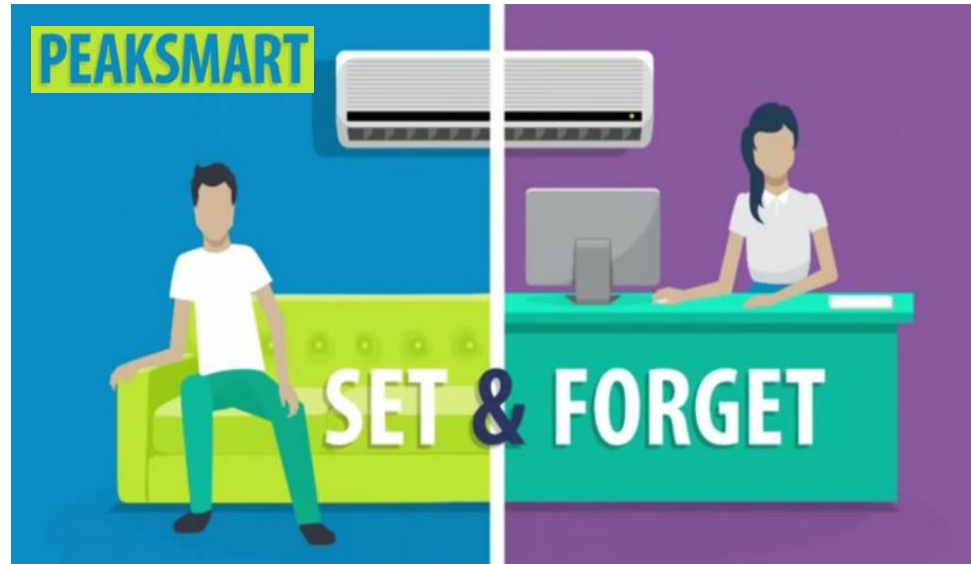
<https://www.youtube.com/watch?v=AlvzAUYOk7U>

- What is the objective?
- Who is the target?

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?

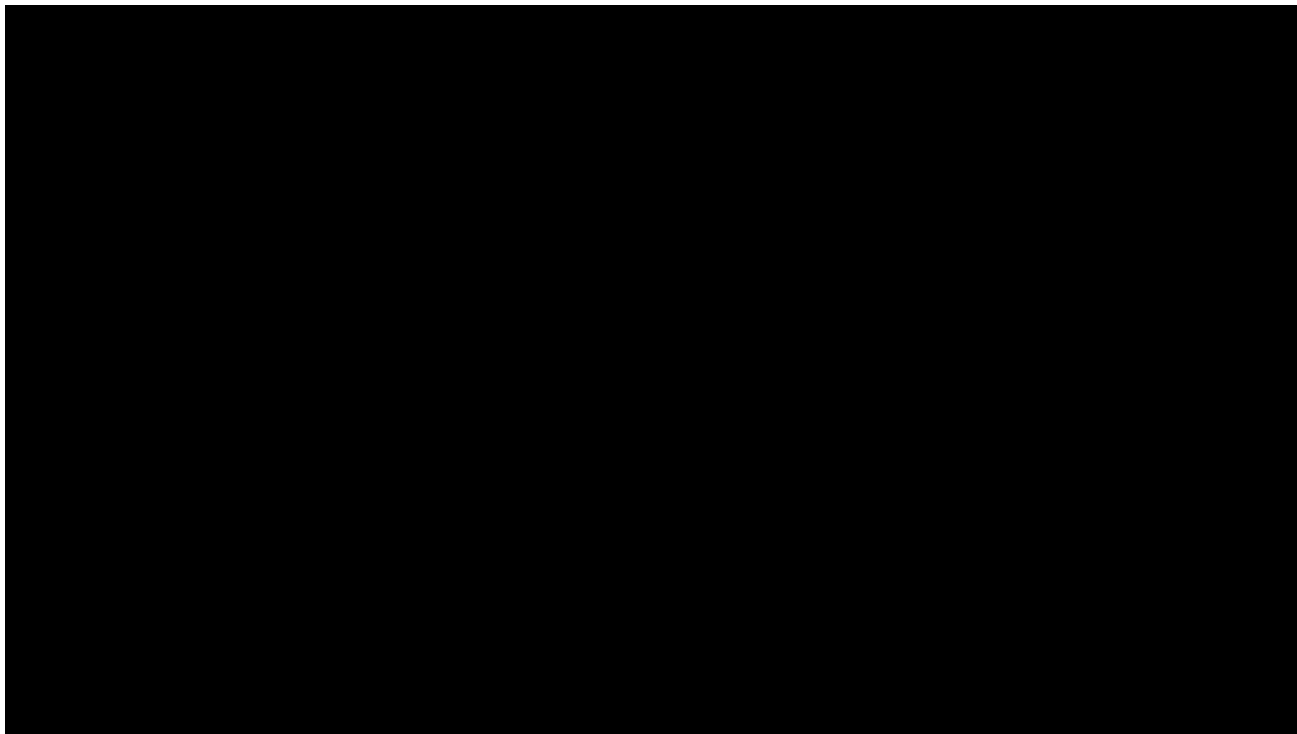


<https://youtu.be/fQQYNMofG5w>

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Design compelling messages

What do we want people to know/feel?



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

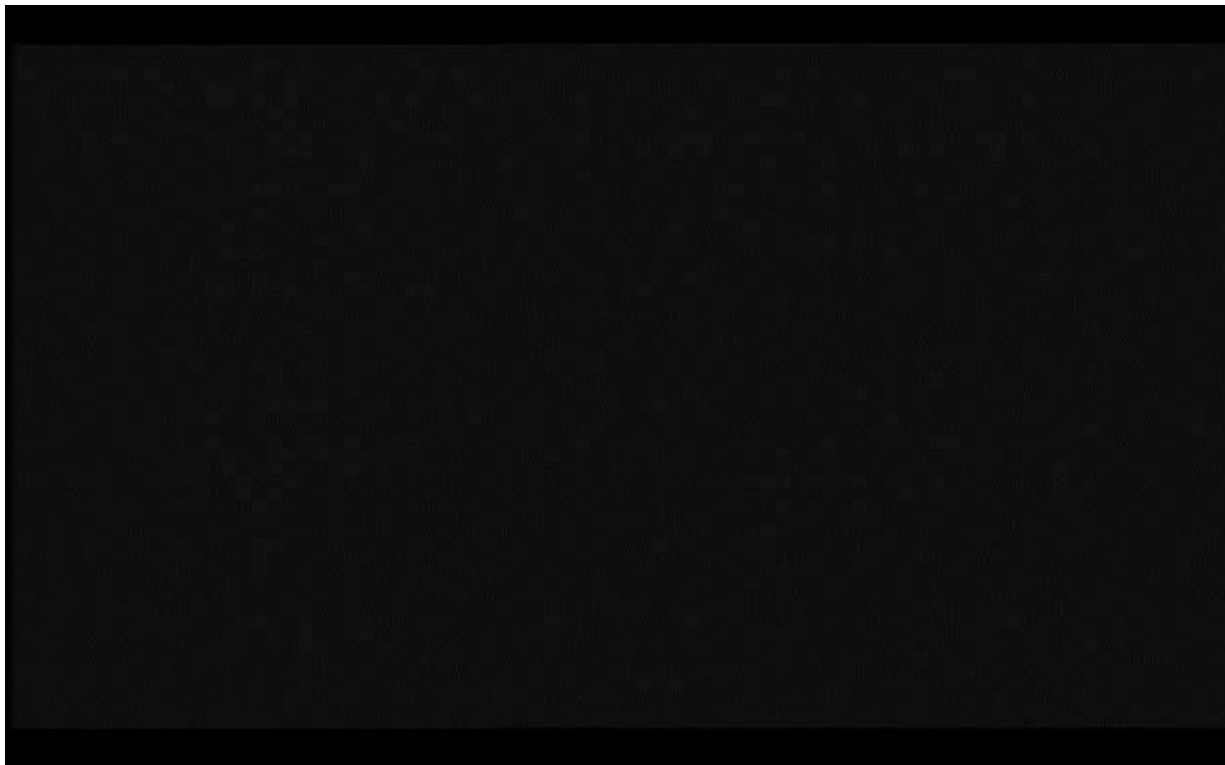
- What are the key messages?
- Who is the target?
- What principles do they appeal to?

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: Philippines



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

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

Example of Slogans



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

Message Checklist



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

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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Identify optimal channels

Where do people get trusted information?

What is the main source of information for news?



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

Suruhanjaya Tenaga
Energy Commission

Safe And Efficient Usage Of Electricity

Test the automatic circuit breaker switch in your home today!


Automatic circuit breaker switches found in the electrical distribution board in your home are to protect you and your family from the dangers of electric shock.

Ensure that the automatic circuit breaker sensitivity does not exceed **100 mA or 0.1 A** and is tested at least once a month to ensure that it always functions satisfactorily.

A simple way to test the automatic circuit breaker is to press the test button (marked 'T'). An automatic circuit breaker switch that works well will trip when the test button is pressed and you can restore the switch to its original position.

If the automatic circuit breaker switch does not trip after the test button is pressed, you should immediately consult a Registered Electrical Contractor for inspection and replacement of the automatic circuit breaker switch.

If you are using an **electric water heater** in the bathroom, make sure that the automatic circuit breaker switch, with a sensitivity of not exceeding **10 mA or 0.01 A**, is installed in the water heater circuit.



VALUE OUR LIVES. AVOID ACCIDENTS AND WASTAGE!

PRACTISE EFFICIENT WAYS OF USING ELECTRICITY

Switch off electricity when not in use. The more you waste, the more you pay.

Use energy-efficient electrical appliances such as refrigerators, fans, TV, lights and air-conditioners with energy efficiency labels.

Use electrical appliances at moderate speed, temperature and load.

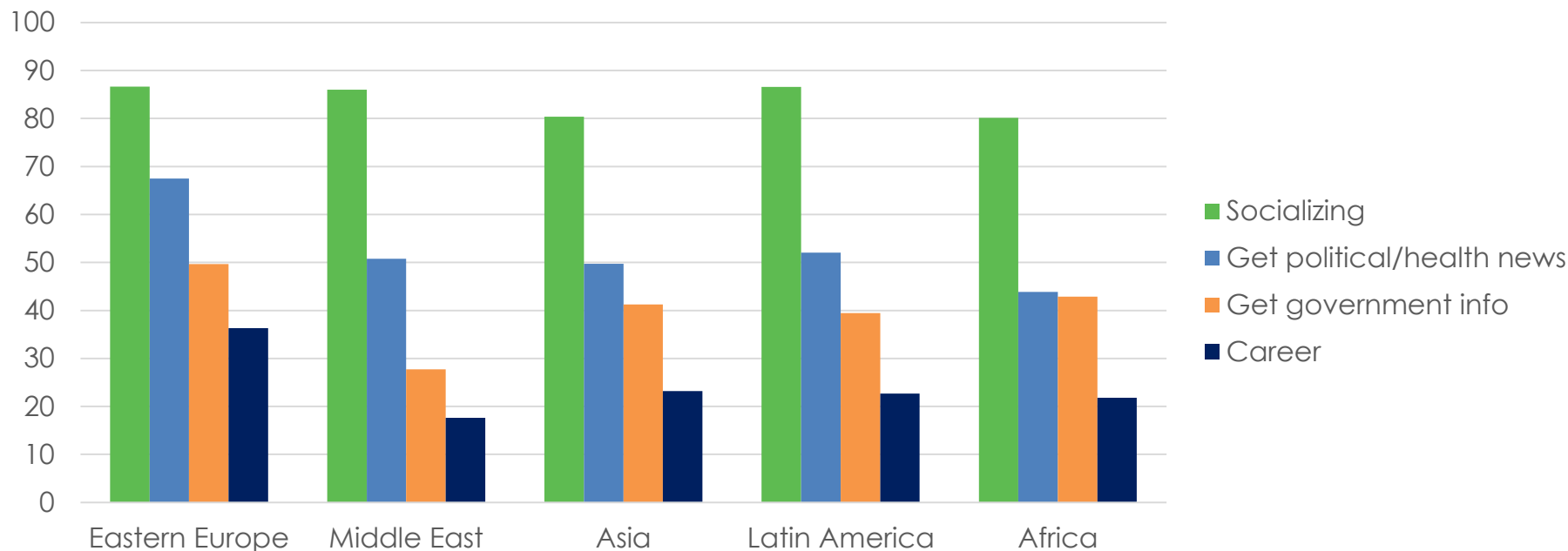
Use natural lighting and ventilation to reduce the use of electrical appliances.

Monitor the electricity consumption level at your premises.

Energy Commission | No. 12 Jalan Tun Hussein, Precinct 2, 62100, Putrajaya
Toll Free Number: 1 800 2222 78 | Telephone: 03 8870 8500 | Fax: 03 8888 8637 | Website: www.et.gov.my

Trimestral magazine

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

China's Smartphone App



300,000 scans a day, 55 million users

Mobile Phones: QR Based Labelling, China



Energy grade

Product model Manufacturer

User center, consumer can login by their cell phone number, can share the current model to social networks, or save to their favorites.

A button, click to show a energy indicators page. (next slide)

An entrance of public service survey

Current model's popularity. (scanned amount, collected amount)

Utility fee calculation

Customer service phone number from manufacturer

An entrance of old appliances recycling. User submit related information of old appliance, waiting for the recycling company, door-to-door service.

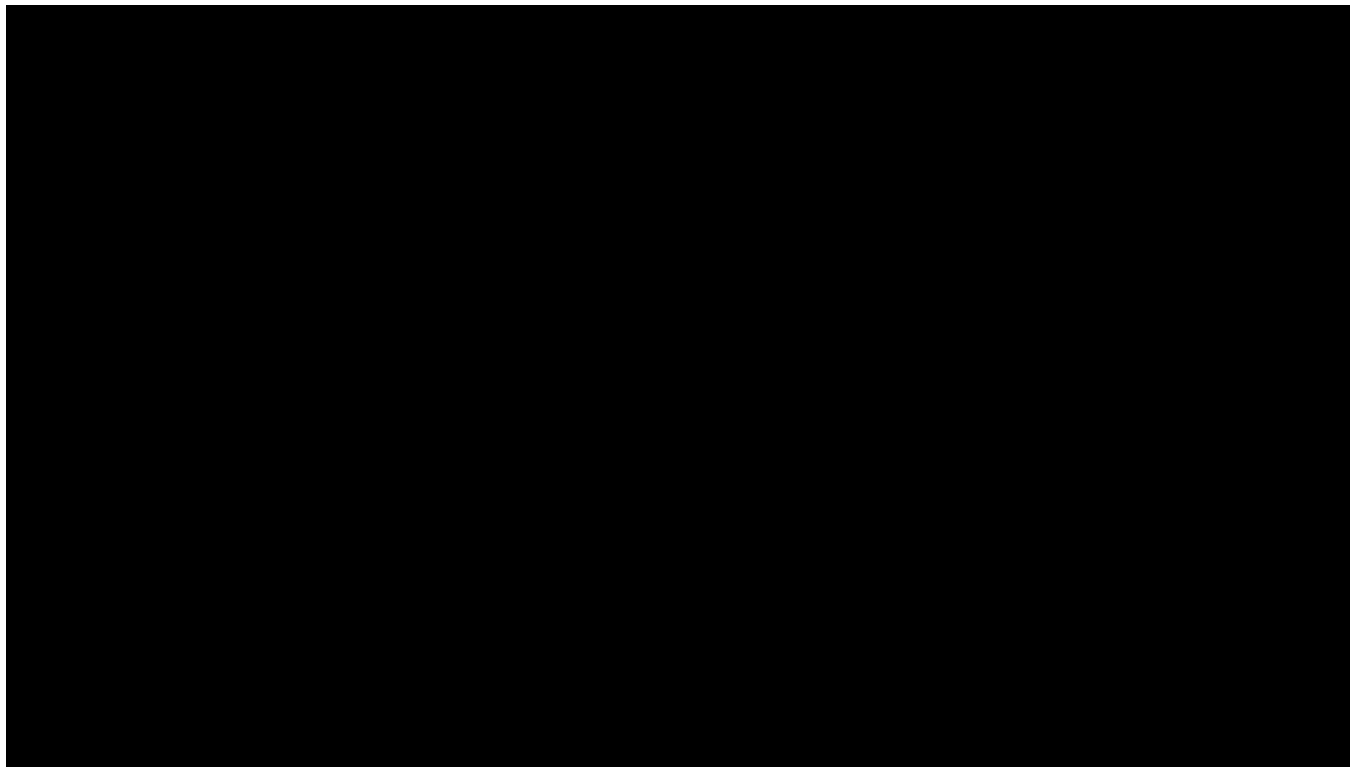
QR system helps consumer to understand what the label means and is also a platform for manufacturers and testers

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Assign spokespeople

Who is a credible deliverer of our messages?

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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Design and plan

Roles, responsibilities, timeline, resources, tactics?

- Be opportunistic and creative
- 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

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- **Set measurable goals (how will we know if we are succeeding?)**

Set measurable goals

How will we know if we are succeeding?

- 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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