What are the Steps
Stakeholder involvement and Communication

Session 5
Kevin Lane and Emily McQualter, IEA - Bangkok, 2 April 2019

#energyefficientworld
# Overview of the appliance training sessions

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Scenario

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

What are the key elements to this strategy?
Consultation workshop in Lao PDR

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)

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

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

Source: BEE, National Power Training Institute
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 and when to consult with stakeholders?

• **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
Engaging stakeholder – how to?

- 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?

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

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?

- Governments
- Electric utilities
- Standards organisations
- Customs authorities
- Testing labs
- Trade unions

- Manufacturers
- Industry associations
- Wholesalers and retailers
- Specifiers
- Building owners and managers

- Media
- Research and training institutes

- Customers
- Civil society
- Consumer and community associations
- Environmental organisations

Source: United4 Efficiency
Exercise

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
## Example: Suppliers – understanding stakeholders

<table>
<thead>
<tr>
<th>What we want</th>
<th>What they want</th>
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</thead>
<tbody>
<tr>
<td>Build industry support for the programme</td>
<td>Influence the programme</td>
</tr>
<tr>
<td>Communicate obligations</td>
<td>Understand process and timings</td>
</tr>
<tr>
<td>Strengthen compliance</td>
<td>Comply with minimum effort</td>
</tr>
<tr>
<td>Support</td>
<td></td>
</tr>
<tr>
<td>• Test methods</td>
<td></td>
</tr>
<tr>
<td>• MEPS levels</td>
<td></td>
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<tr>
<td>• Performance requirements</td>
<td></td>
</tr>
<tr>
<td>• Revisions</td>
<td></td>
</tr>
<tr>
<td>Support</td>
<td>Sell more products</td>
</tr>
<tr>
<td>Shape marketing, education, outreach</td>
<td>Provide value to customers</td>
</tr>
<tr>
<td>Reach consumers</td>
<td>Get good publicity</td>
</tr>
<tr>
<td>Evaluate and track progress</td>
<td>Avoid fines and negative publicity</td>
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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
Exercise

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

What are the key elements to this strategy?
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?
## Engagement options

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

- 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
Communicating with government is also critical

• 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)
Exercise

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
Summary

- 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