IEA Energy Efficiency In Emerging Economies Training Week

Industry Stream: Consulting with stakeholders
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#energyefficientworld
Learning outcomes

• Identify the stakeholders that can influence your programme

• Establish stakeholder interests and influence

• Select stakeholder consultation methods

• Develop strategic partnerships and consultation processes to support strategic policy objectives
Your experiences

• Who are the key stakeholders for your programmes?

• Why are they important?

• What are their interests?
Group exercise

Select a table

Table 1: Indonesian program review
Table 2: Thai air compressor grants
Table 3: Cement sector strategy
Table 4: Malaysian program

Provide answers to the following questions:

• Who are the key stakeholders for your programmes?
• Why are they important?
• What are their interests?
Why consult with stakeholders?

To:

- Understand their needs and interest
- Help design effective programmes
- Make partnerships
- Get data
- Find out what other programmes and initiatives are underway (investigate synergies, avoid duplication)
- Increase the acceptance of the programme
- Ensure wide participation
Who are potential stakeholders?

→ National policy makers
→ Local administrations
→ Programme designers/administrators
→ Other ministries or departments
→ Industry or business associations
→ Utilities or energy providers
→ International organisations
→ Researchers
→ Companies
→ Consultants
→ Equipment vendors
→ Process designers
→ Financial institutions
→ Others...
<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Interest</th>
<th>Can offer</th>
</tr>
</thead>
<tbody>
<tr>
<td>energy providers</td>
<td>new business opportunities, peak demand reductions</td>
<td>direct contact with companies, insights in energy use, better billing, smart metering and monitoring</td>
</tr>
<tr>
<td>local government</td>
<td>business development, new jobs, economic growth, positive relationship with constituents</td>
<td>direct contact with companies, experience with other programmes, insights in their regions and businesses</td>
</tr>
<tr>
<td>industry associations</td>
<td>valuable services to members, competitiveness of members, new members</td>
<td>contact with members, trusted source, insights in their sectors, their technologies</td>
</tr>
<tr>
<td>equipment vendors</td>
<td>sell products and services</td>
<td>know technologies and processes, have experts</td>
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## How to consult

<table>
<thead>
<tr>
<th>Method</th>
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<th>-</th>
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<tbody>
<tr>
<td>Direct contact</td>
<td>access to in-depth information, building relationships, possible to ask follow up questions</td>
<td>expensive, time consuming, could be biased</td>
</tr>
<tr>
<td>Workshops</td>
<td>new ideas come up during discussions</td>
<td>need to organise, need to get participants, participants may be unwilling to share information</td>
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<tr>
<td>Surveys</td>
<td>can reach a large number, cheap, can get large geographic spread</td>
<td>difficult getting people to fill out, need to limit number of questions</td>
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<td>Expert group meetings</td>
<td>access to expertise, insights</td>
<td>second hand information, possible bias</td>
</tr>
<tr>
<td>Calls for inputs, suggestions</td>
<td>anyone could respond – even stakeholders you have not thought of</td>
<td>might create expectations that opinions will be considered in design</td>
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Case study – Australian consultation

**Who:** Australian Government, Energy Efficiency Opportunities Act

**Method:** Drafted discussion papers and asked for industry input. Also facilitated workshops to explore:

- What an effective assessment should involve
- What should be included in public reports
- How the programme be designed to achieve the government’s objectives while minimising administration costs and maximising benefits for business

**Result:** Companies were more supportive of the programme because their views had been taken aboard and the programme design was improved.
Case study – Mongolian consultation

Who: Mongolian Ministry of Energy (supported by German aid agency GIZ)

Method:
- Telephone survey to solicit input from SMEs.
- A high response rate was ensured by collaborating with electric utilities, taking advantage of their existing relationships with SMEs.
- Utilities promoted the survey and joined forces with local universities to conduct telephone interviews.

Result: Valuable inputs at low cost