



Energy Efficiency Training Week

Consulting with stakeholders

Industry Stream

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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

- What is your experience?
 - Who are the key stakeholders?
 - Why are they important?
 - What are their interests?



- 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

- 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 programmes, 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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