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Energy
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Review of Day 1

Patrick Crittenden and Hugo Salamanca

Energy Efficiency Training Week, Industry Stream, Pretoria, South Africa, October 2019



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Understanding & consulting with stakeholders

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Learning outcomes

This session will focus on developing your capabilities to:

- 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

The benefits of stakeholder consultation

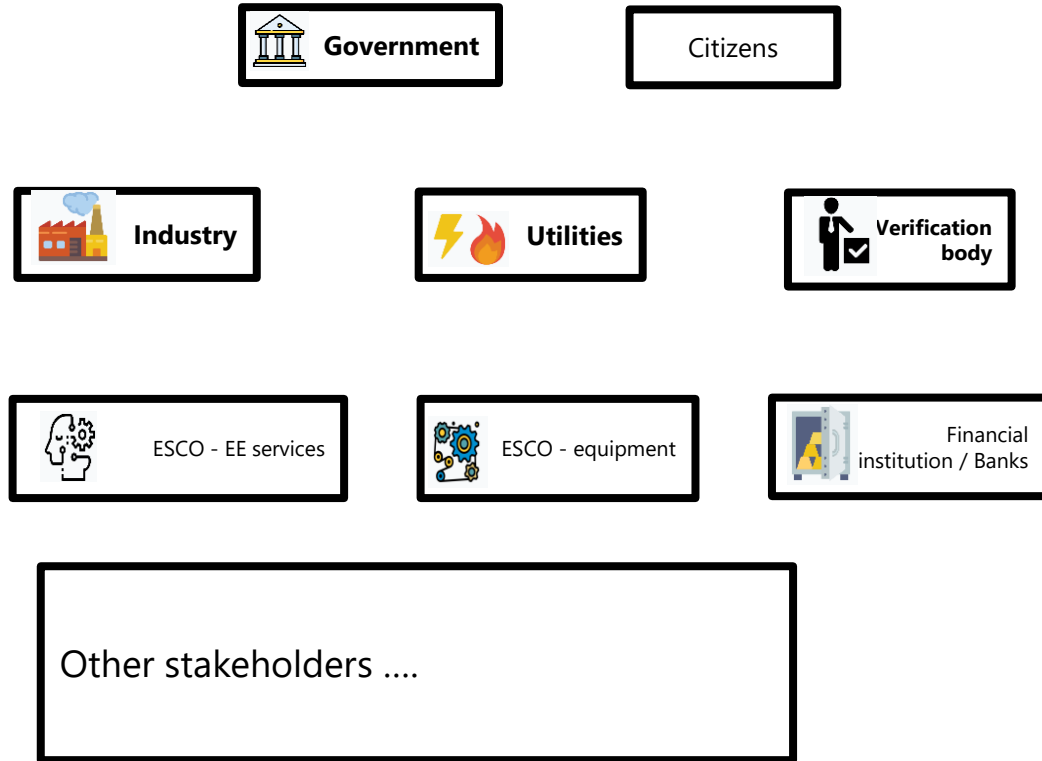
- Understand needs of target audience
- Help design effective programmes
- Make partnerships
- Get data
- Find out what other programmes and initiatives are underway (investigate synergies, avoid duplication)
- Get buy-in
- Increase the acceptance of the programme
- Ensure wide participation

Group exercise

- Form a group around one of the following scenarios:
 - Scenario 1: Designing and implementing an energy efficiency programme across industry
 - Scenario 2: Designing and implementing an energy efficiency programme within a business
- Questions to consider within each scenario:
 - Who are the key stakeholders?
 - Why are they important?
 - What are their interests?



Stakeholder mapping exercise



Stakeholders and questions to ask

- 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...

Questions to ask:

- Why are they interested or should they interested?
- What is the case for each of these participant groups?
- What can they offer to the design process?
- What can they offer to further programme development and implementation?

**Multiple
benefits**



What is the case for them? What can they offer?

| Stakeholder | Interest | Can offer |
|-----------------------|--|---|
| energy providers | new business opportunities, peak demand reductions | direct contact with companies, insights in energy use, better billing, smart metering and monitoring |
| local government | business development, new jobs, economic growth, positive relationship with constituents | direct contact with companies, experience with other <u>programmes</u> , insights in their regions and businesses |
| industry associations | valuable services to members, competitiveness of members, new members | contact with members, trusted source, insights in their sectors, their technologies |
| equipment vendors | sell products and services | know technologies and processes, have experts |

What are the methods?

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

Who: Australian Government

Method: Drafted discussion papers and asked for industry inputs

Facilitated workshops to explore:

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

Result: Companies were more supportive of the programme because their views had been taken aboard, programme design was improved



Tip: Make sure you ask the right questions at the right time

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



Tip: Make sure you ask the right questions at the right time



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