



What are the Steps:

Stakeholder involvement and Communication

Session 6

Emily McQualter, IEA - Paris, 22 May 2019



#energyefficientworld

Overview of the appliance training sessions

Tuesday 21 May		
0	Introduction and roundtable	<input checked="" type="checkbox"/>
1	Planning energy efficiency programmes	<input checked="" type="checkbox"/>
2	Selecting products for MEPS and Labelling programmes	<input checked="" type="checkbox"/>
3	Assessing efficiency performance and setting MEPS	<input checked="" type="checkbox"/>
4	Industry transformation	<input checked="" type="checkbox"/>
5	The relationship between product efficiency and price	<input checked="" type="checkbox"/>
Wednesday 22 May		
6	Stakeholder involvement and communication	<input type="checkbox"/>
7	Insights into energy labels	<input type="checkbox"/>
	Site Visit.	<input type="checkbox"/>
Thursday 23 May		
8	Modernising energy efficiency through digitalisation	<input type="checkbox"/>
9	Monitoring, verification and enforcement	<input type="checkbox"/>
10	Monitoring and evaluating policies and programmes	<input type="checkbox"/>
11	Roundtable discussion, review and report back	<input type="checkbox"/>

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

What are the key elements to this strategy?





Source: IIEC

Purpose: Develop a readiness plan to apply for funding from the Green Climate Fund to expand and scale-up S&L programme

Organised by:

- Ministry of Energy and Mines (MEM)
- United Nations Environment Programme (UN Environment)
- Ministry of National Resources and Environment (MONRE)

Stakeholders from:

- Ministry of Science and Technology (MOST),
- the Ministry of Industry and Commerce (MOIC),
- the Ministry of Finance (MOF), the Electricité du Laos (EDL),
- Lao Statistics Bureau (LSB)
- National University of Laos (NUOL)



Source: BEE, National Power Training Institute

Organised by:

- Bureau of Energy Efficiency
- National Power Training Institute

Stakeholders from:

- Retail companies (2000 retail shop staff in 18 training sessions in 6 cities)

Purpose: Enable retailers to support customers in making energy efficient decisions when purchasing appliances and equipment

Awareness raising in schools in Tonga



Organised by:

- Tonga Department of Energy
- Pacific Community's (SPC) Pacific Centre for Renewable Energy and Energy Efficiency (PCREEE)

Stakeholders from:

- 9 primary schools (700 students)

Purpose: Raise awareness about the energy rating label and promote energy saving behaviour

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
- 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

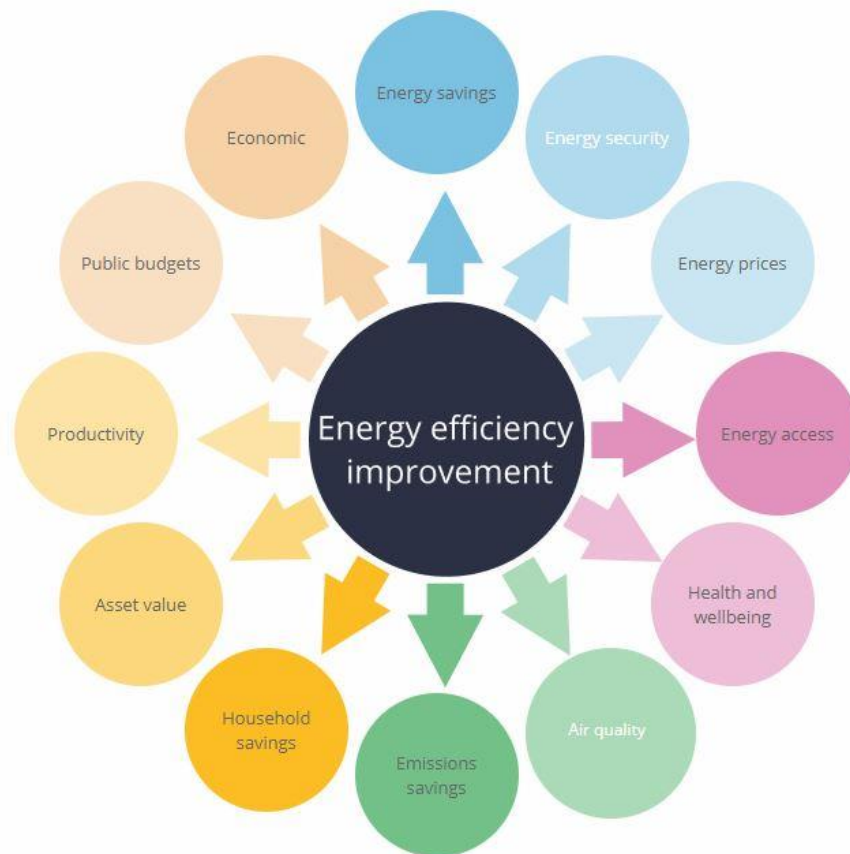
- **Why?**

- 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

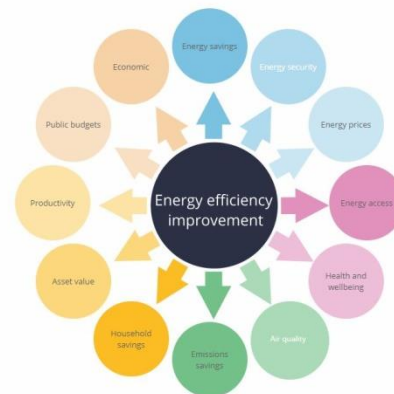
- **When?**

- As early as possible
- As part of monitoring
- As part of evaluation

Multiple benefits help communicate value of energy efficiency



- Who are the stakeholders?
- In what way are they important for the programme?
- At what level do they need to be involved?
- What are the needs and interests of each stakeholder?
- Make an analysis of each stakeholder's interests.
- How will you effectively communicate with each stakeholder; what method?
- Determine the frequency of communication



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

Compile list of all key stakeholders for an energy efficiency programme



How might this list vary by type of programme?

Who has a role in S&L Programmes?



Source: United4 Efficiency

Example: Suppliers – understanding stakeholders

What we want	What they want
Build industry support for the programme	Influence the programme
Communicate obligations	Understand process and timings
Strengthen compliance	Comply with minimum effort
Support <ul style="list-style-type: none">• Test methods• MEPS levels• Performance requirements• Revisions	Sell more products
Shape marketing, education, outreach	Provide value to customers
Reach consumers	Get good publicity
Evaluate and track progress	Avoid fines and negative publicity

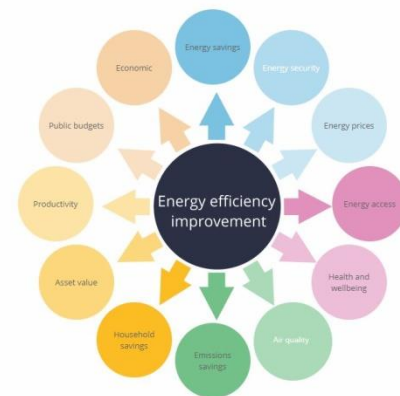
Suppliers: manufacturers, importers, distributors, retailers

Example: How to engage with suppliers?

- Formal consultation and informal liaison with suppliers
- Promoting the strategic plan and priorities
- Communicating regularly through various fora e.g. Annual Report, Newsletters, Website
- Providing updates e.g. successes, label transition, international test method updates
- Training activities and workshops e.g. registration databases, smart calculators and apps, understanding the label
- Publicising MV&E plans and results, including the results and outcomes of compliance and monitoring activities

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

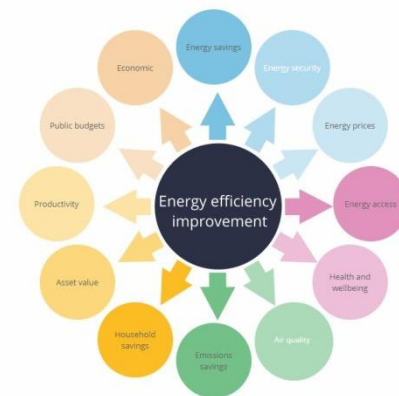
- What type of engagement is appropriate for each group?
 - Is it a formal process?
 - Is it for information exchange only?
- What does each target group need to know?
- How the most efficient way to reach them?
 - Can other organisations assist?
- Timing: when do they need to be engaged & what frequency?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



Formal Consultation	Informal Liaison
National Steering Groups	Stakeholder meetings e.g. at industry events
National Standards Bodies	Outreach Activities e.g. joint workshops, newsletters, pamphlets, FAQs
Technical Working Groups on particular topics/products	Retailer Training
National Impact Assessment processes	Regular reporting on progress
Public consultations	Compliance updates

- Ensure programme visibility for existing and new entrants
- Make stakeholders aware of planned consultation opportunities
- Discussions and notice of:
 - updates/changes to test methods, programme requirements, etc.
 - changes to labels e.g. transitional arrangements
- Results of compliance activities
- Programme publications, evaluation reports, etc.
- Workshops and related events
- Training activities e.g. registration databases, smart calculators and apps, understanding the label

- Formal requirement
- To gain support for programme
 - Get adequate resourcing for programme
 - Seek to expand product coverage
 - Report on the programme or individual components
 - Report the results of compliance and monitoring activities
- Proposing other complimentary actions
 - Public procurement of energy efficient products
 - Training of retail staff
 - Education of third parties (installers)



You have been tasked to come up with a plan. How will you effectively meet the set objective (what stakeholders, what methods, how will you convince them)

- **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 more support for your S&L programme within government departments



- Product suppliers have a critical role to play in S&L Programmes e.g. understanding obligations, strengthening compliance
- Product suppliers can also help convey information to consumers
- Many formal and informal opportunities exist for suppliers to participate in S&L Programmes e.g. Industry Associations, Technical Working Groups
- Engagement with other stakeholders can also strengthen your programme
- Important to communicate regularly and differently with key stakeholders



- [https://www.iea.org/publications/freepublications/publication/Multiple Benefits of Energy Efficiency.pdf](https://www.iea.org/publications/freepublications/publication/Multiple_Benefits_of_Energy_Efficiency.pdf)
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