

IEA ENERGY EFFICIENCY IN EMERGING ECONOMIES

TRAINING WEEK

20-24 May 2019

Paris, France



- **5 minutes to discuss and write up on flip chart:**
 - The top 3 Lessons
 - Top 2 things you will do differently
- **Present back in each stream – Maximum 3 minutes**

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Communications Strategies

To support energy efficiency goals

Mel Slade

Paris, 24 May 2019



IEA #energyefficientworld

- **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?

Successful policy-making

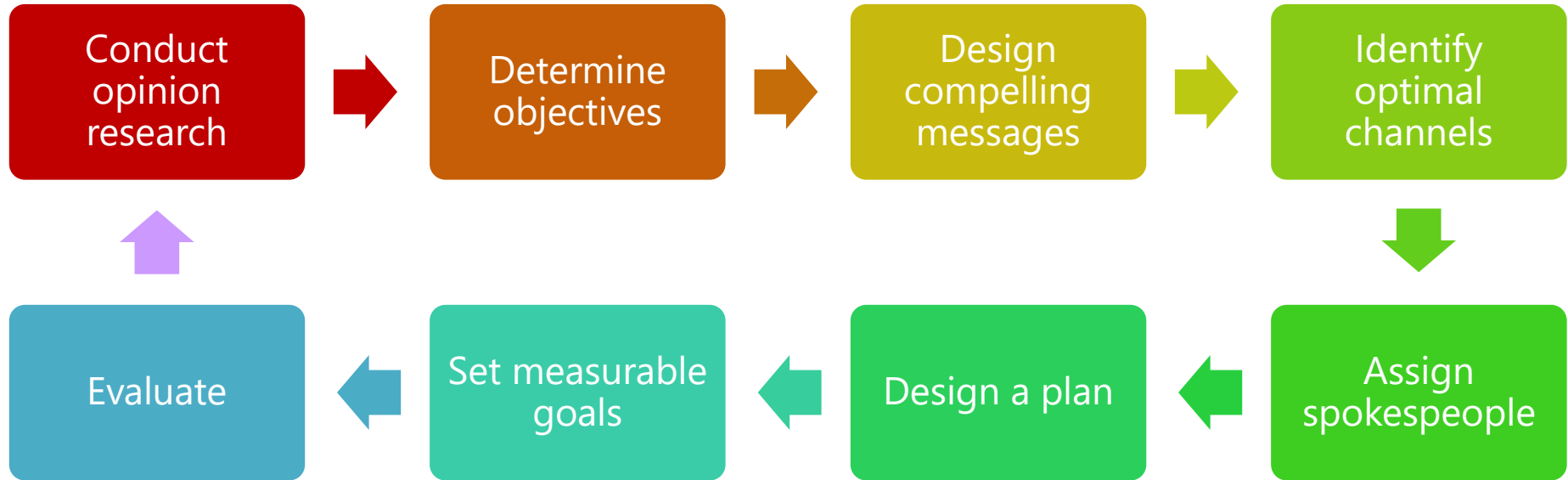
What motivates people? What drives their behaviour

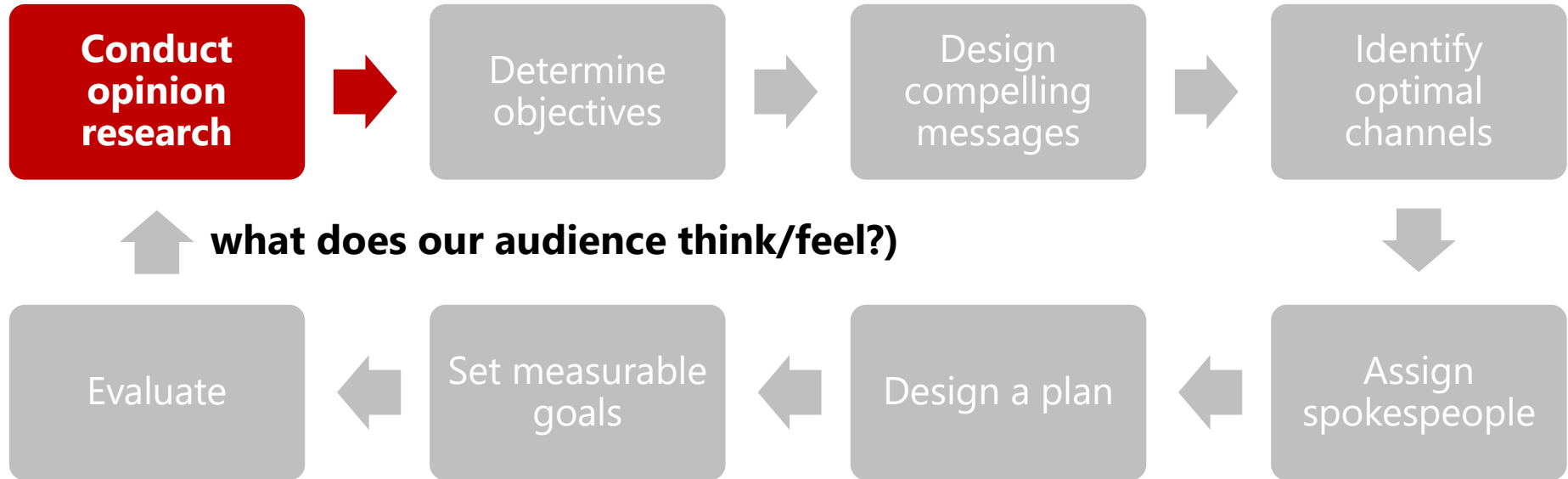
People will work harder **to reinforce their existing positions** than they will to change their minds

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





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

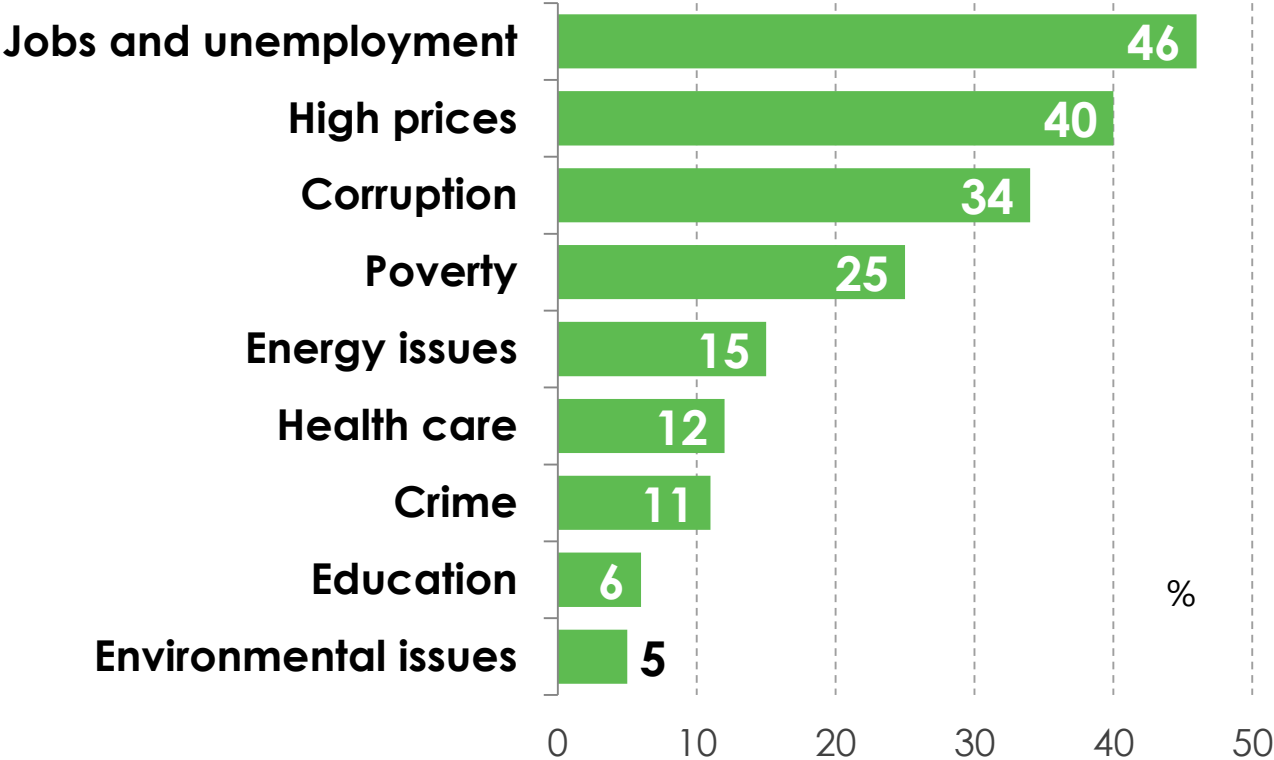
What are the common energy-related concerns in your country?

- 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

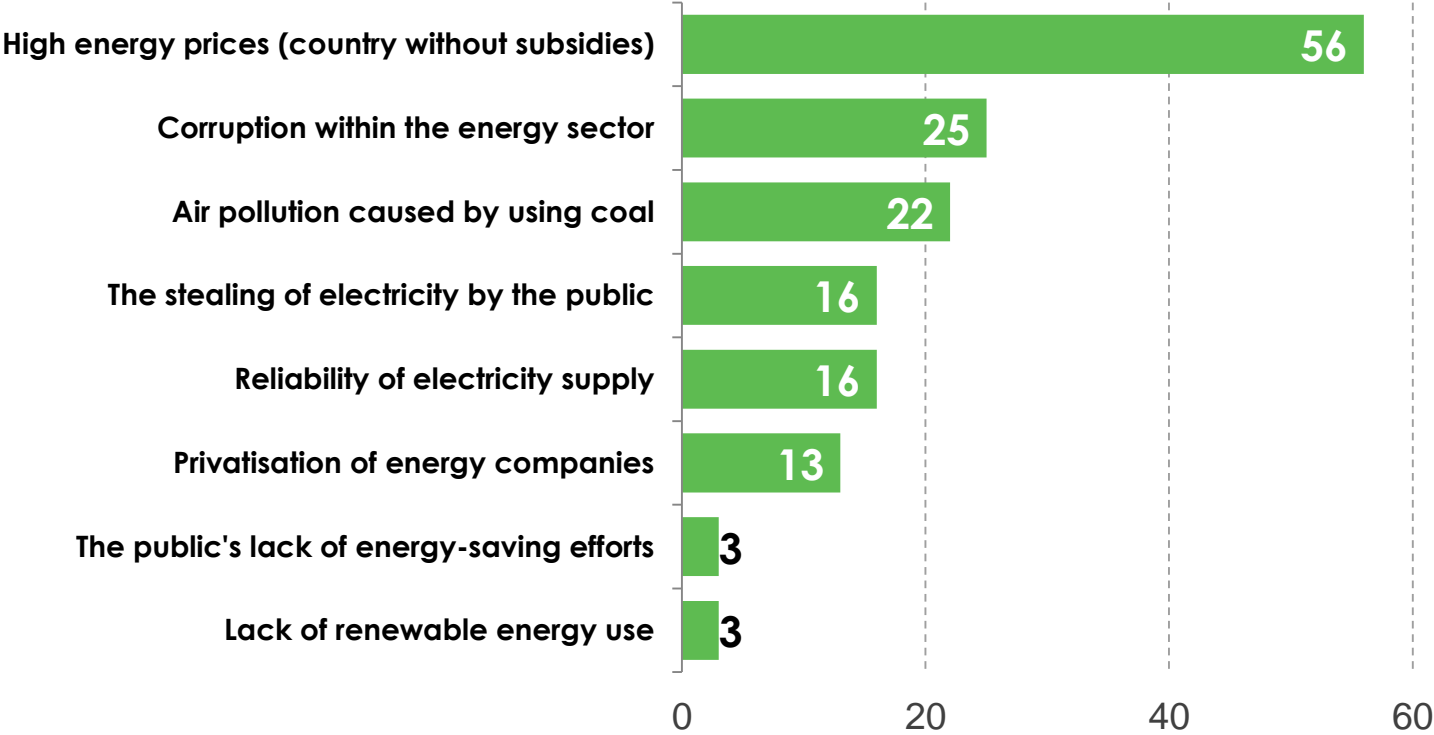
Example: Employment and high prices are top concerns

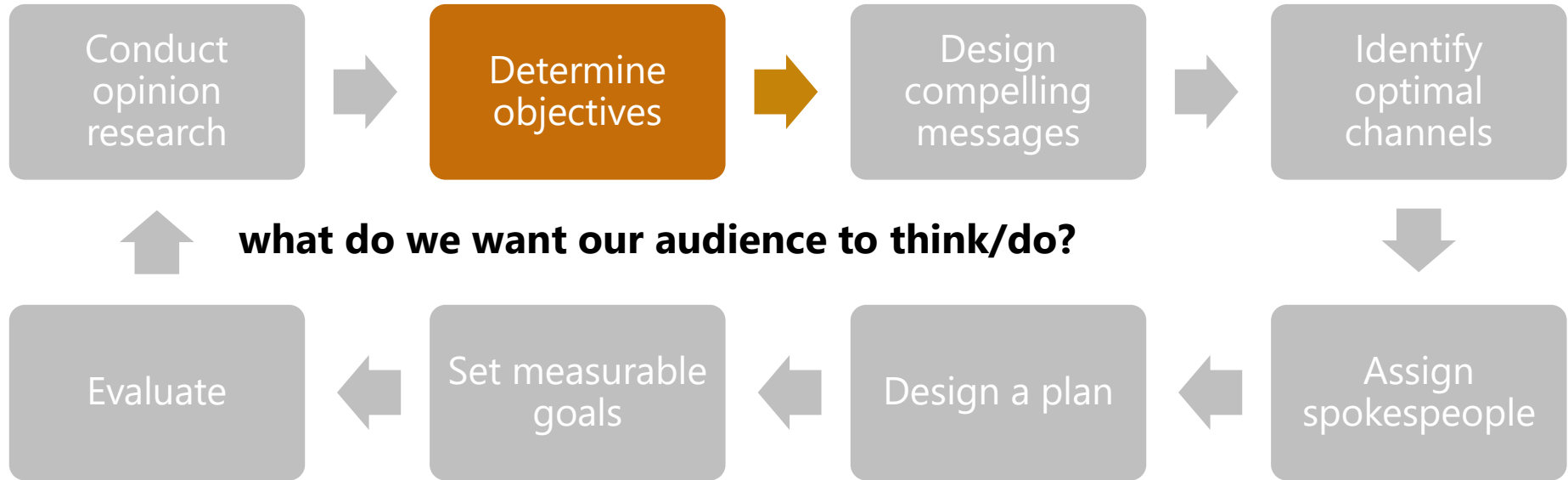


Below is a list of concerns that some people may have about the energy sector. Which **two** of these concern you the most?

- 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

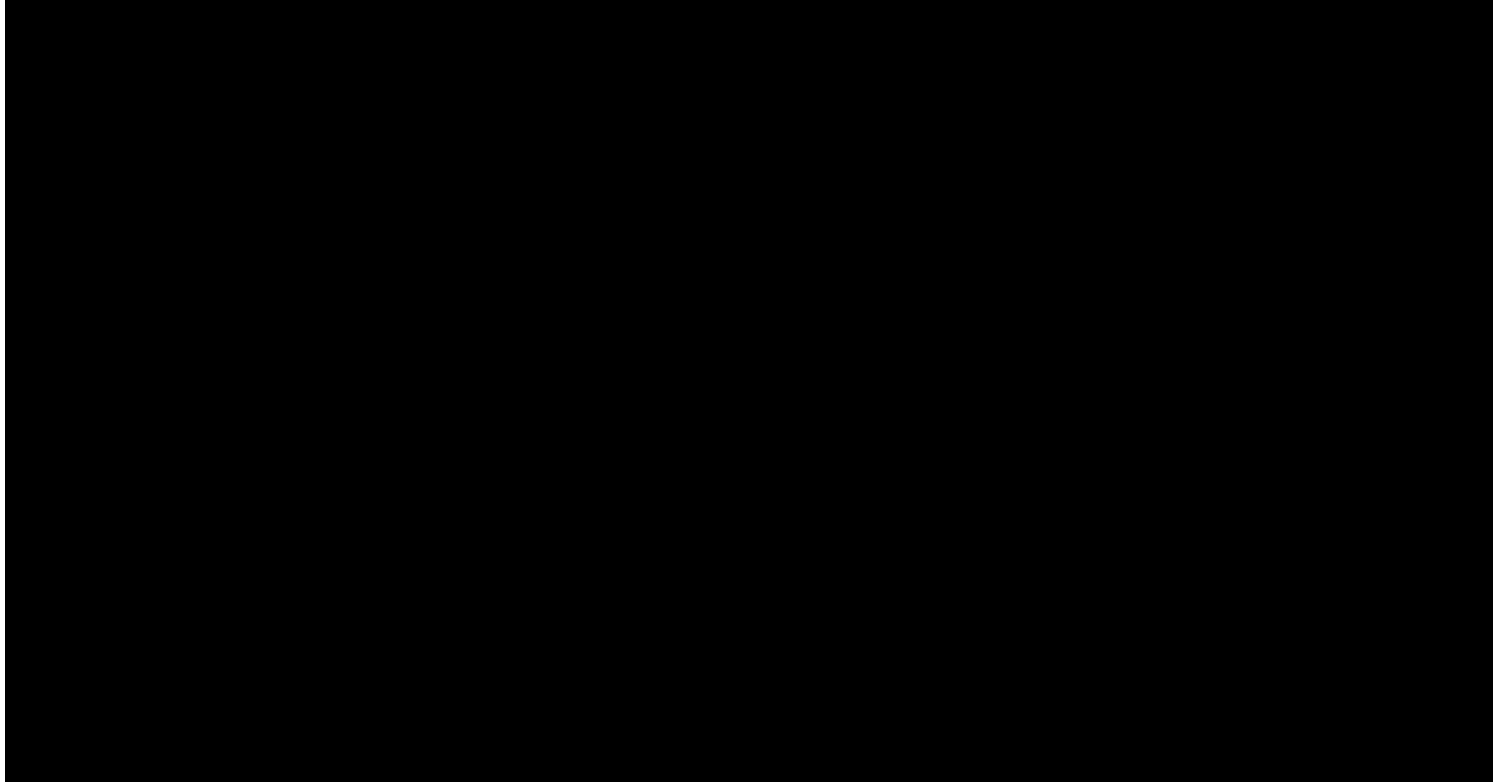




What do we want our audience to think/do differently?



- 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=G5KPNYcHCNg>

- What is the objective?

What do we want our audience to think/do differently?

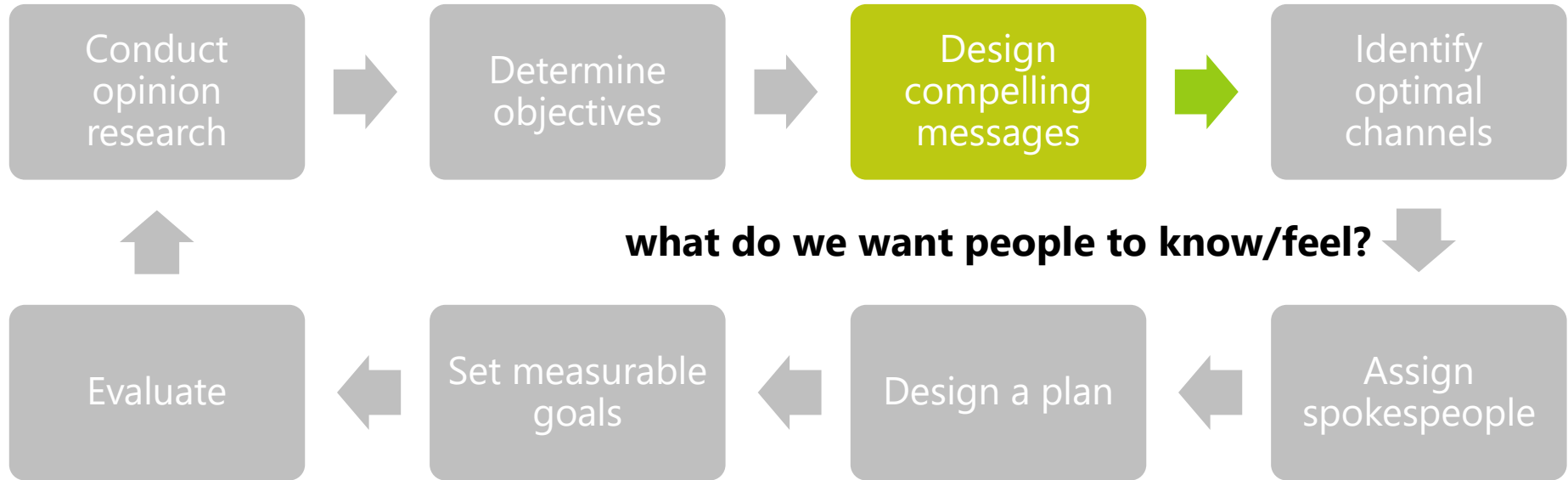


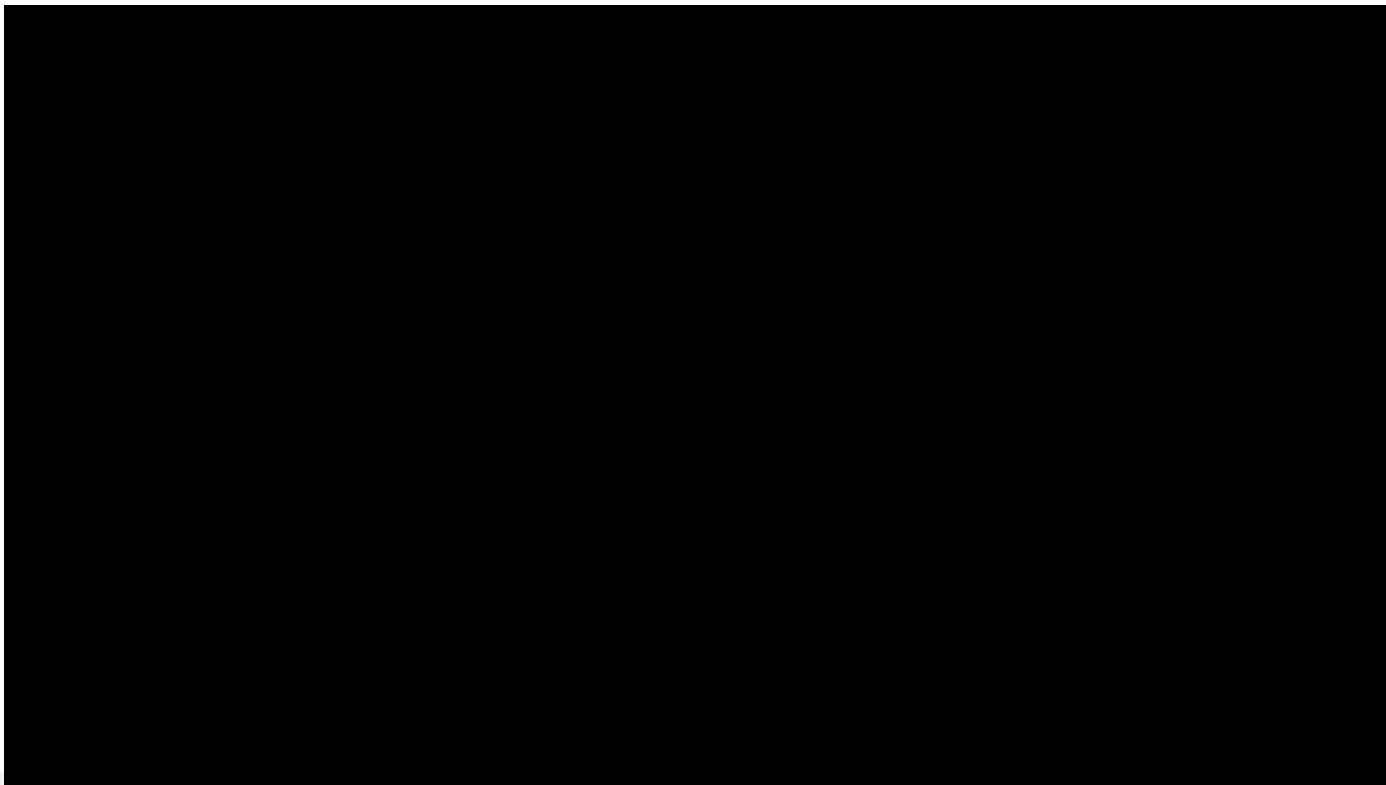
- Turn things off when they are not being used?
- Buy more efficient appliances?
- Use the washing machine during the night?
- Turn off air conditioners at peak times?



<https://youtu.be/fQQYNMofG5w>

- What is the objective?





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

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

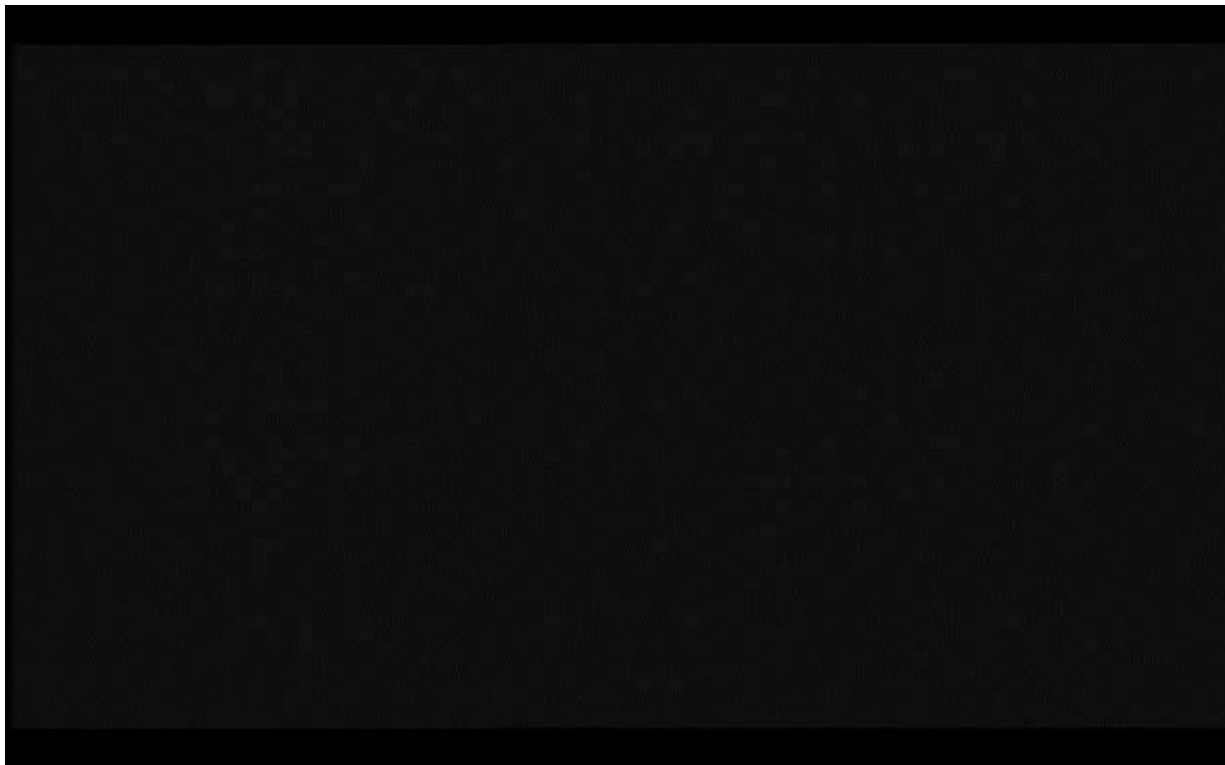
What do we want people to know/feel?



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

Message Checklist



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

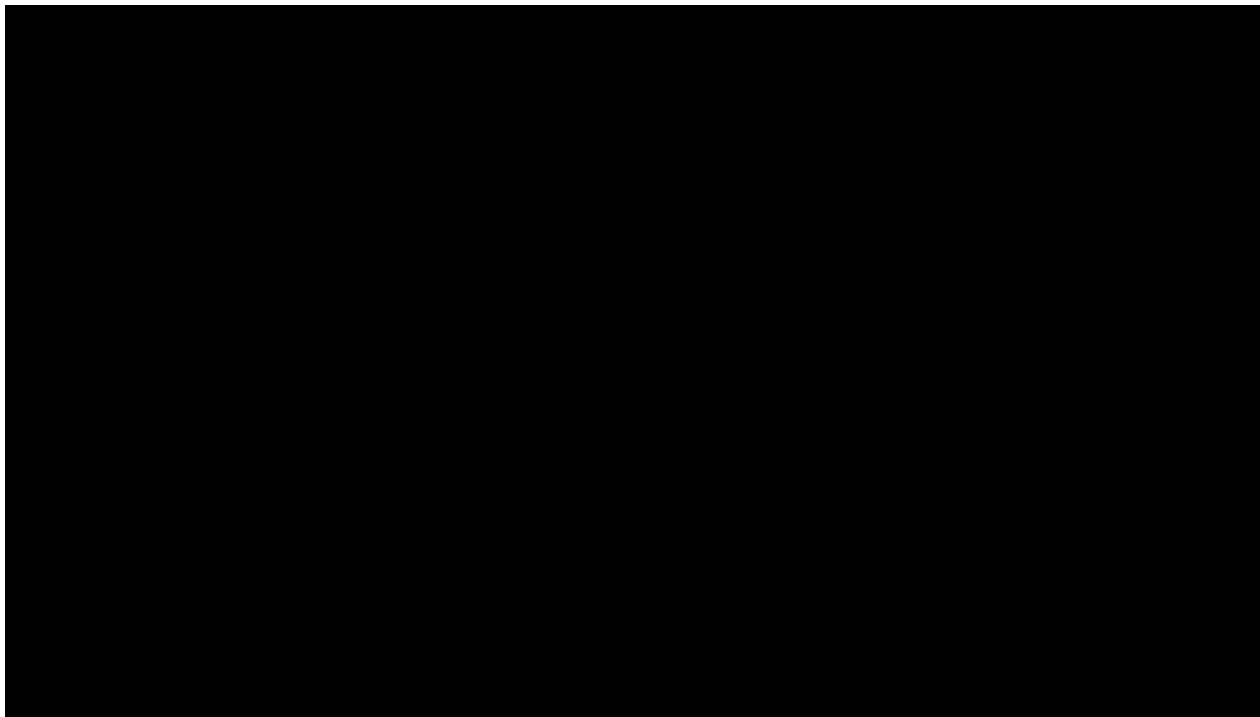
One of the worst things about having access to a lot of information is that we're tempted to share it all.



What is the main source of information for news?



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



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

Mein Effizienz-Tipp:

Mit gut gedämmten Wänden ist Sparen keine Kunst.

Lassen auch Sie sich die Sanierung Ihrer ungedämmten Wände mit bis zu 30 % vom Staat fördern!

machts-effizient.de | Hotline: 0800 0115 000

Unser Effizienz-Tipp:

Werden Sie mit neuen Fenstern zum Energiespar-Helden.

Lassen auch Sie sich den Austausch Ihrer alten

Mein Effizienz-Tipp:

Mit moderner Anlagentechnik schrauben Sie Ihren Verbrauch runter.

Lassen auch Sie sich die Modernisierung oder Erweiterung Ihrer Betriebsanlagen und Prozesse zur effizienteren Nutzung von Energie mit bis zu 30 % vom Staat fördern!

machts-effizient.de | Hotline: 0800 0115 000

DEUTSCHLAND MACHT'S EFFIZIENT.

Bundesministerium für Wirtschaft und Energie

Bis zu 30% vom Staat!

Mein Effizienz-Tipp:

Jetzt Heizung optimieren und Förderung sichern!

Machen Sie Ihr Zuhause energieeffizient, zum Beispiel durch einen hydraulischen Abgleich Ihrer alten Heizungsanlage oder den Einbau einer energiesparenden Heizungsanlage. Wir fördern das! Alle Informationen und Beratungsangebote unter machts-effizient.de/heizungsoptimierung oder 08000115000.

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Bundesministerium für Wirtschaft und Energie

Bis zu 30% Förderung sichern!

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.st.gov.my

Trimestral magazine



ENERGY RATING

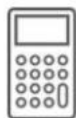
THE MORE STARS
THE MORE SAVINGS

[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

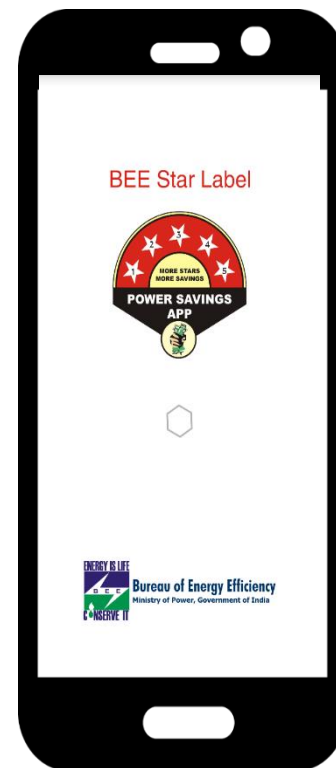
Learn More



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.

Formal Implementation Since October 2016



55 million users

- **113 million** times of service for products quality information service, **300 thousands** times per day
- **60 million** times of after-sales services including cleaning, repairing and recycling
- **6874** manufactures, 423 cities



Consumers:

- Choose green products not only energy efficient by high quality
- easily to obtain operating manual and book a series of after-sales services
- Ensure the appliance is operating in an energy saving mode

Manufacturers:

- Customized information service to promote high quality products
- Cost saving in after-sales service

Market surveillance officials:

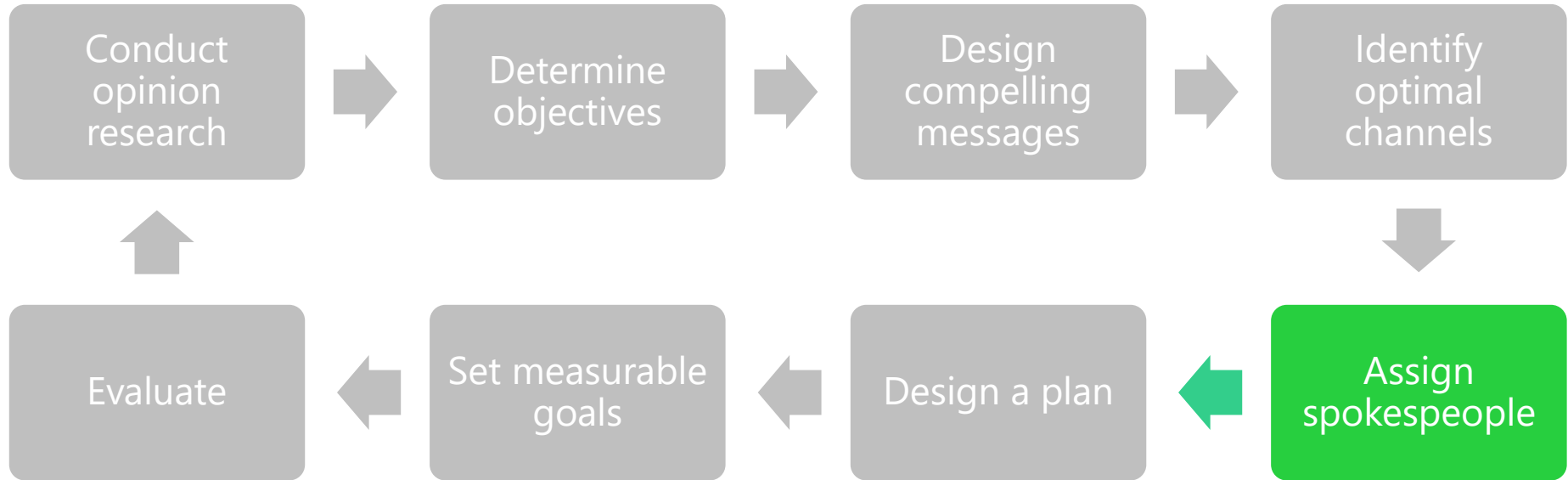
- Time and cost saving in surveillance activities
- Avoid overlapping in surveillance

Government :

- Guide sustainable development of industry
- Public platform for energy conservation policies

Benefit brought by QR label





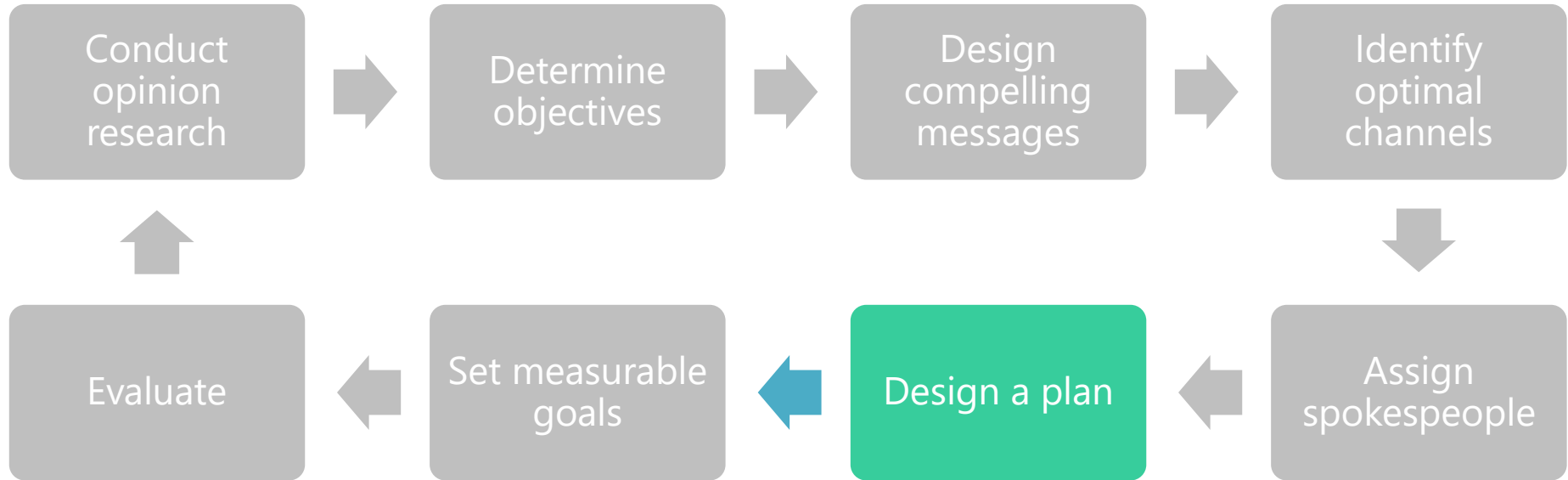
who is a credible deliverer of our messages?

Assign the right spokesperson?



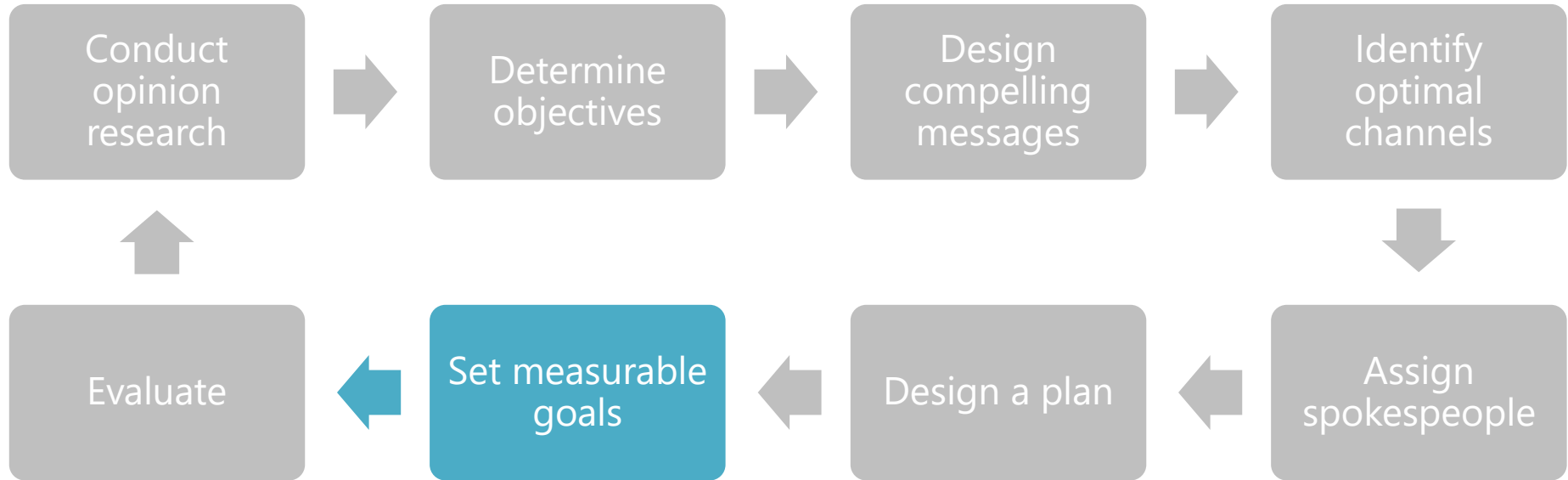
https://www.youtube.com/watch?v=BuZBTAh_uwg

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

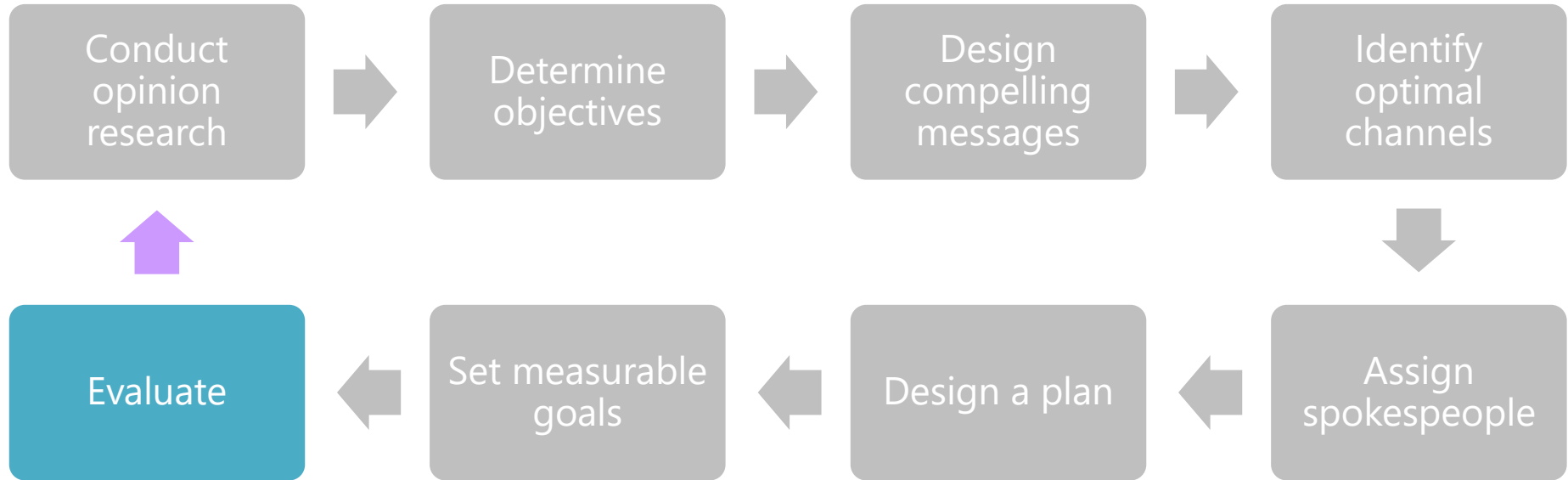


roles, responsibilities, timeline, resources, tactics

- 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



how will we know if we are succeeding?

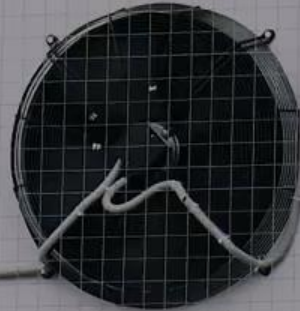


did it succeed?

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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Energy Efficiency Training Week

Energy efficient prosperity workshop

Final Day

Brian Dean & Edith Bayer, Energy Efficiency in Emerging Economies, IEA
Paris, 24 May 2019

 IEA #energyefficientworld



Energy Efficient Prosperity

Energy efficiency as a means to support economic and social development, while ensuring environmental sustainability

*Without energy pricing that includes the full cost of energy
production and supply,*

*energy efficiency investments will not be attractive to
businesses or consumers*

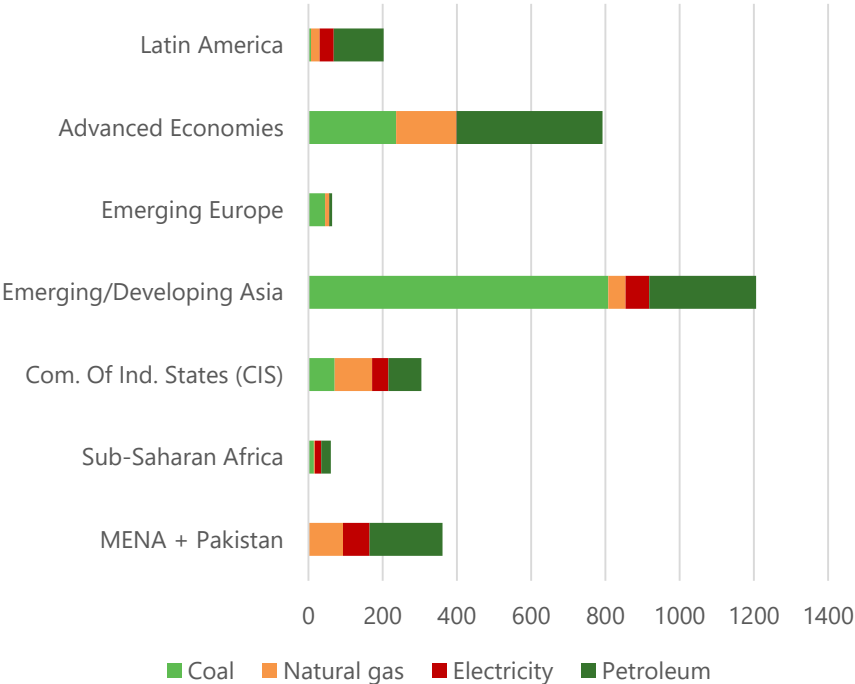
and

*it will not be possible to access the full range of economic
and social benefits from energy efficiency*

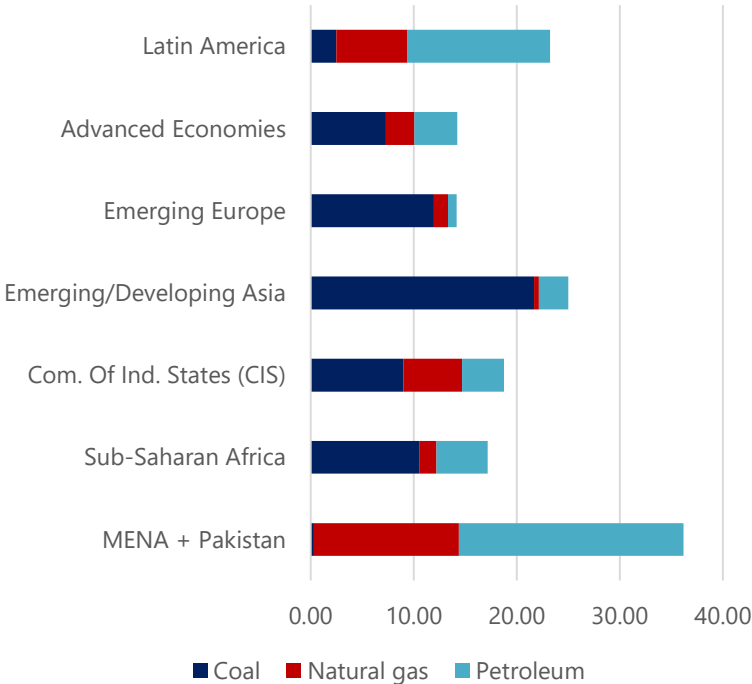
Benefits of removing subsidies



Fiscal gain from removing subsidies,
(billion USD)



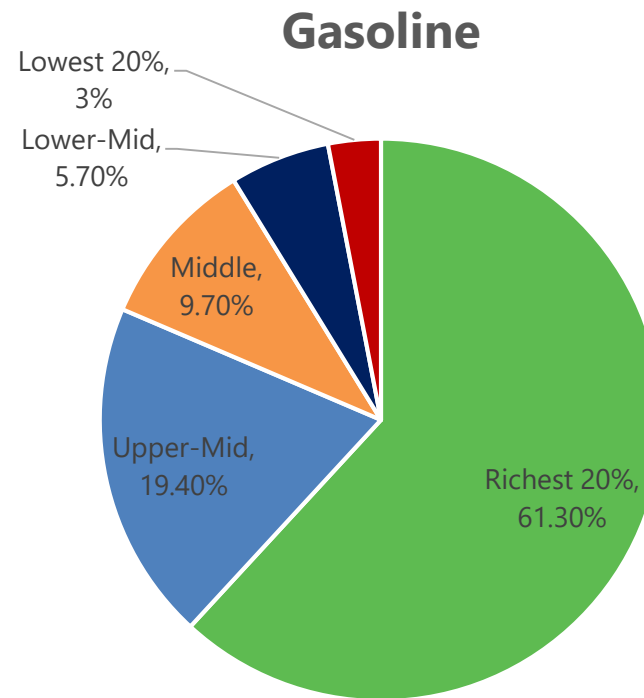
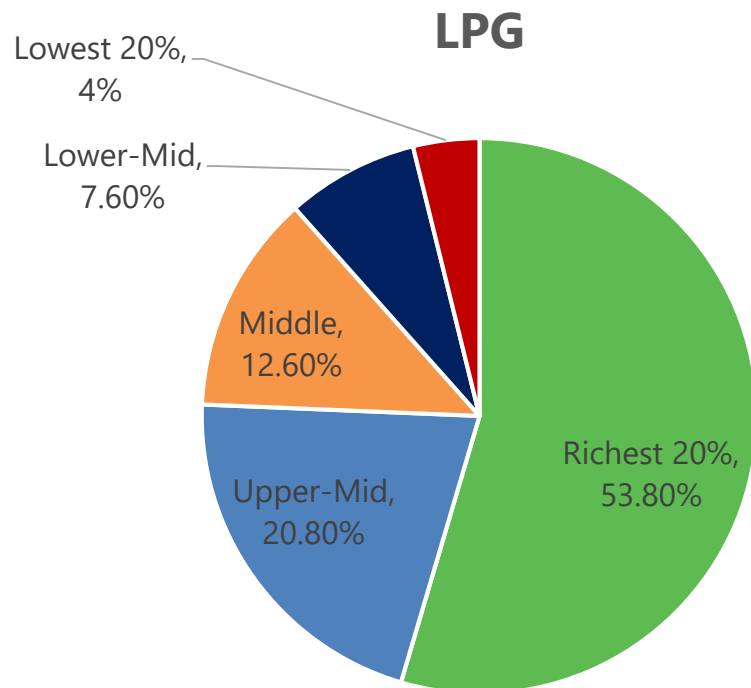
Estimated Percent Reduction in CO₂
Emissions



Source: IMF Working Paper, 2015

Who are the real beneficiaries of subsidies?

Global survey of energy subsidy beneficiaries



Source: IMF Working Paper 2010

Subsidies can be switched to other forms of support



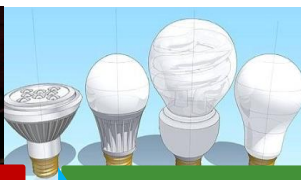
Fossil Fuel Energy Subsidies



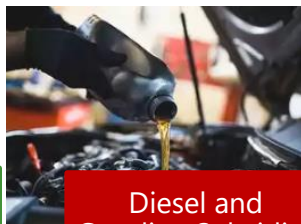
Sustainable Energy For All



Kerosene Subsidies



Energy-Efficient Lamps



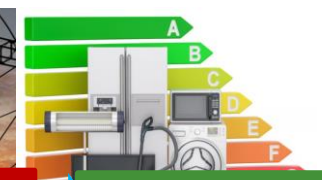
Diesel and Gasoline Subsidies



Public Transport Systems



Electricity Subsidies



Energy-Efficient Appliances

Switching support away from fossil fuel subsidies to energy efficiency and renewable energy will improve climate outcomes

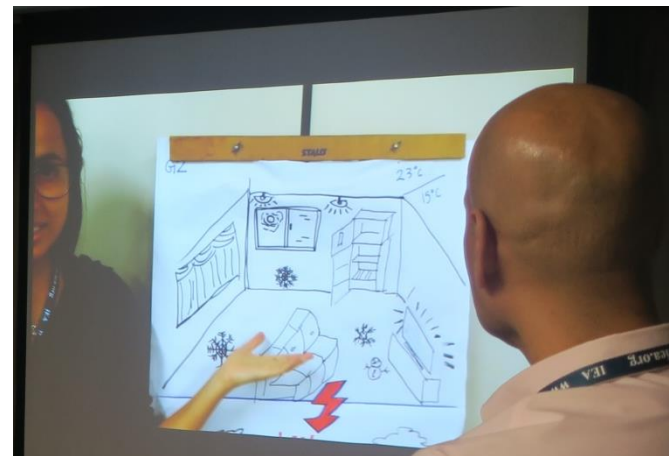
Break-out group exercise

Fossil fuel subsidy reform strategies

- Group yourselves together by country or region
- The exercise:
 - **The government wants to increase the prosperity of the country through energy efficient prosperity.**
 - **The government would like to come up with ways to reduce energy consumption through policy and communication.**

Breakout group exercise

- In your groups:
 1. Define priorities and objectives for your country
 2. Select policy packages to meet those objectives
 3. A good communication campaign to support it
- Create a **catchy slogan** for your campaign!
- Nominate **2 spokespeople** to present to everyone
 - **3-4 minute** presentation per group



- 12:00 – 13:00 Lunch
- 13:00 – 13:30 Group Work
- 13:30 – 14:30 Report Back
- 14:30 – 14:45 Awards
- Coffee and Tea Break (will be available from 14:45)
- 15:00 – 16:00 Closing Remarks and Awarding of Certificates

LUNCH



REPORT BACK



AWARDS



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