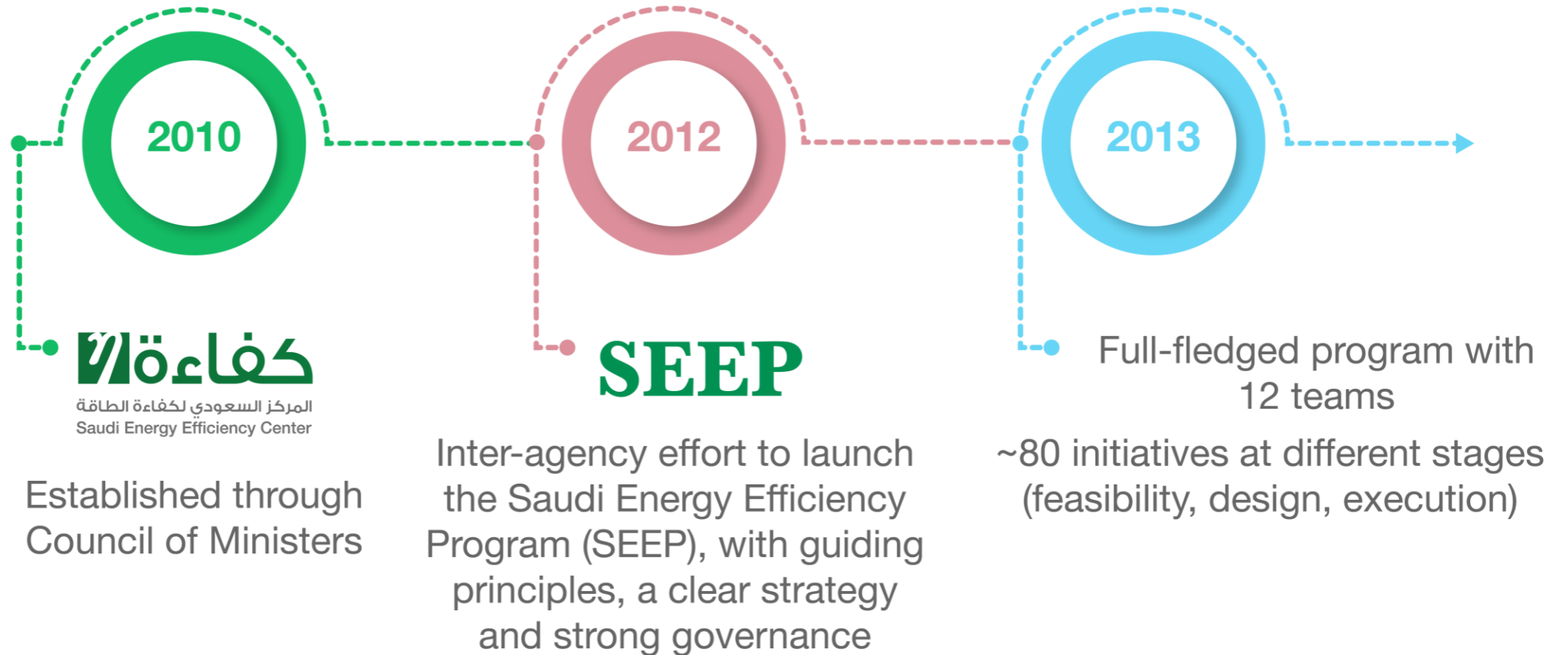


SAUDI ENERGY EFFICIENCY PROGRAM

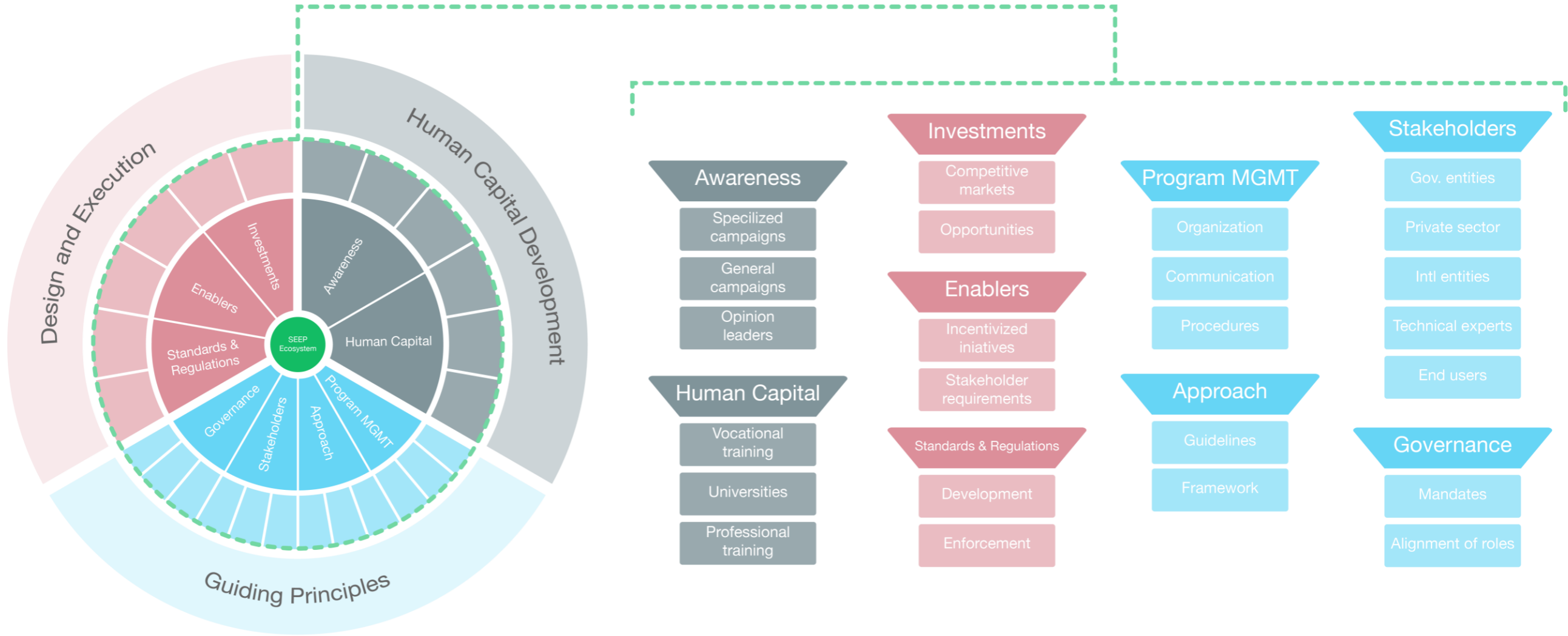
AWARENESS
SEPTEMBER 12, 2018

لنتبقى
كفاءة

The Saudi Energy Efficiency Program has been on journey since 2012



SEEP Ecosystem



SEEP mobilized 150 + professionals from 30 + governmental entities and state owned enterprises

Executive committee

Ministry of Energy, Industry and Minerals
Ministry of Environment, Water and Agriculture
Ministry of Municipalities & Rural Affairs
Ministry of Finance
Ministry of Commerce & Investment
Saudi Customs
Saudi Aramco
Electricity & Cogeneration Regulatory Authority (ECRA)
Saudi Standards, Metrology and Quality Org
Saudi Energy Efficiency Center
Saudi Electricity Company
SABIC

Review & Coordination Team

Buildings

Human Capital Development

Ministry of Energy, Industry and Mineral Resources

King Saud University

TIC

Urban Planning

Saudi Aramco

Technical Teams

Industry

Super-ESCO

Saudi Energy Efficiency Center

Legal

Awareness

Ministry of Commerce and Investment

Transportation

Funding

The Saudi Standards, Metrology and Quality Organization

Saudi Electricity Company



SEEP focuses on three sectors representing 90 +% of the energy consumption in the kingdom

Industry

- ~%44 of total energy consumed in KSA
- ~2.1 million barrels of oil equivalent per day

Buildings

- ~%29 of total energy consumed in KSA
- ~1.4 million barrels of oil equivalent per day

Transportation

- ~%21 of total energy consumed in KSA
- ~1 million barrels of oil equivalent per day

SEEP Guiding Principles

- Focus on demand-side energy efficiency (in 2018 supply-side energy efficiency was added)
- Do not include price reforms
- Design initiatives while ensuring no negative impact on end users
- Achieve consensus with all involved stakeholders



Awareness Story

Before 2013

- No mass media campaigns about energy efficiency.
- No entity was responsible for raising awareness about energy efficiency.
- There is a need to educate the public on behaviors and standards to save energy.
- Saudis think energy is abundant

What was Challenging?

Energy  Abundant



What we did in 2013

- Focus on awareness
- Put together awareness team
- Developed the following strategy (more details in the next slides):
 - ◆ Analyzed Campaigns
 - ◆ Consulted experts
 - ◆ Focus Groups

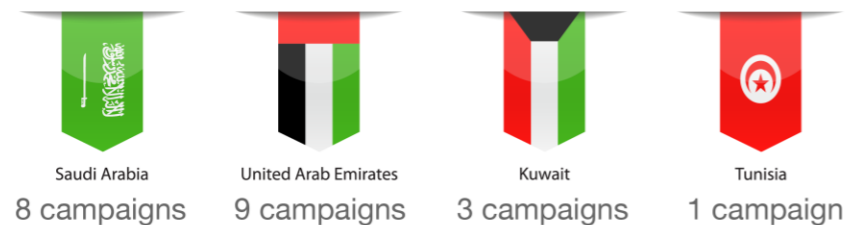


The countries that have been studied and the number of specialized campaigns about the Energy efficiency that has been reviewed

International



Regional



In the Kingdom, energy-related and non-energy-related campaigns were reviewed:

- 3 awareness campaigns on smoking
- Awareness campaigns on energy efficiency (Ministry of Water and Electricity)
- Awareness campaign for traffic safety
- Awareness campaign at the university
- Awareness campaign on drugs

Information-gathering phase: The awareness team has learned lessons from comparisons of awareness campaigns:

- Campaigns are essential to energy efficiency programs
- The success of the programs is based on the "few, long, high-quality".
- Different types of awareness campaigns based on the target audience (families, children and businesses), energy efficiency (awareness raising, purchasing new products, ...).
- Most countries conduct campaigns, focus on awareness, then buying efficient products, then using products efficiently.
- Word of mouth among members of society plays a critical role in the continuation of awareness.



Information-gathering phase: A number of focus groups were conducted to determine the habits of Saudis and expatriates in energy consumption and to identify possible ways to change them

5 focus groups (10-9 individuals): Saudi, male
5 focus groups (10-9 individuals): Saudi, female
2 focus groups (10-9 individuals): expatriate, male

Focus groups

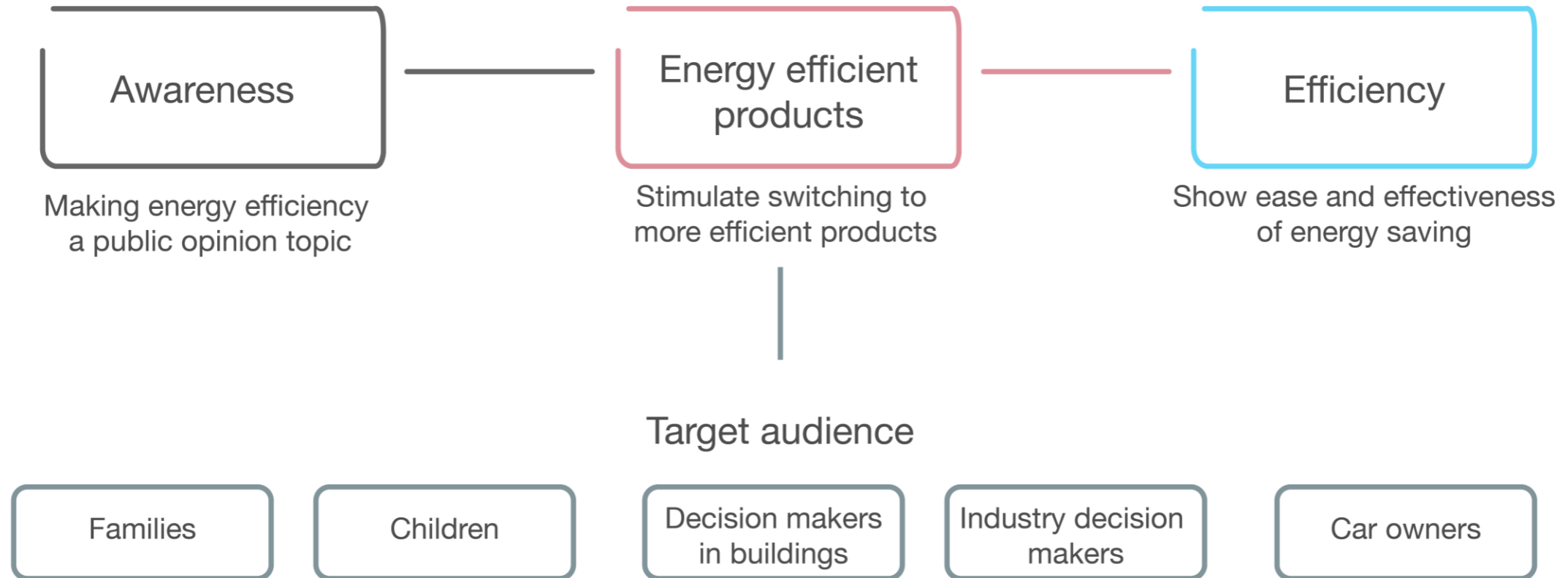
- Determine the habits of Saudis and expatriates in energy consumption and motivation
- Identify ways to change energy consumption habits
- Identify the consumer's preferred media and use them in the campaigns accordingly

Results

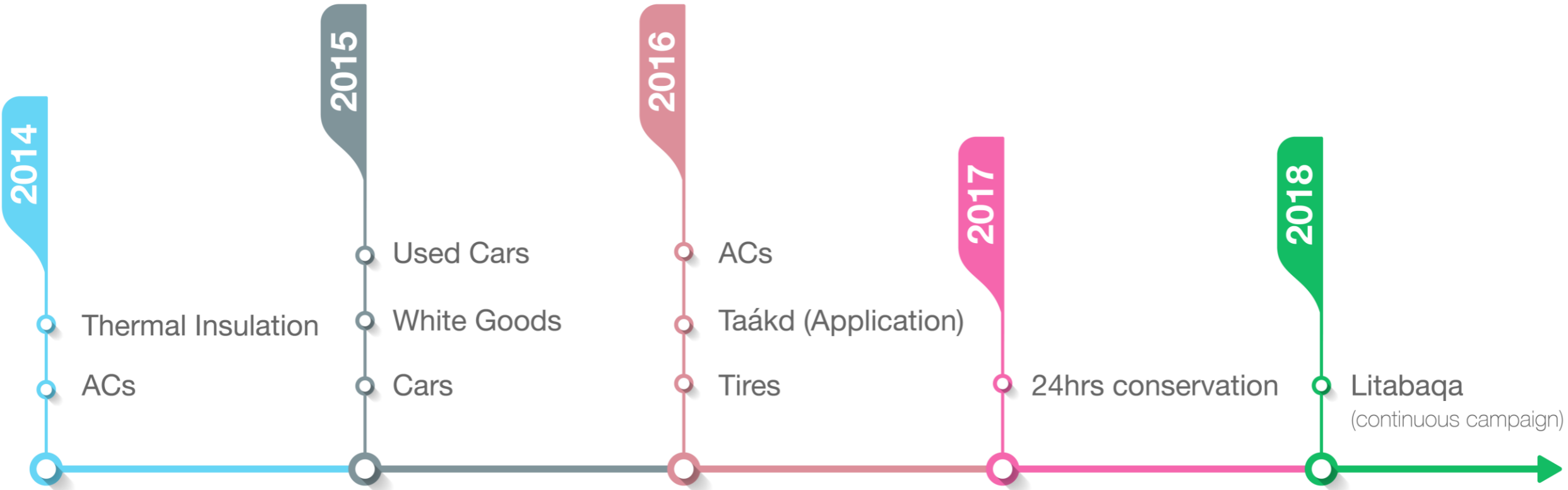
- Consumer behavior and habits in energy consumption
- Criteria for car selection
- Favorite media and the effectiveness of past awareness campaigns



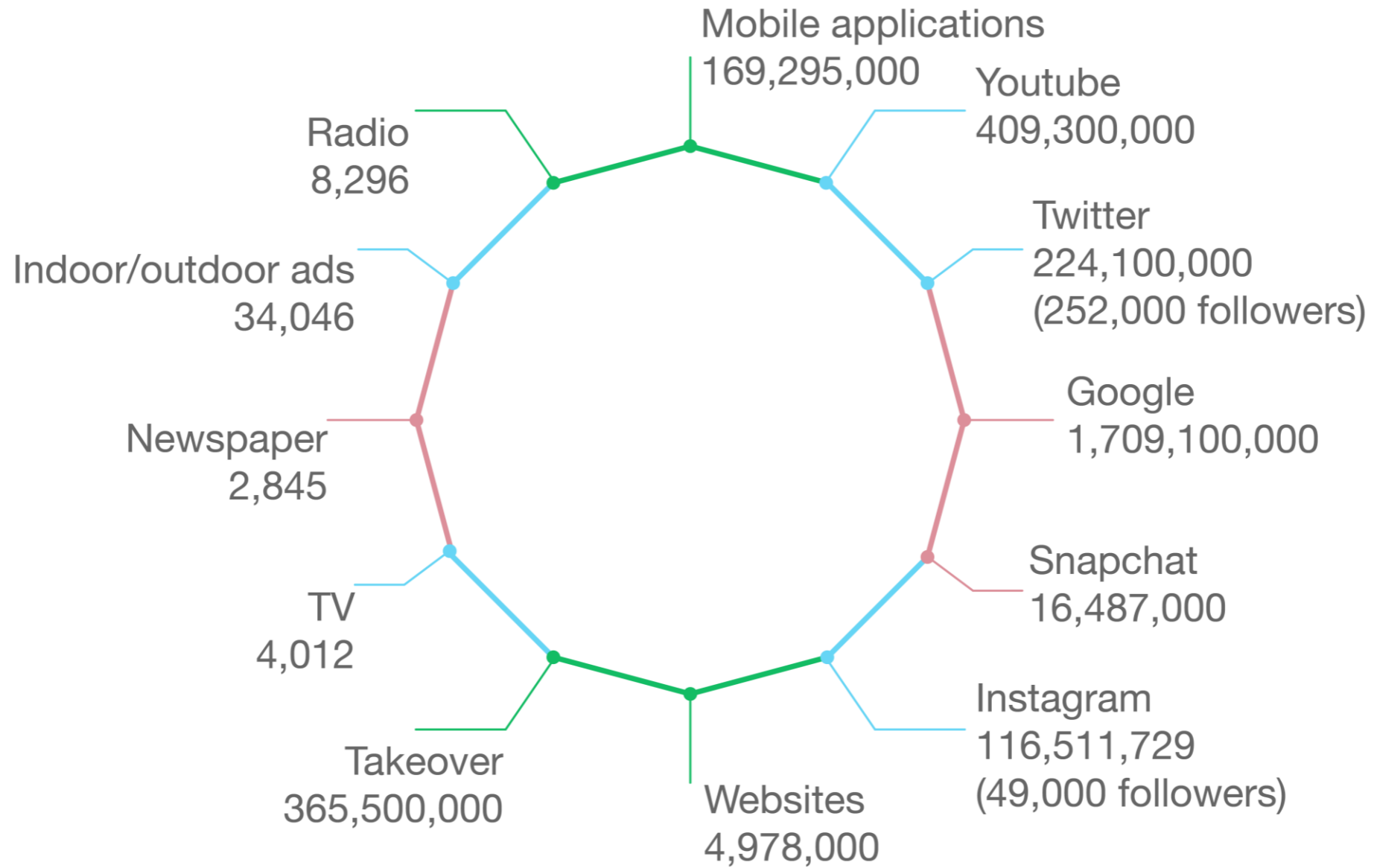
Building awareness strategy phase: built on three pillars with identification of target groups

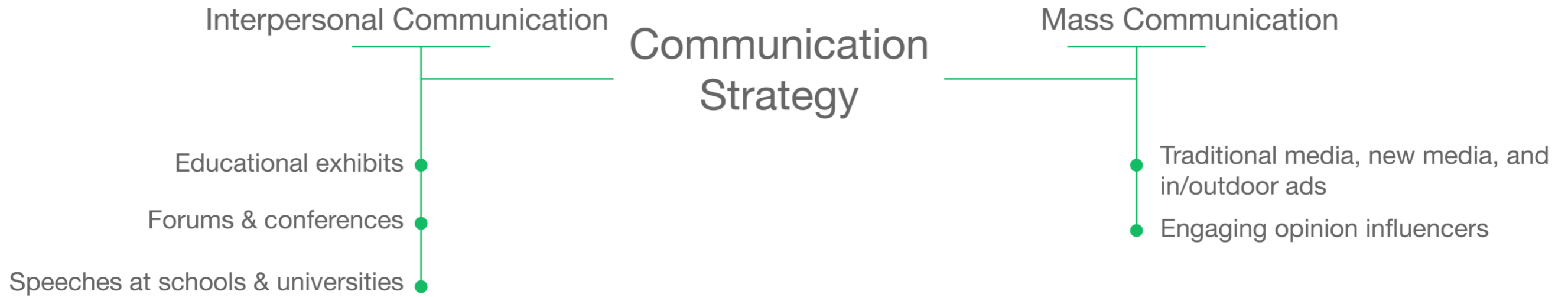


Campaigns Timeline



Platforms statistics





New Standards Introduction

Highest consuming products first

Massive & long

How we select a campaign

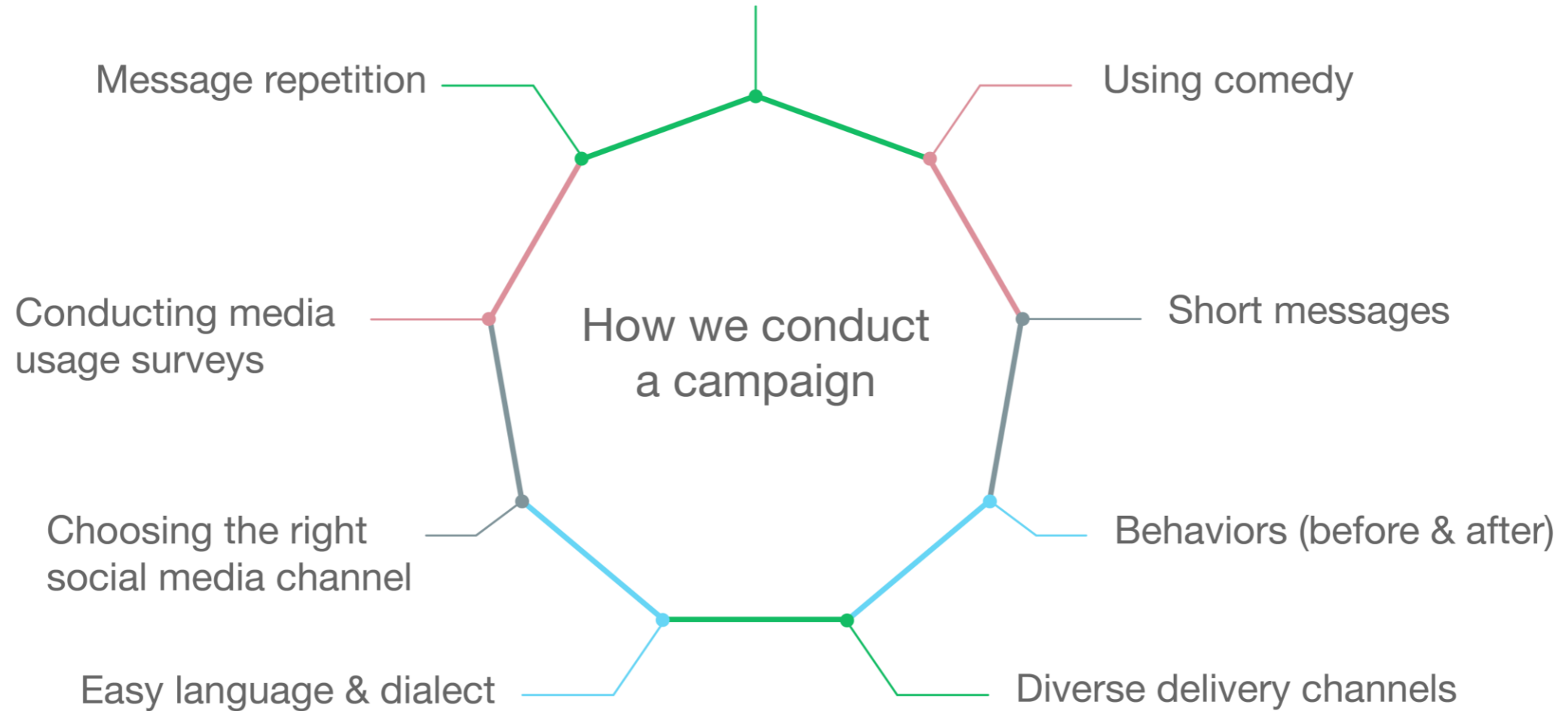
Label visibility

Campaign timings

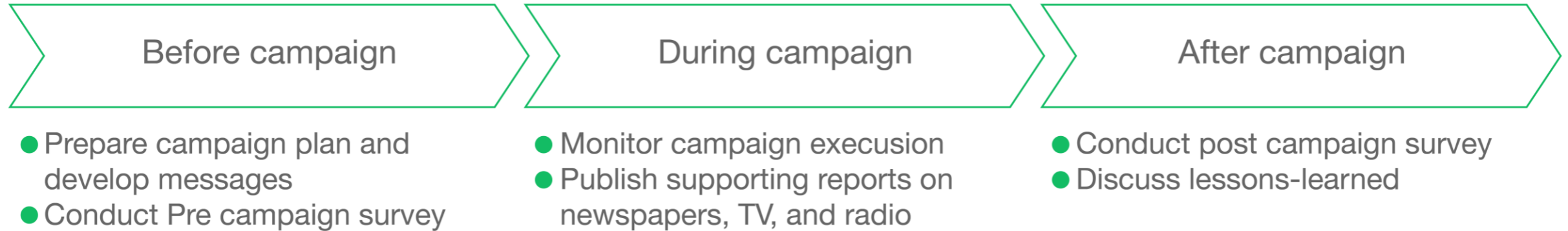
Single product focus



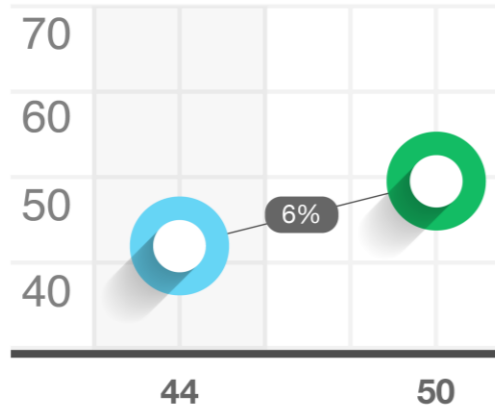
Design messages and videos for audience engagement



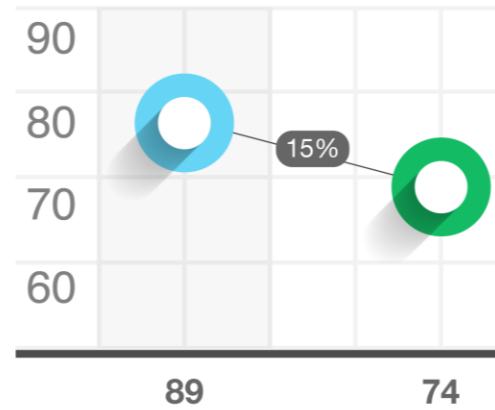
Campaign Phases



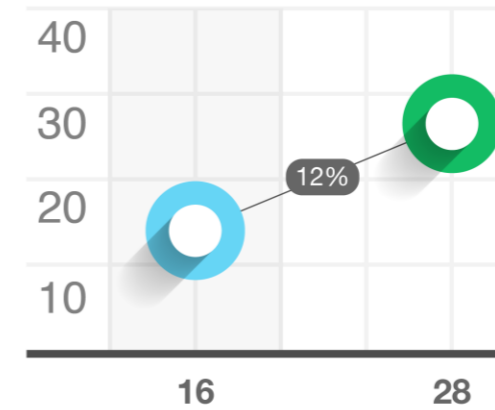
Some Survey Outcomes



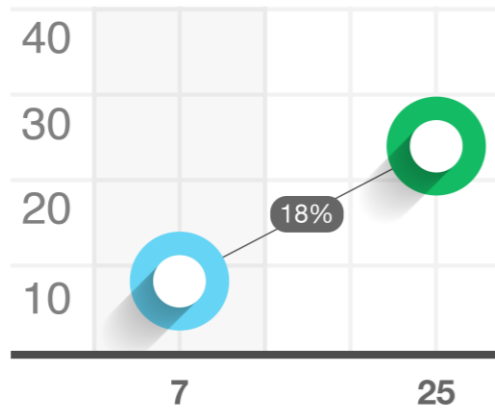
The most effective way to reduce electricity consumption at home is thermal insulation



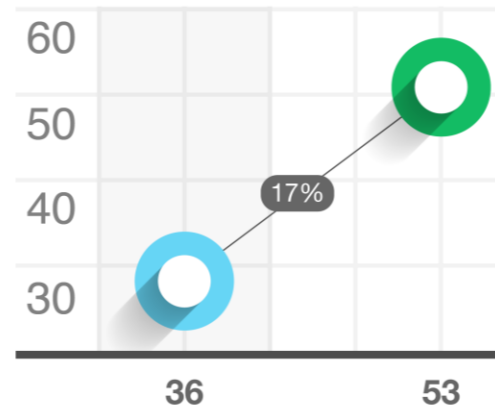
Warming up your car for more than 30 seconds



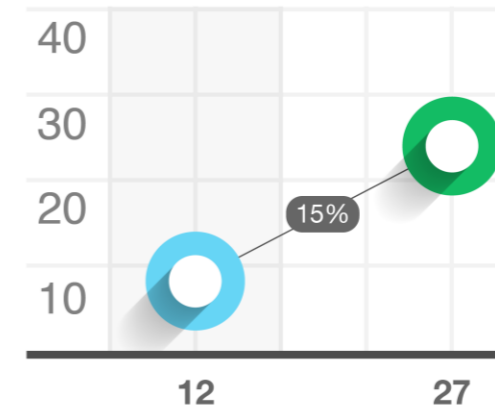
Using cruise control saves energy



Awareness about energy-efficient tires



Knowing the new insulation system

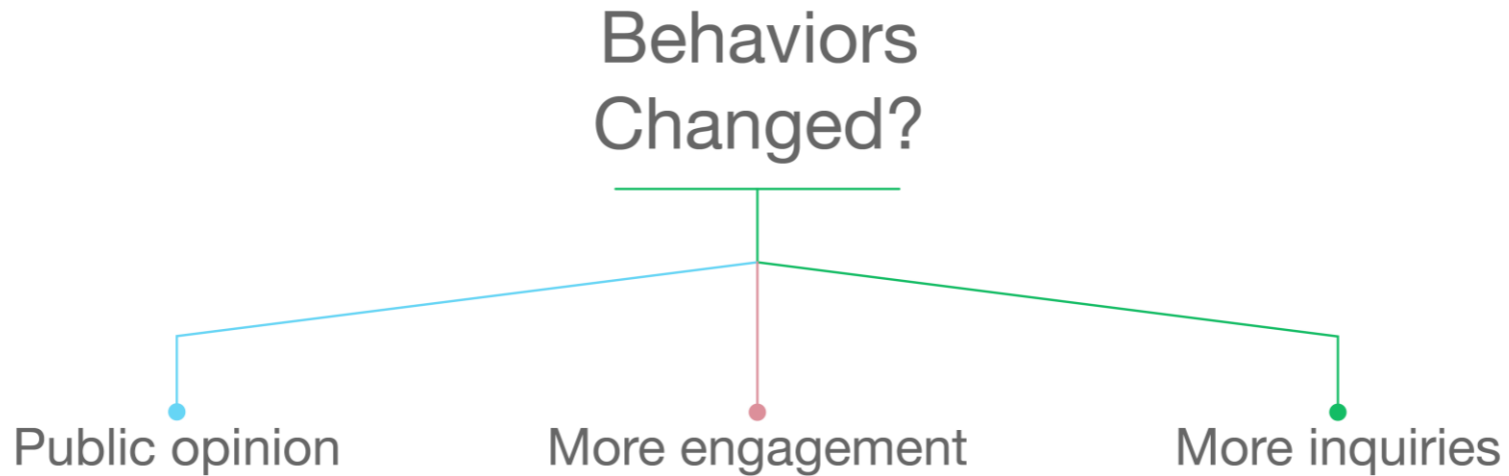


People who recognized the energy efficiency label



Lesson-learned

- There is little engagement when there is no campaign.
- More engagement during the campaigns.
- Short time for replies to gain trust.
- Using hashtags in the slogan of the campaign.



2017-2019
3-year
communication
Plan

● Continuous campaign throughout the year

● One big campaign

● Messages correspond to seasons

● Social media campaigns

● Price reform helped



THANK
YOU