How Can Energy Efficiency Campaigns in India Have More Impact?

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Are you ready to be India's Energy Efficiency Star!

Inviting participation in School, State and National Level Painting Competition on Energy Conservation-2010

The Ministry of Power, Government of India invites children to paint a world of their imagination and discover the magic of a clean, green and energy efficient future. A future which it will inherit. In this process, the children will not only learn a few good things but will also teach a few things.

Themes for School Level Painting Competition

Themes

Prizes

For 4th, 5th & 6th Standard Students

Energy saved is future saved
What did we do?

**INPUTS**

1. Review national EE communication campaigns
2. Identify groups with communication programs on EE
3. Interview key stakeholders
4. Survey energy consumers

**ANALYSIS**

- Analyze ongoing campaigns
- Assess audiences, channels
- Survey opinions on energy efficiency
- Review successes, lessons learned

**OUTPUTS**

- Communication Needs Assessment
- Six Key Recommendations
In-depth analysis of national EE campaigns in India

PCRA: IEC campaign on fuel saving
BEE: IEC campaign on energy saving
EESL: LedTheWay campaign on DELP
NDTV: Mission Energy TV campaign
Shakti: Utility CEO Forum
Educational Campaigns by PCRA

**Industrial**
- Energy Efficiency in industry through Energy Audits and operating practices

**Transport**
- Fuel efficiency, driving habits, car-pooling.

**Domestic**
- Fuel, electricity saving tips at homes, Star labelled equipment

**Commercial**
- Energy Efficiency in buildings, Energy Audits, Star labelled equipment
“ILedtheWay” campaign by EESL

HAVE YOU LED THE WAY TO A BRIGHTER AND SMARTER INDIA?
Communication Campaign by BEE

National Energy Conservation Awards

Organized annually to recognize innovation, achievements in energy conservation

Held on National Energy Conservation Day, communicated through newspaper ads

Eligible sectors: industry, buildings, railways, manufacturers of star-labeled appliances, electricity distribution companies

Participating units in NECA 2015 collectively invested 238.4 billion INR in energy conservation measures. They achieved an annual monetary savings of 292.8 billion INR with a short payback period of only 11 months. This resulted in saving 2,598 million kWh of electrical energy.
Mission Energy – NDTV

STAYING COOL WITHOUT FANS OR ACs

COOL IT RIGHT

* * *

SMART AC TIPS

HEAT THE SMART WAY

COOL IT RIGHT

DO IT RIGHT NOW!!

TURN OFF LIGHTS AND FANS WHEN NOT REQUIRED

70

Defrost

Tuesday's

SMART AC TIPS
Stakeholders Interviewed

1. Policy makers
2. Implementing agencies, service providers
3. Industry
4. Consumers

Specific as well as common communication needs were identified for each target group, depending on their role in promoting EE.
Communication Needs Assessment

Need to raise awareness on EE was acknowledged across all stakeholder groups

✓ Institutional stakeholders and consumers responded that EE policy in India is moving in the right direction

✓ Time is right to broaden the reach and deepen the coverage of EE policies

✓ Need to reduce bureaucracy, provide adequate budget

✓ Need to tailor messages to audience groups (industrial distinct from consumers)
6 Recommendations for Making EE Campaigns More Effective

1. Develop Effective Messaging
   - Distinctive
   - Differentiated
   - Credible
   - Connected

2. Conduct Consumer Research
   - A must for behavior change

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
   - Do course correction
   - Optimize expenses

6. Conduct Impact Assessment