IEA ENERGY EFFICIENCY IN EMERGING ECONOMIES

TRAINING WEEK FOR SOUTHEAST ASIA

1-4 April 2019
Bangkok, Thailand
Key Lessons and Call for Action

• 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
Bangkok, 4 April 2019

IEA #energyefficientworld
 Behaviour change communication

• 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
Behavioural Science

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?
Research Shows

• 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
Designing and Implementing a Strategy

- Conduct opinion research (what does our audience think/feel?)
- Determine objectives (what do we want our audience to think/do?)
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- Identify optimal channels (where do people get trusted information?)
- Assign spokespeople (who is a credible deliverer of our messages?)
- Design a plan (roles, responsibilities, timeline, resources, tactics)
- Set measurable goals (how will we know if we are succeeding?)
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
Issues of concern in emerging economies

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
What should the government address?

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

- Jobs and unemployment: 46%
- High prices: 40%
- Corruption: 34%
- Poverty: 25%
- Energy issues: 15%
- Health care: 12%
- Crime: 11%
- Education: 6%
- Environmental issues: 5%
Energy sector 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

- High energy prices (country without subsidies): 56%
- Corruption within the energy sector: 25%
- Air pollution caused by using coal: 22%
- The stealing of electricity by the public: 16%
- Reliability of electricity supply: 16%
- Privatisation of energy companies: 13%
- The public's lack of energy-saving efforts: 3%
- Lack of renewable energy use: 3%
Awareness of government’s energy efficiency outreach

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

- Yes, I heard something: 26%
- Yes, I'm well informed: 10%
- No: 64%
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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?
Australia’s Equipment Energy Efficiency Programme

https://www.youtube.com/watch?v=G5KPNYcHCNg
Group Activity

• 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?
Group activity

• What is the objective?
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Example: India

https://www.youtube.com/watch?v=fJxpyqN1SPg
Group activity

• 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
Example of Slogans

• 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
Group Activity

• 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.
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What is the main source of information for news?

- Radio
- Internet
- Television
- Word of Mouth
- Newspaper
Thailand’s 5-star labelling

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

**Mein Effizienz-Tipp:**
Mit gut gedämmten Wänden ist Sparen keine Kunst.

**Unser Effizienz-Tipp:**
Werden Sie mit neuen Fenstern zum Energiespar-Helden.

**Mein Effizienz-Tipp:**
Mit moderner Anlagentechnik schrauben Sie Ihren Verbrauch runter.

**Jetzt Heizung optimieren und Förderung sichern!**
Machen Sie Ihr Zuhause energieeffizient, zum Beispiel durch eine Heizungsanlage. Erhalten Sie das gesamte Fördergeld von der Förderrate abgezogen. Wenden Sie sich für Zusatzfinanzierung an: 0800 0131 060.
Changing landscape for advertising

What do you use internet for?

Pew Research Center – Online Activities in Emerging and Developing Nations
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.
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
Benefit brought by QR label

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
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• Set measurable goals (how will we know if we are succeeding?)
Assign the right spokesperson?

https://www.youtube.com/watch?v=oEveH7ydevc
Assign the right spokesperson

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

• 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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Setting measurable goals

• 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
Energy Efficiency Training Week
Fuel subsidies and energy efficiency workshop

Final Day
Brian Dean, Energy Efficiency in Emerging Economies, IEA
Bangkok, 04 April 2019

IEA #energyefficientworld
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.
Fossil fuel subsidies

Annual Fossil Fuel Subsidies in Southeast Asia

Source: WEO 2017

- **Subsidy per capita ($/person)**
- **Total subsidy as share of GDP (%)**

**Source:** WEO 2017
Benefits of removing subsidies

Fiscal gain from removing subsidies, (billion USD)

Estimated Percent Reduction in CO₂ Emissions

Who are the real beneficiaries of subsidies?

Global survey of energy subsidy beneficiaries

**LPG**
- Richest 20%, 53.80%
- Upper-Mid, 20.80%
- Middle, 12.60%
- Lower-Mid, 7.60%
- Lowest 20%, 4%

**Gasoline**
- Richest 20%, 61.30%
- Upper-Mid, 19.40%
- Middle, 9.70%
- Lower-Mid, 5.70%
- Lowest 20%, 3%

*Source: IMF Working Paper 2010*
Subsides can be switched to other forms of support

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

• Energy subsidies are a significant draw on public budgets
  - Around 261 billion USD around the world, with national share of GDP reaching even as high as 14%

• Subsidy reform is progressing across the world
  - Reducing public expenditure often a primary driver, not efficiency
  - Concerns centre on the poor and vulnerable, and industrial competitiveness

• Energy efficiency can reduce the impact of subsidy reform
Break-out group exercise

Fossil fuel subsidy reform strategies
Breakout group exercise

• Group yourselves together by country or region

• The exercise:
  - For countries with fossil fuel subsidies, the government wants to reduce or remove fossil fuel subsidies and would like to come up with ways to reduce energy consumption
  - For countries without fossil fuel subsidies, the government wants to reduce energy consumption
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

• Don’t forget to have a catchy slogan for your campaign!

• Nominate 2 spokespeople to present to everyone
  - 3-4 minute presentation per group
Agenda for the rest of the day

- 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
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FUEL SUBSIDIES & ENERGY EFFICIENCY
REPORT BACK
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1-4 April 2019
Bangkok, Thailand
2nd Energy Evaluation Asia Pacific Conference
30–31 October 2019
Amari Watergate Hotel Bangkok, Thailand

Conference topics include:
- Evaluating energy policies and programs for the energy transition
- Assessing energy efficiency technologies and practices
- Monitoring Nationally Determined Contributions (NDCs)
- Measuring progress towards Sustainable Development Goals
  - Evaluating renewable energy potential and results
  - Evaluating non-energy impacts (multiple benefits)

Who should attend?
- Energy evaluators
- Policy makers
- Program managers
- Academics
- Energy professionals

For more information and to register your interest visit
www.energy-evaluation.org