

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
- Reporting back – 5 minutes per stream





Communication strategies to support energy efficiency goals

Mel Slade, Energy Efficiency in Emerging Economies, IEA

Paris – 18 May 2018

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

- Communications strategies
- Group exercise on objectives, policy packages and campaigns
- What next?
- Closing remarks and presentation of certificates

- 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

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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

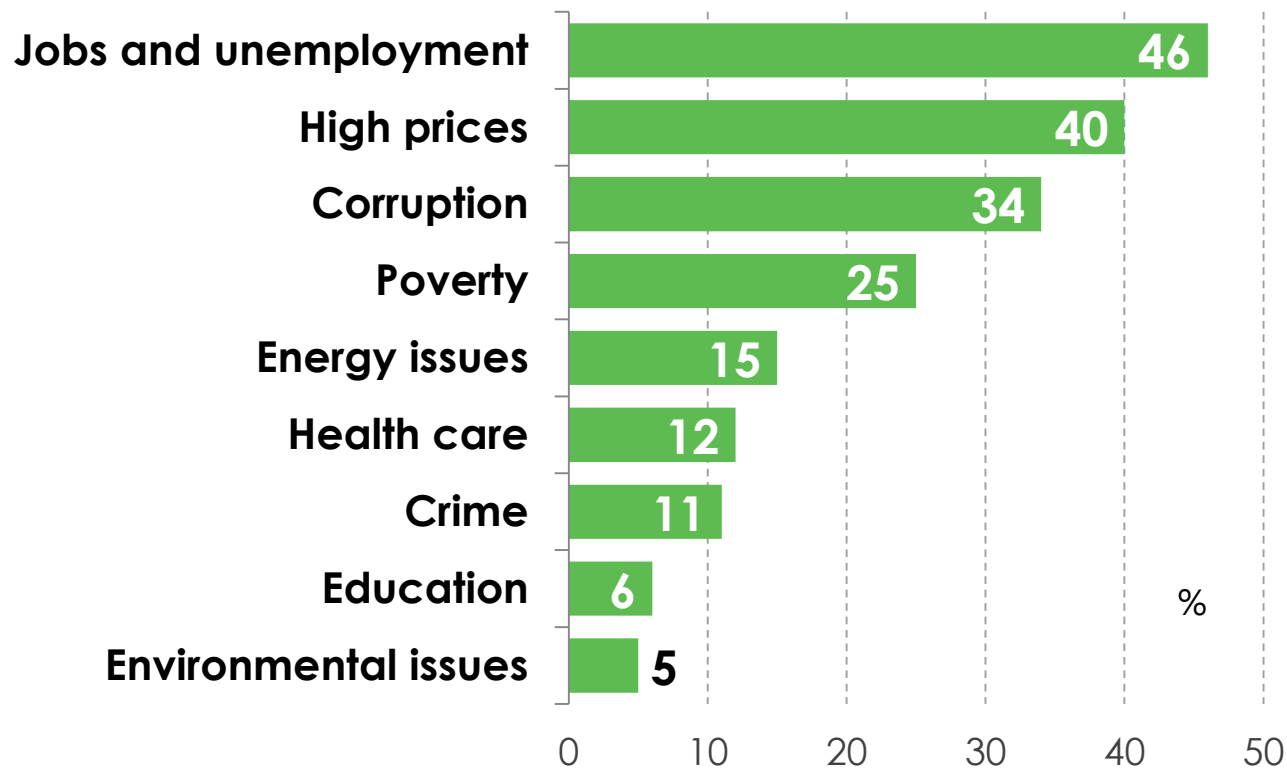
What are the common energy-related concerns in your country?

- 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

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

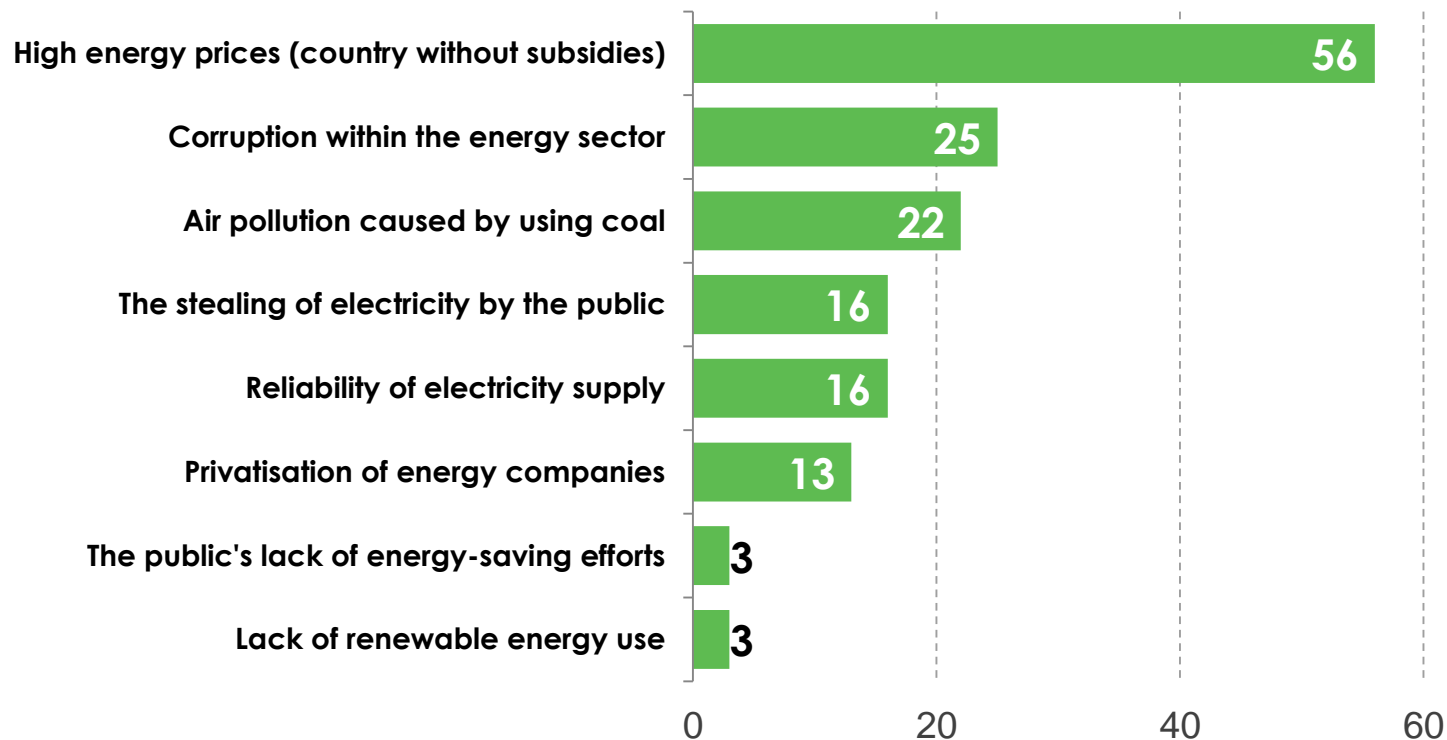
Example: Employment and high prices are top concerns



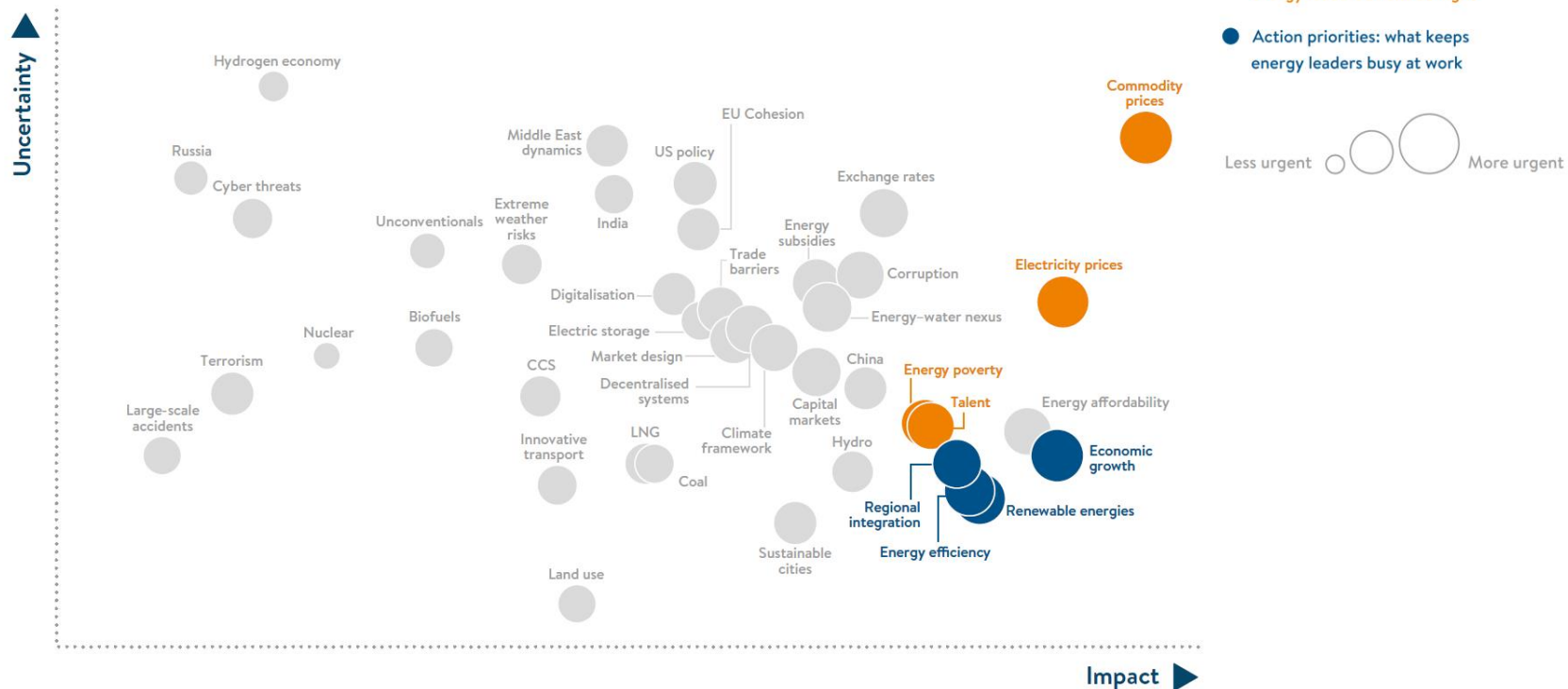
Below is a list of concerns that some people may have about the energy sector. Which **two** of these concern you the most?

- 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

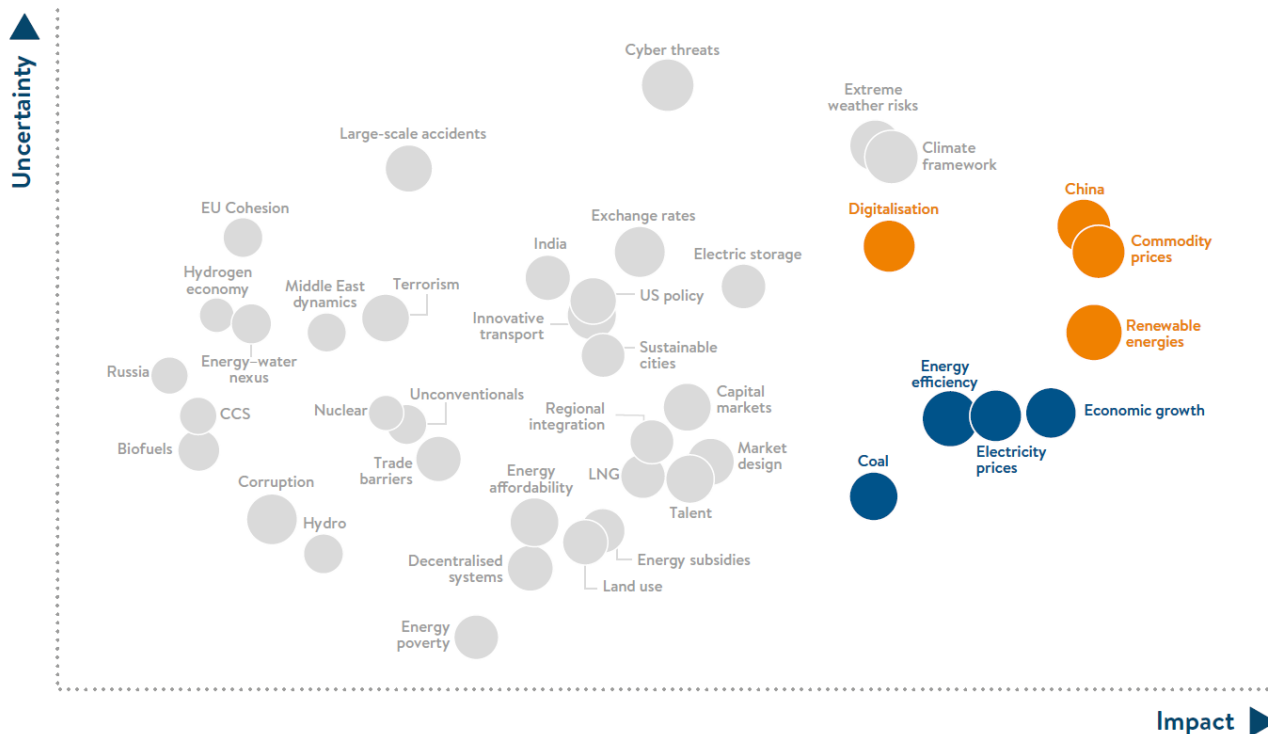


AFRICA



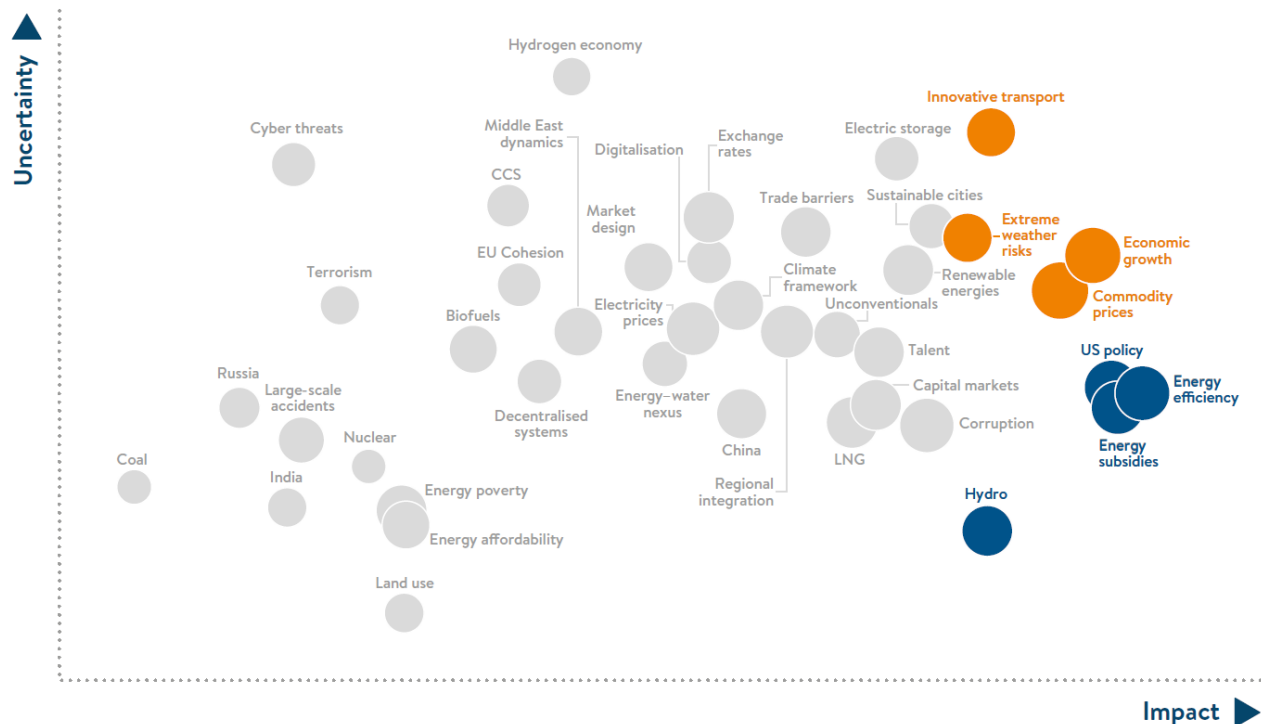
World Energy Council – World Energy Issues Monitor 2017

ASIA



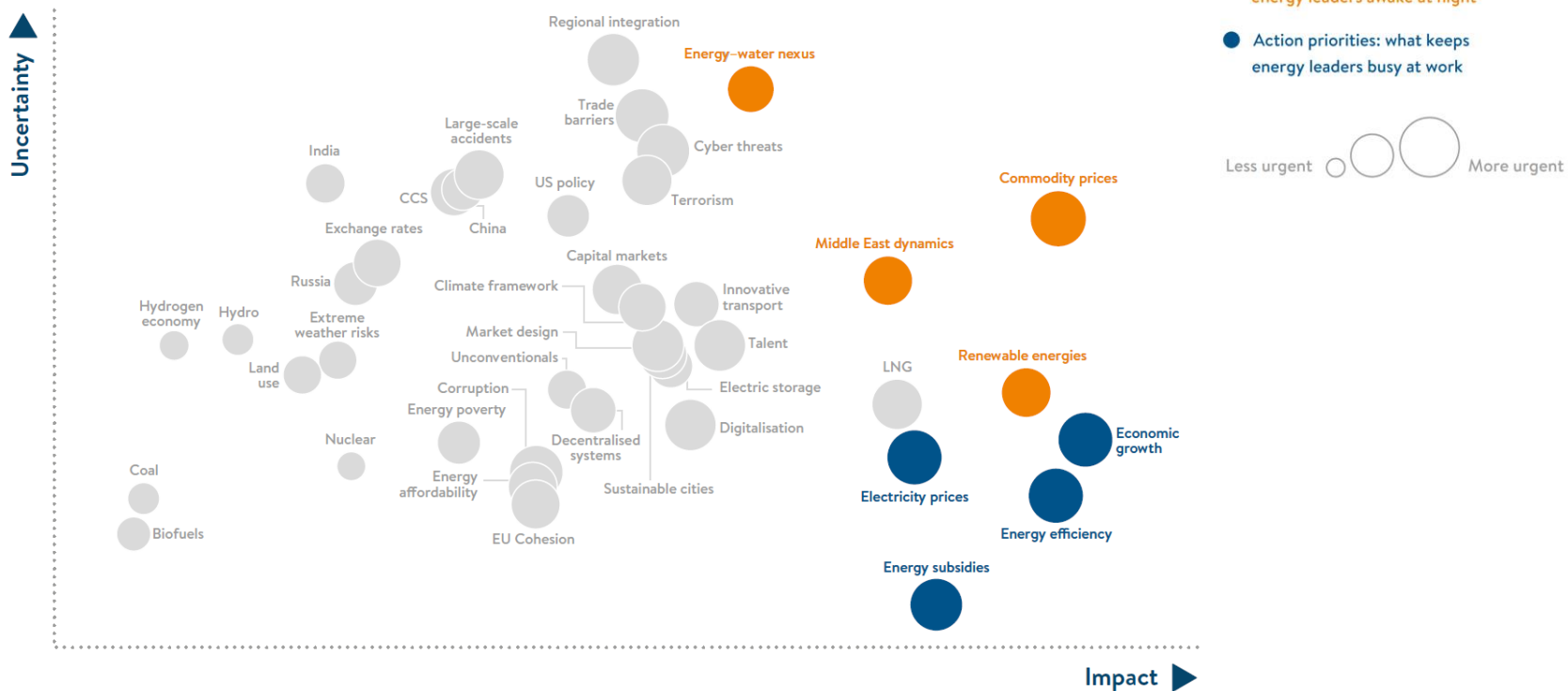
World Energy Council – World Energy Issues Monitor 2017

LATIN AMERICA AND THE CARIBBEAN



World Energy Council – World Energy Issues Monitor 2017

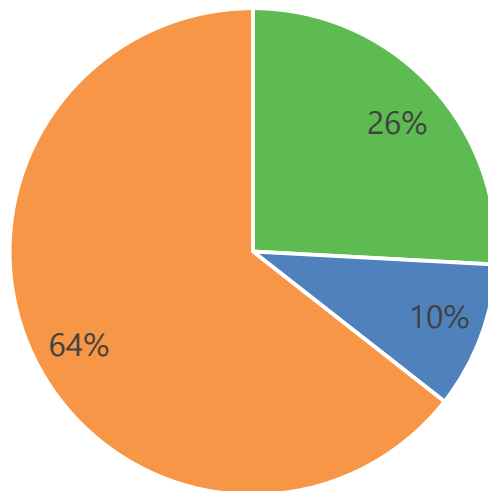
MIDDLE EAST



World Energy Council – World Energy Issues Monitor 2017

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

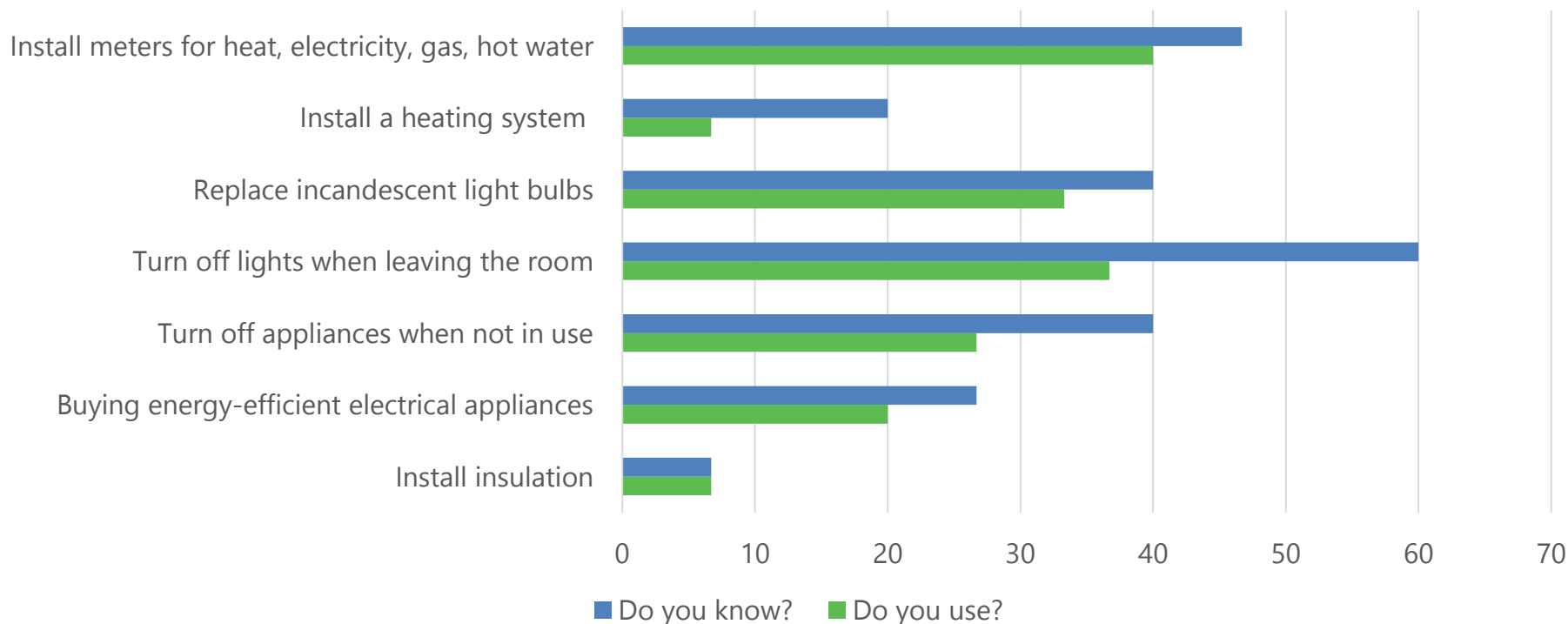
■ Yes, I heard something ■ Yes, I'm well informed ■ No



What specific energy savings techniques are you most likely to use within your own household, if you use any at all?

- Install meters for heat, electricity, gas, hot water
- Install a heating system
- Replace incandescent light bulbs
- Turn off lights when leaving the room
- Turn off appliances when not in use
- Buying energy-efficient electrical appliances
- Install insulation

What energy saving techniques do you know/use



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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?



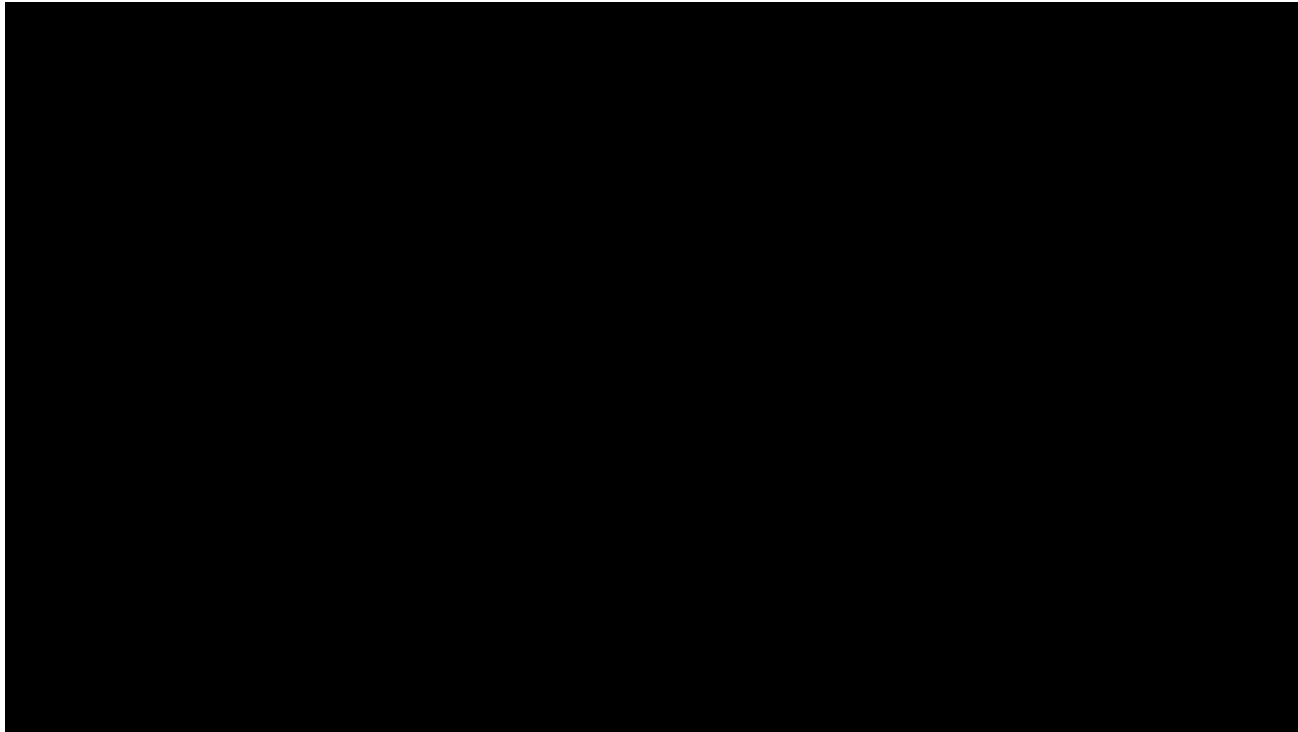
- Objectives should be specific, achievable, and measurable
- Agreement should be reached among agencies about goals
- One year from now what type of behaviour would we like to see?

- AdCouncil partnered with US Department of Energy on a campaign to demonstrate that energy efficient actions can reduce household energy bills
- Research showed 79% of surveyed parents believed the #1 reason to save energy in the home was to save money
- Objectives of the campaign were to:
 - Encourage people to use “energysavers.gov” website for helpful tips
 - Encourage people to purchase Energy Star appliances
 - Promote household insulation
 - Encourage home energy audits

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Design compelling messages

What do we want people to know/feel?



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

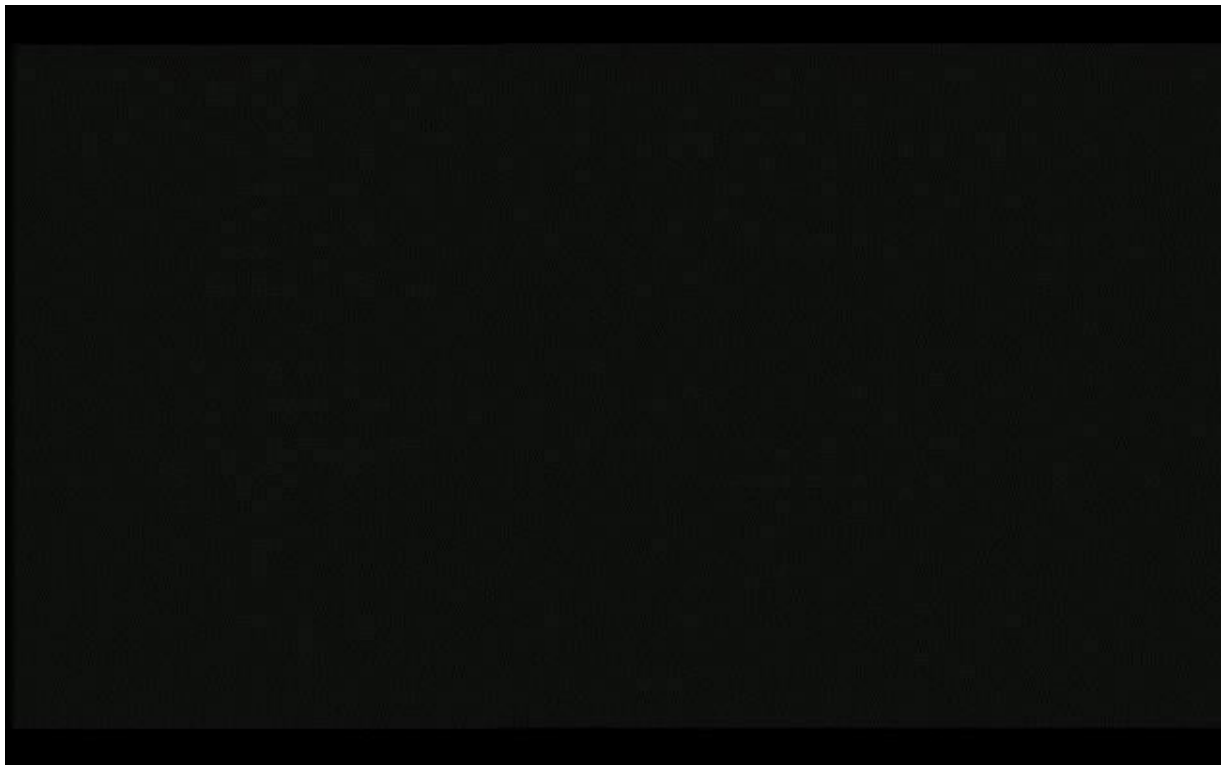
- What are the key messages?
- Who is the target?
- What principles do they appeal to?

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

- 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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Example: Philippines

- Advertisement was part of the ADB-funded Philippine Energy Efficiency Project
 - **13 million CFLs planned** for free distribution
 - Communication was effective during first distribution (**5 million CFLs**)
 - CFL gained significant market entry as a result
 - They scaled the giveaway down to 8.6 million to dedicate budget to other activities



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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Identify optimal channels

Where do people get trusted information?

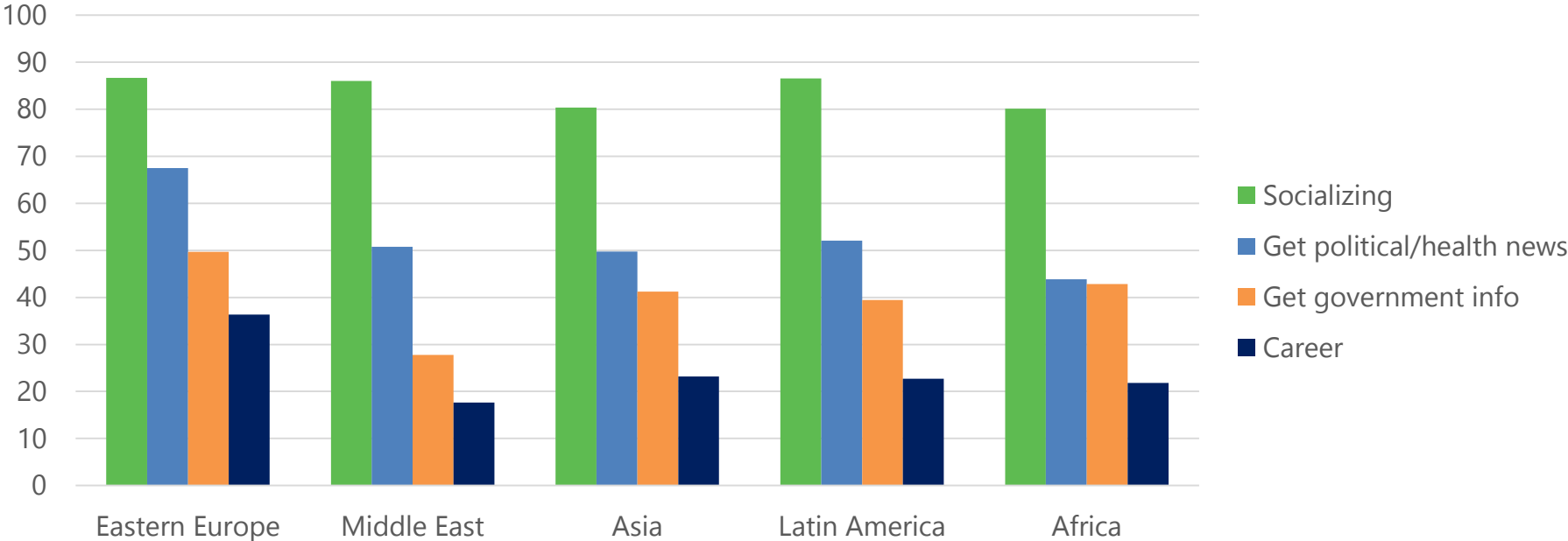
What is the main source of information for news?

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



<https://www.youtube.com/watch?v=YbiNv2v05ck>

What do you use internet for?





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

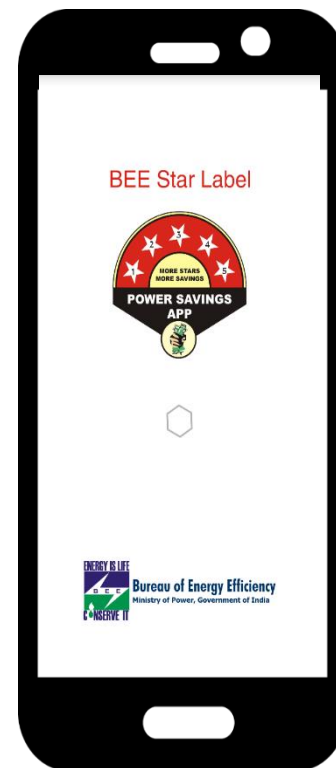
Learn More



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.

Mobile Phones: QR Based Labelling, China



中国能效标识
CHINA ENERGY LABEL

北京市

1 能效等级

BCD-450ZP9CJ
合肥美菱股份有限公司

帮您看懂能效标识 >

我的 (5) (0)

已参与0人

蓝天问答

电费估算

产品人气

日均扫码 21 累计扫码 4812

原厂售后

4008111666

已下78单

旧品回收

携手名绿企业·环保拆解旧品·循环利用资源·共筑绿色生活

*国家市场监管总局监制

Energy grade

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

An entrance of public service survey

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

Product model Manufacturer

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

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?



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

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Design a plan

Roles, responsibilities, timeline, resources, tactics?

- 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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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



www.iea.org



- <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)