What are the steps:
Communication Strategies

Appliances and Equipment: Session 7
Melanie Slade, IEA; Neha Dhingra, CLASP
Delhi 12 December 2018
#energyefficientworld
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:

- Who is your target audience?
- What do you want each target group to do with the information?
- What does each target group need/want to know? What will motivate them?
- What type of engagement is appropriate for each group?
  - Is it a formal process?
  - Is it for information exchange only?
- 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?
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?
### Common stakeholders in energy efficiency programmes

- **Industry Associations**
- **Manufacturers**
- **Importers**
- **Distributors**
- **Retailers**
- **Installers – Builders**
- **Architects - Designers**

- **Consumer Groups**
- **Consumers**
- **Government Agencies**
- **Different Levels of Government**
- **Utilities**
- **Standards Organisations**
- **Testing Laboratories**
- **Market Surveillance Authorities**
Group 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 in the industry/sector
• 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
Implementation Lead Time:

- Essential processes to introduce new product (includes minor changes) to comply with the regulation

- Define Product: Identify types of model involved based on new technology
- Product Development: Develop new product & design modification
- Conformity Assessment: Include tests according to regulation & certify products
- Set-up Production: Production line preparation/ install new facility

→ Lead time ranging from 6 – 40 months

Shorten & ensure smoothness of implementation lead time

→ Lead time ranging from 6 – 33 months
Communication frequency

- Most programmes will have new entrants periodically
  - E.g. New product suppliers, retailers, etc

- Therefore need for ongoing communication/outreach
  - Ensure programme visibility for existing and new entrants

- Other periodic opportunities:
  - Make stakeholders aware of planned consultation opportunities
  - Changes to program requirements
  - Results of evaluation and/or compliance
  - Workshops and related events
  - Training activities e.g. registration databases, smart calculators and apps, understanding labels
Communicating with Government is also Critical

• Formal requirement e.g. legislative, reviews

• To gain support for programme
  - Adequate resourcing for Programme
  - Seek to expand product coverage
  - Reporting on the evaluation programme or individual components
  - Reporting the results of compliance and monitoring activities

• Proposing a Communication Campaign

• Proposing other complimentary actions
  - e.g. public procurement of energy efficient products
  - e.g. Training of retail staff
  - e.g. Education of third parties (installers)
Communication channels

• Lots of options

• Dependent on:
  - resources
  - message (long/short/visual)
  - ability to reach target audience

• TV, radio, adverts, brochures, leaflets, posters, etc

• New technology: YouTube, Apps
Impact assessment of India’s labeling programme carried out in 2014, identified the following requirements:

- Increased consumer awareness and outreach
- Informed & Smart decisions by Consumers
- Consumer feedback mechanisms
- Market surveillance mechanisms
Communication and Outreach

A Mobile application for consumers

Informed decision making | Outreach and awareness

Retailer training program

18 programs in 6 major cities | 2000 retailers attended

Registration database

Energy saving

Advertisement

Alerts and updates

Technical committee meeting minutes

S&L website

Guidelines for manufacturers

www.beestarlabel.com
Advertisement on failed products

Attention Consumers

Following air conditioners failed to meet the energy consumption declared on their label:

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Manufacturer/Company Name</th>
<th>Brand</th>
<th>Model</th>
<th>Star Rating</th>
<th>EER as per REC record</th>
<th>Test Results (EER)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Samsung India Electronics Pvt. Ltd.</td>
<td>Samsung</td>
<td>AR06C5SE/WR5</td>
<td>3.61</td>
<td>2.75</td>
<td>2.68</td>
</tr>
<tr>
<td>2</td>
<td>Panasonic India Pvt. Ltd.</td>
<td>Panasonic</td>
<td>CS-AU180KR</td>
<td>2.82</td>
<td>2.35</td>
<td>2.44</td>
</tr>
<tr>
<td>3</td>
<td>Godrej &amp; Eureka Mfg. Co. Ltd.</td>
<td>Godrej</td>
<td>GSE18BFLW72</td>
<td>2.94</td>
<td>2.51</td>
<td>2.75</td>
</tr>
</tbody>
</table>

EER represents Energy Efficiency Ratio

This notice has been issued in compliance with the provision of regulation 7 of the Bureau of Energy Efficiency (Particulars & Manner of their Display on Labels of Room Air Conditioners) Regulations, 2009.

Attention Consumers

Following air conditioner failed to meet the energy consumption declared on its label:

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Manufacturer/Company Name</th>
<th>Brand</th>
<th>Model</th>
<th>Star Rating</th>
<th>EER as per REC record</th>
<th>Test Results (EER)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ETA General Limited</td>
<td>Universal</td>
<td>ARIA 316TX/ET</td>
<td>3.16</td>
<td>2.70</td>
<td>3.79</td>
</tr>
</tbody>
</table>

EER represents Energy Efficiency Ratio

This notice has been issued in compliance with the provision of regulation of the Bureau of Energy Efficiency (Particulars & Manner of their Display on Labels of Room Air Conditioners) Regulations, 2009.
## Energy savings – S&L website

### Savings showing for Financial Year 2018-2019

<table>
<thead>
<tr>
<th>Energy Savings since 2011</th>
<th>Energy Savings in 2018-2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>121.29 BU</td>
<td>1.83 BU</td>
</tr>
</tbody>
</table>

### Mandatory Appliances Produced in Financial Year 2018-2019

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Appliances</th>
<th>Star 1</th>
<th>Star 2</th>
<th>Star 3</th>
<th>Star 4</th>
<th>Star 5</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 &amp; 2</td>
<td>Room Air Conditioners (Window, High Wall Split, Ceiling Mounted)</td>
<td>39,939</td>
<td>1.68,173</td>
<td>8,10,438</td>
<td>1,131</td>
<td>81,401</td>
<td>11,01,082</td>
</tr>
<tr>
<td>3</td>
<td>Colour Television</td>
<td>11,74,272</td>
<td>14,92,616</td>
<td>7,70,691</td>
<td>6,36,686</td>
<td>1,33,222</td>
<td>42,07,487</td>
</tr>
<tr>
<td>4</td>
<td>Direct Cool Refrigerator</td>
<td>3,46,892</td>
<td>5,25,282</td>
<td>18,55,863</td>
<td>5,16,287</td>
<td>1,26,968</td>
<td>33,71,212</td>
</tr>
<tr>
<td>5</td>
<td>Distribution Transformer</td>
<td>53,939</td>
<td>5,308</td>
<td>0</td>
<td>83</td>
<td>5,113</td>
<td>64,443</td>
</tr>
<tr>
<td>6</td>
<td>Frost Free Refrigerator</td>
<td>28,760</td>
<td>2,47,411</td>
<td>5,34,834</td>
<td>86,392</td>
<td>939</td>
<td>8,98,336</td>
</tr>
<tr>
<td>7</td>
<td>Stationary Type Water Heater</td>
<td>0</td>
<td>60</td>
<td>29,323</td>
<td>1,91,905</td>
<td>9,38,479</td>
<td>11,59,767</td>
</tr>
<tr>
<td>8</td>
<td>Tubular Fluorescent Lamp (TFL)</td>
<td>1,19,69,099</td>
<td>0</td>
<td>19,59,297</td>
<td>0</td>
<td>4,238</td>
<td>1,39,32,634</td>
</tr>
<tr>
<td>9</td>
<td>LED LAMPS</td>
<td>0</td>
<td>0</td>
<td>4,13,20,517</td>
<td>17,105</td>
<td>6,59,701</td>
<td>4,19,97,323</td>
</tr>
<tr>
<td>10</td>
<td>Room Air Conditioner (Variable Speed)</td>
<td>0</td>
<td>0</td>
<td>7,72,707</td>
<td>79,054</td>
<td>1,84,993</td>
<td>10,36,834</td>
</tr>
</tbody>
</table>

### Voluntary Appliances Produced in Financial Year 2018-2019

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Appliances</th>
<th>Star 1</th>
<th>Star 2</th>
<th>Star 3</th>
<th>Star 4</th>
<th>Star 5</th>
<th>Total</th>
</tr>
</thead>
</table>

© OECD/IEA 2018
### Registration Database

<table>
<thead>
<tr>
<th>Model NAME</th>
<th>Gross Volume (litres)</th>
<th>Storage Volume (litres)</th>
<th>Electricity Consumption (unit per year)</th>
<th>Star Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>GN-M702HSH</td>
<td>190</td>
<td>174</td>
<td>159</td>
<td>1</td>
</tr>
<tr>
<td>GC-B519ESQ</td>
<td>200</td>
<td>169</td>
<td>163</td>
<td>2</td>
</tr>
<tr>
<td>GN-M602HLY</td>
<td>217</td>
<td>201</td>
<td>170</td>
<td>3</td>
</tr>
<tr>
<td>GN-M702HLF</td>
<td>230</td>
<td>211</td>
<td>173</td>
<td>4</td>
</tr>
<tr>
<td>GR-M772HLY</td>
<td>231</td>
<td>214</td>
<td>180</td>
<td>5</td>
</tr>
</tbody>
</table>

**Export to**
Technical Committee Meeting Minutes

Technical Committee Meeting

- Room Air Conditioner
- Ceiling Fan
- Colour Television
- Computer
- Direct Cool Refrigerator
- Domestic Gas Stove
- Frost Free Refrigerator
- General Purpose Industrial Motor
- Washing Machine
- Agriculture Pumpset
Key features of the mobile App

- 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
Energy and Cost Savings

- The App provides energy and cost savings of the labeled appliance using 1 Star as the basis.
Filter and Settings

- Allows users to filter products, change the settings and compare products
Consumer Feedback

- Users can provide product specific or generic feedback
- Users can also provide information on non-compliant products as feedback, thereby supporting market surveillance
- The app also allows users to save receipts and warranty cards to ensure frequent usage
Download the app

- The app can be downloaded at android and iOS playstore

- Keywords for searching the app are “BEE Star label”, “star rating”, “5 star” etc.
Mobile application on labeled products

Use Mobile App for Purchase of BEE Star Labelled Appliances

Key Features

- See cost savings due to star labelled appliances.
- Customize settings.
- Provides comparison among products.
- Provision for feedback.

How to Download:
Search for key words like “bee star label” on Apple or Android smart phones.
Group Session

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

What are the key elements to this strategy?

• Divide into three groups
• Each group given a different communications task (see following page)
• Each describe 5 proposed actions
Group Session

- Describe 5 proposed actions

- 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 support for a procurement policy for your government
Summary

- Communications are a vital part of energy efficiency programs, whether mandatory or voluntary types.
- Careful planning of targeted communications is vital to making them effective, and getting the most from your resources.
- Usually you will need ongoing communications that have a cumulative effect.
- Don’t forget to communicate to Government to keep them supporting your programme!
Why should industry be involved in policy development?

① Industry knows its products and the technical aspects:
   • technological potential/ solution
   • physical performance measurement
   • internationally standardized methods

② Industry knows the impact & lead time of implementation

③ Industry knows its market and its customers
   • promote awareness and demand for EE
   • market transformation

④ International industry can contribute its own experience with S&L schemes
   • Insight/ movement of neighbouring countries
Technology & Technical Aspects:

Inverter

- Improves efficiency & reduces electricity consumption by at least up to 30% (↓ 30Mtonne CO₂ – estimated in 2015)

Refrigerant

- R32 is a next generation refrigerant that efficiently carries heat and has lower environmental impact. (↓ 27Mtonne CO₂ – estimated from 2012)

Performance Evaluation

- Test standard: ISO 5151/ ISO 13253
- Rating standard: ISO 16358 (CSPF)

Environmental Impact of Air Conditioner Refrigerants and Trends

<table>
<thead>
<tr>
<th>Refrigerant</th>
<th>Ozone Depletion Potential (ODP)</th>
<th>100 Year Global Warming Potential of Different Refrigerants*1</th>
</tr>
</thead>
<tbody>
<tr>
<td>R12 (CFC)</td>
<td>1.0</td>
<td>10,900</td>
</tr>
<tr>
<td>R22 (HCFC)</td>
<td>0.055</td>
<td>1,810</td>
</tr>
<tr>
<td>R410A (HFC)</td>
<td>0</td>
<td>2,090</td>
</tr>
<tr>
<td>R32 (HFC)</td>
<td>0</td>
<td>675</td>
</tr>
</tbody>
</table>

Technology solution to support EE policy & contribute to environmental impact
① Technology & Technical Aspects: Global Demonstration Project

- Mexico demonstration project that evaluates energy saving comparing:
  R32 + Inverter Vs. R22 + Non Inverter

- INDIA demonstration project that evaluates energy saving comparing:
  R32 + Inverter Vs. R22 + Non Inverter

HFC32 inverter units achieved a 66% reduction of power consumption.
2. Impact & Lead Time of Implementation:

**Implementation Lead Time:**

- Essential processes to introduce new product (includes minor changes) to comply with the regulation

<table>
<thead>
<tr>
<th>Understand Regulation / Standard</th>
<th>Define Product</th>
<th>Product Development</th>
<th>Conformity Assessment</th>
<th>Set-up Production</th>
<th>Shipment</th>
<th>Market Stock Handling</th>
</tr>
</thead>
<tbody>
<tr>
<td>8mth</td>
<td>6mth</td>
<td>12mth</td>
<td>3mth</td>
<td>2mth</td>
<td>6mth</td>
<td>3mth</td>
</tr>
<tr>
<td>1mth</td>
<td>6mth</td>
<td>12mth</td>
<td>3mth</td>
<td>2mth</td>
<td>6mth</td>
<td>3mth</td>
</tr>
</tbody>
</table>

- Define Product: Identify types of model involved based on new technology
- Product Development: Develop new product & design modification
- Conformity Assessment: Include tests according to regulation & certify products
- Set-up Production: Production line preparation/ install new facility

→ Lead time ranging from 6 – 40 months

→ Lead time ranging from 6 – 33 months

Shorten & ensure smoothness of implementation lead time
Market Transformation & Promote Consumer Awareness:

Industry has direct interaction with consumer in educating & disseminating information of EE and promote higher demand of EE products.

Correlation Diagram of Industry & Market:

- Knowledge of EE Products
  - High energy saving awareness
  - Promote & offer high EE Products
  - Push effect

- Support the development of policy & implementation of EE
  - New technology
  - Drive & shape the market needs towards high EE Products
  - Push effect

- Increase awareness towards the impact of new technology to environmental aspects
## Industry Experience: Sharing of Insight & Global Movement

### Global movement of performance measurement standards and methods:

<table>
<thead>
<tr>
<th>Countries</th>
<th>Trend of Energy Efficiency Evaluation</th>
<th>Year CSPF implemented</th>
<th>Testing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malaysia</td>
<td>EER (Non &amp; Inv)</td>
<td>2018</td>
<td>✔️</td>
</tr>
<tr>
<td>Indonesia</td>
<td>EER (Non &amp; Inv)</td>
<td>2019/2020</td>
<td>✔️</td>
</tr>
<tr>
<td>Philippines</td>
<td>EER (Non)</td>
<td>2020</td>
<td></td>
</tr>
<tr>
<td>Vietnam</td>
<td>EER (Non &amp; Inv)</td>
<td>2017</td>
<td>✔️</td>
</tr>
<tr>
<td>Thailand</td>
<td>COP (Non)</td>
<td>2019</td>
<td>✔️</td>
</tr>
<tr>
<td>Singapore</td>
<td>Weighted COP (Non &amp; Inv)</td>
<td>2020</td>
<td>Self declared</td>
</tr>
<tr>
<td>India</td>
<td>EER (Non)</td>
<td>2018</td>
<td>✔️</td>
</tr>
<tr>
<td>Australia/New Zealand</td>
<td>AEER/ACOP (Non &amp; Inv)</td>
<td>2019</td>
<td>Self declared</td>
</tr>
</tbody>
</table>

Promote harmonization of performance evaluation to reduce technical barriers.
How to involve industry

- Contact *industry associations* when looking for
  - broad consensus
  - an industry wide overview of facts

- Contact *single companies* when
  - looking for new ideas
  - dealing with confidential issues

- Other aspects of information exchange
  - Contact industry as early as possibly (changes in product may take years)
  - Keep in mind that industry associations are bound by anti-trust law (some issues cannot be discussed)
Example Associations