Communication strategies to support energy efficiency goals

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International Energy Agency
Energy Efficiency in Emerging Economies
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Overview of session:

- Present research on communicating for behaviour change
- Discuss the process of designing and implementing a communications strategy
- Discuss the importance (and How-to) of compelling messages that resonate with your audience
- Share two recent lessons learned from India and Ukraine
Behaviour change communication:

• Interactive process with citizens and communities to develop communication strategies that promote positive behaviors.

• Based on proven theories of human decision making and designed to enable people to initiate and sustain positive behavior 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.
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
• Pledges can help people act on their good intentions
• 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?)
- Design compelling messages (What do we want people to know/feel?)
- Identify optimal channels (Where do people get trusted information?)
- Assign spokespeople (Who is a credible deliverer of our messages?)
- Determine a timeline and budget
- Design tactics (What do we need to do to encourage/inform dialogue?)
- 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.
Survey findings

- Jobs and high prices are top public concerns
- Energy sector seen as heading in the right direction, especially with regards to availability of electricity, but public concerned most about high energy prices
- A broad awareness and approval of energy reforms
- Personal responsibility regarding theft: stealing of electricity is frequent and getting worse, leading to significant impact on prices
- Personal responsibility regarding energy savings: energy saving efforts getting worse, though most people are concerned about personal savings
- Most respondents have heard about the government’s energy sector reforms; support weaker for privatization process
- Privatization support is driven by energy reliability; but concerns about jobs losses
Now, I am going to read you a list of concerns that some people may have. Please tell me which **TWO** of these are the most important for the government to address.

- Jobs and unemployment: 46%
- High prices: 40%
- Corruption: 34%
- Poverty: 25%
- Energy issues: 15%
- Health care: 12%
- Crime: 11%
- Education: 6%
- Environmental issues: 5%
- Relations with neighboring countries: 2%
Energy sector heading in the right direction

Generally speaking, do you think that the energy sector in Kosovo is going in the right direction, or do you feel the energy sector in Kosovo is going in the wrong direction?

- Right direction, strongly: 51%
- Right direction, somewhat: 38%
- 6%
Prices dominate energy concerns

Now, I am going to read you a list of concerns that some people may have about the energy sector in Kosovo. Please tell me which TWO of these concern you the most.

- High energy prices: 56%
- Corruption within the energy sector: 25%
- The digital electricity meters: 22%
- Air pollution caused by using coal: 22%
- The stealing of electricity by the public: 16%
- Reliability of electricity supply: 16%
- Privatization of Kosovo's energy companies: 13%
- Neighbor countries' involve in energy affairs: 11%
- The public's lack of energy-saving efforts: 3%
- Lack of renewable energy use: 3%
Energy saving efforts seen as getting worse

Now I will read you a list of issues concerning the energy sector in Kosovo. Please tell me if you think Kosovar citizens’ energy saving efforts is getting better or worse in Kosovo.

- **Much better**
- **Somewhat better**
- **Much worse**
- **Somewhat worse**

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Better</td>
<td>13%</td>
</tr>
<tr>
<td>Worse</td>
<td>51%</td>
</tr>
<tr>
<td>Somewhat better</td>
<td>38%</td>
</tr>
<tr>
<td>Much worse</td>
<td>22%</td>
</tr>
</tbody>
</table>
Most concerned about personal energy savings

Are you very concerned, somewhat concerned, a little concerned, or not at all concerned about saving energy in your home and place of work?

- Very concerned: 88%
- Somewhat concerned: 64%
- A little concerned: 24%
- Not at all concerned: 4%
Awareness of government’s energy efficiency outreach

Have you seen information from the government in recent weeks on energy efficiency?

- Yes, on TV: 55%
- Yes, in a newspaper: 7%
- Yes, on the radio: 6%
- Yes, from friends or family: 5%
- No: 24%
- Don't know/Refused: 2%
What specific energy savings techniques are you most likely to use within your own household, if you use any at all?

- Turn off lights in unused rooms: 82%
- Use a wood-burning stove: 69%
- Install energy-efficient light bulbs: 64%
- Only turn on water boiler when needed: 56%
- Use electricity only during the low-tariff periods: 43%
- Use alternative energy means, like heating water in the sun: 22%
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?)
- Design compelling messages (What do we want people to know/feel?)
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- Determine a timeline and budget
- Design tactics (What do we need to do to encourage/inform dialogue?)
- Set measurable goals (How will we know if we are succeeding?)
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 behaviours would we like to see?
- Identify informational and attitudinal objectives
  - Awareness-raising campaigns are necessary but they will not change minds or behaviours.
  - You need attitudinal objectives as well.
Example of setting objectives

- AdCouncil partnered with US Department of Energy on a campaign to demonstrate that energy efficient actions can reduce household energy bills.

- Research showed 79% of surveyed parents believed the #1 reason to save energy in the home was to save money.

- Objectives from 2011-2012 were to:
  - Drive traffic to “energysavers.gov” website for helpful tips
  - Encourage people to purchase Energy Star appliances
  - Promote household insulation
  - Encourage home energy audits
Designing and implementing a strategy:

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- Design tactics (What do we need to do to encourage/inform dialogue?)
- Set measurable goals (How will we know if we are succeeding?)
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 repetitive
• 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 message testing

Now I am going to read some things that the government might say about the energy sector. For each one, please tell me whether it makes you feel much more favorable toward the government's reforms, somewhat more favorable, just a little more favorable, no difference, or unfavorable toward the government's reforms.

<table>
<thead>
<tr>
<th>Message Category</th>
<th>Description</th>
<th>Example of message testing</th>
<th>Favorable Responses</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(E RE BIZ)</strong></td>
<td>We need to make the energy sector work for Kosovo. The new, modern power plant, Kosovo e Re, uses the most updated technology to produce cleaner, more reliable electricity that will reduce the cost of power outages to businesses and spur economic growth.</td>
<td>44</td>
<td>72%</td>
<td></td>
</tr>
<tr>
<td><strong>(USING ENERGY WISELY)</strong></td>
<td>We need to use energy more wisely: citizens need to use energy-saving steps in their homes; KEDS needs to reduce energy losses in distribution; KEK needs to mine and burn lignite in the cleanest possible way. Only when we all join together and use energy wisely will our country move forward.</td>
<td>36</td>
<td>72%</td>
<td></td>
</tr>
<tr>
<td><strong>(E RE ENVIRO)</strong></td>
<td>Kosovo e Re will play a critical role in Kosovo's energy future. The plant will replace Kosovo A, ensuring that Kosovars will not only receive a constant supply of energy, but that the energy produced will create less pollution.</td>
<td>34</td>
<td>66%</td>
<td></td>
</tr>
<tr>
<td><strong>(RENEWABLE)</strong></td>
<td>Right now, electricity in Kosovo is unreliable and prices are too high. To have better and more affordable electricity, we need to increase our use of renewable energy--wind, water, and solar--in addition to coal.</td>
<td>34</td>
<td>65%</td>
<td></td>
</tr>
</tbody>
</table>
### Example of slogan testing

For each phrase, I'd like for you to tell me how much more favorable that phrase makes you feel towards the government's energy reforms - does it make you feel much more favorable, somewhat more favorable, just a little more favorable, or no difference?

<table>
<thead>
<tr>
<th>Slogan</th>
<th>Much more favorable</th>
<th>Somewhat more favorable</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Reliable, Cleaner Energy</td>
<td>50</td>
<td>79</td>
</tr>
<tr>
<td>Using Energy Wisely</td>
<td>50</td>
<td>75</td>
</tr>
<tr>
<td>Creating Jobs with Energy</td>
<td>47</td>
<td>76</td>
</tr>
<tr>
<td>Modern Energy, Modern Kosovo</td>
<td>41</td>
<td>75</td>
</tr>
<tr>
<td>Energy for the Future</td>
<td>38</td>
<td>82</td>
</tr>
<tr>
<td>Energy for Development</td>
<td>38</td>
<td>64</td>
</tr>
<tr>
<td>Healthy Energy, Strong Kosovo</td>
<td>35</td>
<td>65</td>
</tr>
<tr>
<td>Power for an Independent Kosovo*</td>
<td>31</td>
<td>62</td>
</tr>
<tr>
<td>Kosovo Energy</td>
<td>26</td>
<td>70</td>
</tr>
</tbody>
</table>
Messages shift support toward government’s reforms

Based on what you know, do you think the government's energy reforms will have a mostly positive or mostly negative impact on average Kosovars?

Now let me ask you again. Based on what you know, do you think the government's energy reforms will have a mostly positive or mostly negative impact on average Kosovars?

- Positive: 56%
- Negative: 25%

Now let me ask you again:

- Positive: 64%
- Negative: 18%

The percentage difference is +8%.
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.
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?)
- Determine a timeline and budget
- Design tactics (What do we need to do to encourage/inform dialogue?)
- Set measurable goals (How will we know if we are succeeding?)
Where do people get trusted information?

What is your main source of information for news?

- Television: 82%
- Internet: 5%
- Radio: 5%
- Newspaper: 3%
- Other: 2%
- Word of mouth: 2%
SMS messages will have a wide reach

Do you have a telephone in your home - either a home phone or a mobile phone? [89% mobile]

- Home phone only: 5
- Mobile phone only: 67
- Home and separate mobile phone: 22
- No phone: 5

%
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?)
• Design compelling messages (What do we want people to know/feel?)
• Identify optimal channels (Where do people get trusted information?)
• Assign spokespeople (Who is a credible deliverer of our messages?)
• **Determine a timeline and budget**
• Design tactics (What do we need to do to encourage/inform dialogue?)
• Set measurable goals (How will we know if we are succeeding?)
Example of a timeline – preparation phase

<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
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**PRESENT COMMUNICATION PLAN & CONDUCT WORKSHOPS**

<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>MONDAY</th>
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<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
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**MED releases bid for new Kosovo e Re transaction monitor**

<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
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<tbody>
<tr>
<td>31-Mar</td>
<td>1-Apr</td>
<td>2-Apr</td>
<td>3-Apr</td>
<td>4-Apr</td>
<td>5-Apr</td>
<td>6-Apr</td>
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**DEVELOP SOCIAL MEDIA CAMPAIGN & UPDATE WEBPAGES**

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<tr>
<td>7-Apr</td>
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<td>9-Apr</td>
<td>10-Apr</td>
<td>11-Apr</td>
<td>12-Apr</td>
<td>13-Apr</td>
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**HIRE AD FIRM: WRITE AD SCRIPTS AND DEVELOP PRINT ADS**

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<thead>
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<th>SUNDAY</th>
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<th>FRIDAY</th>
<th>SATURDAY</th>
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<tr>
<td>14-Apr</td>
<td>15-Apr</td>
<td>16-Apr</td>
<td>17-Apr</td>
<td>18-Apr</td>
<td>19-Apr</td>
<td>20-Apr</td>
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**DEVELOP AND WRITE WHITE PAPERS ON REFORMS**

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**ORGANIZE, SET UP, PLAN EVENTS FOR LAUNCH WEEK**

Dates shown assume a launch week of April 22
Example of a timeline – campaign phase

Dates shown assume a launch week of April 22

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<th>SUNDAY</th>
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<tbody>
<tr>
<td>21-Apr</td>
<td>22-Apr</td>
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<td>24-Apr</td>
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**WEEK ONE: CAMPAIGN LAUNCH**

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<tr>
<th>28-Apr</th>
<th>29-Apr</th>
<th>30-Apr</th>
<th>1-May</th>
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<th>3-May</th>
<th>4-May</th>
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<tbody>
<tr>
<td></td>
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<td></td>
<td>RenewableEnergy and Energy Efficiency Policy Papers are released</td>
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<td>KEDS transfers to Limak-Calik</td>
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</tbody>
</table>

**WEEK TWO: OPENING NEW INVESTMENT**

<table>
<thead>
<tr>
<th>5-May</th>
<th>6-May</th>
<th>7-May</th>
<th>8-May</th>
<th>9-May</th>
<th>10-May</th>
<th>11-May</th>
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**WEEK THREE: REDUCING PRICES**

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<tbody>
<tr>
<td></td>
<td></td>
<td>MED/WB/EC donor conferences on Sustainable Energy for Kosovo</td>
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**WEEK FOUR: CREATING JOBS & BRINGING INVESTMENT**
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?)
• Design compelling messages (What do we want people to know/feel?)
• Identify optimal channels (Where do people get trusted information?)
• Assign spokespeople (Who is a credible deliverer of our messages?)
• Determine a timeline and budget
• Design tactics (What do we need to do to encourage/inform dialogue?)
• Set measurable goals (How will we know if we are succeeding?)
Designing and implementing tactical activities

- Be opportunistic and creative
- Look at your calendar and plan high-impact communications activities, including a Central Campaign Action
- Disciplined implementation is critical
- 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
Designing and implementing a strategy:

- Conduct opinion research (What does our audience think/feel?)
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- Determine a timeline and budget
- Design tactics (What do we need to do to encourage/inform dialogue?)
- Set measurable goals (How will we know if we are succeeding?)
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 behaviours?
▫ **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
Recent lessons learned

- India: analysis of recent energy efficiency campaigns
- Ukraine: ongoing, long-term national communication campaign
Research on energy efficiency campaigns in India

1. Review major EE communication campaigns
2. Identify major stakeholders having communication programs on EE
3. Consultations and interviews with institutional stakeholders
4. Survey with energy consumers

- Analysis of existing / ongoing campaigns
- Target groups and preferred channels
- Opinions on EE
- Wish-list on EE communications
- Success stories & lessons learned

Communication needs assessment
Six Key Recommendations
Stakeholder mapping: consultations with institutional stakeholders and consumers

**Policymakers and Nodal Agencies**
- Niti Aayog
- BEE
- PCRA

**Implementers**
- JICA, GiZ, Shakti Foundation, UNIDO
- Edelman, Comfed
- FICCI, NITRA, IamSMEofIndia
- EESL, SIDBI

**Consumers**
- Twenty (20) residential consumers
- Seventeen (17) commercial consumers
- Three (3) rural/agricultural consumers
- Three (3) industrial consumers
EE Communication campaign landscape in India
Major programs on EE communication

- PCRA
- BEE
- EESL
- NDTV
- Shakti

IEC campaign on fuel saving
IEC campaign on energy saving
ILedTheWay campaign on DELP
Mission Energy TV campaign
Utility CEO Forum
**Major EE Communication Campaigns - Snapshot**

- **Impact Assessment**
  - Dedicated impact assessment of educational campaign by third party, quantification of results in terms of fuel and monetary savings

- **Target audience**
  - Residential
  - Industry
  - Commercial
  - Agriculture
  - Transport
  - Energy users (end-consumers) from above sectors

- **Sectors covered**
  - Residential
  - Industry
  - Commercial
  - Agriculture
  - Transport

- **Educational Campaigns by PCRA**
  - TVCs (national)
  - Radio jingles (national and local)
  - Newspapers and other print (national)
  - Celebrity endorsement (national)
  - Painting and Essay competition for school students (national)
  - City-level street events (Raahgiri, local)
  - Demonstration of better driving habits and benefits (national)
  - Electronic interface at stalls in major consumer events (IITF, etc.)
  - Android game for mobile phones
  - Android app for efficient driving tips
  - Crowd-sourcing of motivators for fuel saving through mygov.in
  - Facebook page
  - You-tube page

- **Mass Media**
  - Print
  - Electronic

- **Out-Of-Home (OOH)**
  - TVCs
  - Radio jingles
  - Newspapers and other print

- **Digital space**
  - Android game
  - Android app

- **Residential**
  - Industry
  - Commercial
  - Agriculture
  - Transport
  - Energy users (end-consumers) from above sectors
Educational Campaigns by PCRA
Features and Characteristics

- Most comprehensive Inform, Educate and Communicate (IEC) campaign on EE
- Objective of creating awareness about importance, methods and benefits of conserving petroleum products
- All major sectors covered
- Targeting multiple motivating factors (health, money, conservation, environment etc.)
- Electronic, press media and Android Apps/Games
- Repetitive in nature (March - May every year)
- Messages included a call to action with easy-to- implement and practical conservation tips
## Educational Campaigns by PCRA
### Sectors and Key Messages

<table>
<thead>
<tr>
<th>Sector</th>
<th>Key Messages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial</td>
<td>Energy Efficiency in industry through Energy Audits and operating practices</td>
</tr>
<tr>
<td>Transport</td>
<td>Fuel efficiency, driving habits, car-pooling, etc.</td>
</tr>
<tr>
<td>Agricultural</td>
<td>Operating practices for farm equipment like tractors, star rated water pumps, etc.</td>
</tr>
</tbody>
</table>
## Educational Campaigns by PCRA
### Sectors and Key Messages

<table>
<thead>
<tr>
<th>Domestic</th>
<th>Commercial</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fuel/ electricity saving tips at homes/residences, Use of Star labelled equipment</td>
<td>Energy Efficiency in buildings, Energy Audits, Use of Star labelled equipment</td>
<td>Use of bio-fuels, Gender specific communication, etc.</td>
</tr>
</tbody>
</table>
Educational Campaigns by PCRA
Innovative Approach

School Level Interventions - Painting and Essay writing Competitions
Participation
23,000
2014-15
5,00,000
2015-16

India International Trade Fair & Oil & Gas Conservation Fortnight - Events, Exhibitions, Stalls, Games, Puzzles, Word hunt
Over 118,000 subscribers on Facebook

Raahgiri - Nukkad Natak (Street plays), Slow Cycling Competitions, Pledge writing, Demonstration of particulate matter (measurements) at crossings and fuel stations
Reached 4.8 million users through 45,000 fuel stations
## Educational Campaigns by PCRA
### Innovative Approach

### Android based mobile applications

<table>
<thead>
<tr>
<th>PCRA - Fuel Saving Tips</th>
<th>Drive Smart and Save Fuel</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="PCRA - Fuel Saving Tips" /></td>
<td><img src="image2" alt="Drive Smart and Save Fuel" /></td>
</tr>
</tbody>
</table>

**Simple tips to save fuel & money (LPG in domestic, Petrol/Diesel in Transport, Agriculture etc.)**
- Use optimum quantity of water
- Reduce the flame when boiling starts
- Soak before cooking

App provides an indicative monetary savings by adopting such tips

**Gives score based on driving and efficiency skills to unlock and play new levels,**
Game teaches to play smartly to save fuel while driving
Educational Campaigns by PCRA
Impact Assessment

- Annual Post-campaign survey – measuring shift in behavior, attitude of end users
- External agency is hired on QCBS mechanism
- Quantitative analysis of the tangible gains/savings accrued by increase in awareness

An impact assessment study conducted for the year 2013–14 demonstrated that mass awareness campaigns resulted in estimated fuel savings of 567,375 MT of petrol, 1,873,083 MT of diesel, and 948,383 MT of LPG. These savings will reduce carbon dioxide emissions into the atmosphere by approx. 9.10 million MT

Source: PCRA
Communication Needs Assessment
Specific needs for stakeholder groups

1. Policy makers and nodal agencies

2. Implementing agencies (development agencies, FIs, ESCOs, etc.)

3. Industry (Designated Consumers and MSMEs)

4. End-users related—Transport, Appliances, Buildings

Specific as well as common communication needs have been identified for each of the target groups, depending on their role in promoting EE.
Common across all stakeholder groups

- **Significance of EE and the need to spread awareness of EE is acknowledged uniformly across all stakeholder groups**
  - Institutional stakeholders as well as end users responded that EE policy in India is moving in the right direction
  - This can be leveraged to broaden the reach and deepen the coverage of EE policies
  - This also provides avenues for continuous recall on significance of EE

![Bar Chart: Significance of Importance of EE](chart1)

- **No. of Respondents**
  - Very Important: 27
  - Somewhat Important: 33
  - Not Very Important: 13
  - Not Somewhat Important: 7

![Pie Chart: Direction of EE](chart2)

- **Right Direction - Strongly Agree**: 23, 57%
- **Right Direction - Somewhat Agree**: 12, 30%
- **Wrong Direction - Strongly Disagree**: 5, 13%
Policymakers and Nodal Agencies

- **Policymakers and nodal agencies for EE implementation need to reach out to broader audience, including inter-ministerial ones**
  - **Reach-out**: Holistic implementation of EE measures will require cross-cutting efforts from various ministries and departments
  - **Identify**: Top-down approach to create a platform or forum of representatives from each of such ministries who have identified role in EE improvement in economy
  - **Implement**: Such platform may be constituted under leadership of relevant opinion leader, and with clarity of purpose and defined agenda
  - **Precedence**: Utility CEO Forum currently convened under EESL may serve as a guiding framework
Implementers

- Close Integration among teams
- Overcome Administrative Barriers
- Streamline processes
- Connect with target audience
- Conduct regular impact assessment

In addition, provision of adequate budget ready (in-house) availability of communication experts at disposal of technical teams is desired
EE is one of the most effective means of improving industry’s bottom-line, however, several soft factors inhibit undertaking EE investments by the sector.

Communicating with decision makers in industry is different from regular mass media campaigns for general public and consumer groups.
End-users related - Transport, Appliances and Buildings

- End-users largely constitute residential, commercial and agricultural consumers, including drivers (transport)

Communication tools for behaviour change with respect to EE needs to be very different than those for general products’ promotion related communication.
Six recommendations for improving national discours with consumers on EE

1. **Conduct Consumer Research**
   - A must for behaviour change comms

2. **Develop Effective Messaging**
   - Distinctive
   - Credible
   - Compelling

3. **Build Implementer’s Capacity**
   - Message development workshops
   - Media training

4. **Streamline Operations & Processes**
   - Creatives Development and approvals
   - Media buying

5. **Enable Close Coordination**
   - Effective debriefing by tech. team
   - Quicker TATs

6. **Conduct Impact Assessment**
   - Do course correction
   - Optimize expenses
Ukraine: tariff reforms accompanied by national communication campaign

- The national communication strategy focused on energy tariff reforms and the mitigation measures of energy efficiency and social protection:
  - Original opinion research
  - Messaging workshops with Government agencies and donors
  - Seven training sessions for 278 journalists and media monitoring
  - Secret Shopper exercises
  - Development of an ad for print, internet, and TV

- Focus group discussions in 10 regions before/after the heating season were used to inform the campaign’s messages and TV ad

- In regions where media training was conducted, the quality of reporting on energy reforms improved

- TV ad appears on 15 Government websites, ran on 19 TV channels for four weeks (approximately 1400 times)

- Many energy campaigns are underway and need to be coordinated at a high level in Government
A communications strategy is a process more than a document

- 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
Break-out session

Analyze energy efficiency videos
Breakout Groups’ Exercise

- https://www.youtube.com/watch?v=fJxpyqN1SPg
- https://www.youtube.com/watch?v=78inBbbVUfk&feature=youtube_gdata_player
- https://www.youtube.com/watch?v=jbNDWzQf_Jo&feature=youtube_gdata_player
- https://www.youtube.com/watch?v=Sw01EezJb_w&feature=youtu.be (CFL)
- https://www.youtube.com/watch?v=6RvEYFmsRKg&feature=youtu.be (CFL)
- https://www.youtube.com/watch?v=byLWR8XGcOo (use patterns)
- https://www.youtube.com/watch?v=DHUzEfjbMa4 (refrigerator replacement)
- https://www.youtube.com/watch?v=BuZBTAh_uwg (bulbs replacement)
- https://www.youtube.com/watch?v=_UrZHNIrR6k (use patterns)
- https://www.youtube.com/watch?v=NuqE3MotXps (reducing the use of appliances)
- https://www.youtube.com/watch?v=fyg5C7sg6ao (where to place the refrigerator)
Thank you

Questions and Discussion