



How Can Energy Efficiency Campaigns in India Have More Impact?



**Heather Worley, World Bank
Jayakrishnan Nair, PWC**

ENERGY IS LIFE



CONSERVE IT

WANT TO GIFT YOUR MOTHER A MOBILE?
TRIM THE FLAME WHEN BOILING STARTS.



Trim the flame when boiling starts and save up to **Rs. 1,500*** annually on your gas bill.

Controlling stove fire is BEE's message to lower temperature in the vessel. This ensures that you gas cylinder lasts longer and you end up saving up to Rs. 1,500* annually. Also, whether you start to use your mother's new mobile phone or use the money to do something else, being frugal is a wonderful thing, isn't it?

- Some more easy ways to save gas:
1. Use optimum quantity of water for cooking.
 2. Always keep the lid on.
 3. Use a pressure cooker.

For more information, visit www.pcraindia.org or call 011-26194000.



PCRA Petroleum Conservation Research Association
Government of India, Ministry of Power, New Delhi-110002

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 they will inherit. In this process, the children will not only learn a few good things but will also teach us a few things!

Themes for School Level Painting Competition

- Themes**
- More stars, more savings
 - Today's energy wastage is tomorrow's energy shortage
 - Energy saved is future saved

For 4th, 5th & 6th Standard Students

Prizes

Level	First	Second	Third	Consolation
State/ UT Level	Rs. 10,000-	Rs. 8,000-	Rs. 5,000-	Rs. 1,000- each (10 nos)
National Level	Rs. 1,00,000-	Rs. 50,000- each (4 nos)	Rs. 25,000- each (8 nos)	BEE Prizes of Rs. 10,000- each (10 nos)



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

ILedTheWay campaign on DELP

NDTV

Mission Energy TV campaign

Shakti

Utility CEO Forum

Educational Campaigns by PCRA

Industrial

**WANT YOUR BUSINESS TO BE MORE PROFITABLE?
GET AN ENERGY AUDIT DONE IN YOUR FACTORY.**



An energy audit can save you up to 20%* on your fuel and energy bill.

An energy audit is essential to identify the sources of energy wastage in your factory. A final energy audit helps optimize the energy consumption of industrial equipment like furnaces, boilers, DG sets, motors and distribution networks, air compressors and refrigeration and biomass boiler towers. The result: you end up saving up to 20%* on your energy bill.

Some easy ways to save energy:

1. Optimize the usage of energy.
2. Monitor the energy consumption of DG sets regularly.
3. Replace old and unproductive equipment with new and highly efficient equipment.

For more information, visit www.pcra.org or call 011-26198666.

**SAVE FUEL
YAA/ SAVE MONEY**

PCRA Petroleum Concretives Research Association
Petroleum Concretives Research Association
Petroleum Concretives Research Association
Petroleum Concretives Research Association

Energy Efficiency in industry through Energy Audits and operating practices

Transport

**बेटी के लिए कम्प्यूटर खरीदना है?
गाड़ी को 45-55 कि.मी.प्र.घं.
की गति पर चलाएं।**



गाड़ी 45-55 कि.मी.प्र.घं. की गति पर चलाएं और सालाना ईंधन बिल पर 25,000* रुपये तक बचाएं।

बैंगन बचत योजना का लाभ उठाने के लिए आप गाड़ी में 45-55 कि.मी.प्र.घं. की गति पर चलाएं। इससे आप ईंधन की खपत कम कर सकते हैं और सालाना 25,000 रुपये तक बचा सकते हैं।

बैंगन बचत के कुछ और लाभ हैं:

1. गाड़ी को सुरक्षित रखें।
2. गाड़ी को धीरे से चलाएं।
3. गाड़ी को ठीक से रखें।

सर्विस जानकारी के लिए कृपया www.pcra.org या कॉल करें 011-26198666

**बैंगन की बचत
पैसे की बचत**

पी सी आर पेट्रोलियम कंसोर्टियम अनुसंधान संघ
Petroleum Concretives Research Association
Petroleum Concretives Research Association
Petroleum Concretives Research Association

Fuel efficiency, driving habits, car-pooling.

Domestic

**WANT TO GIFT YOUR MOTHER A MOBILE?
TRIM THE FLAME WHEN BOILING STARTS.**



Trim the flame when boiling starts and save up to **Rs. 1,500* annually** on your gas bill.

Boiling starts at 100°C. Boiling water at higher temperatures is wasteful. This means that your gas bill will be higher and you will be spending on Rs. 1,500* annually. Also, excessive gas usage has a detrimental effect on the environment. Use the money for something else, buying a gift or something else for her!

Some necessary ways to save gas:

1. Use sufficient quantity of water for cooking.
2. Reduce time for burner flame.
3. Use a pressure cooker.

For more information, visit www.pcra.org or call 011-26198666.

**SAVE FUEL
YAA/ SAVE MONEY**

PCRA Petroleum Concretives Research Association
Petroleum Concretives Research Association
Petroleum Concretives Research Association
Petroleum Concretives Research Association

Fuel, electricity saving tips at homes, Star labelled equipment

Commercial

**क्या आप अपनी कमर्शियल बिल्डिंग से ज़्यादा मुनाफ़ा चाहते हैं?
उसका एनर्जी ऑडिट कराएं।**



एनर्जी ऑडिट से सालाना ईंधन और एनर्जी के बिल में 20% तक की बचत हो सकती है।

एनर्जी ऑडिट का मतलब है कि आप अपने बिल्डिंग के एनर्जी का उपयोग कैसे कर रहे हैं, यह जानेंगे। इससे आप अपने बिल में 20% तक की बचत कर सकते हैं।

एनर्जी ऑडिट के लिए कृपया www.pcra.org या कॉल करें 011-26198666

**बैंगन की बचत
पैसे की बचत**

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Petroleum Concretives Research Association
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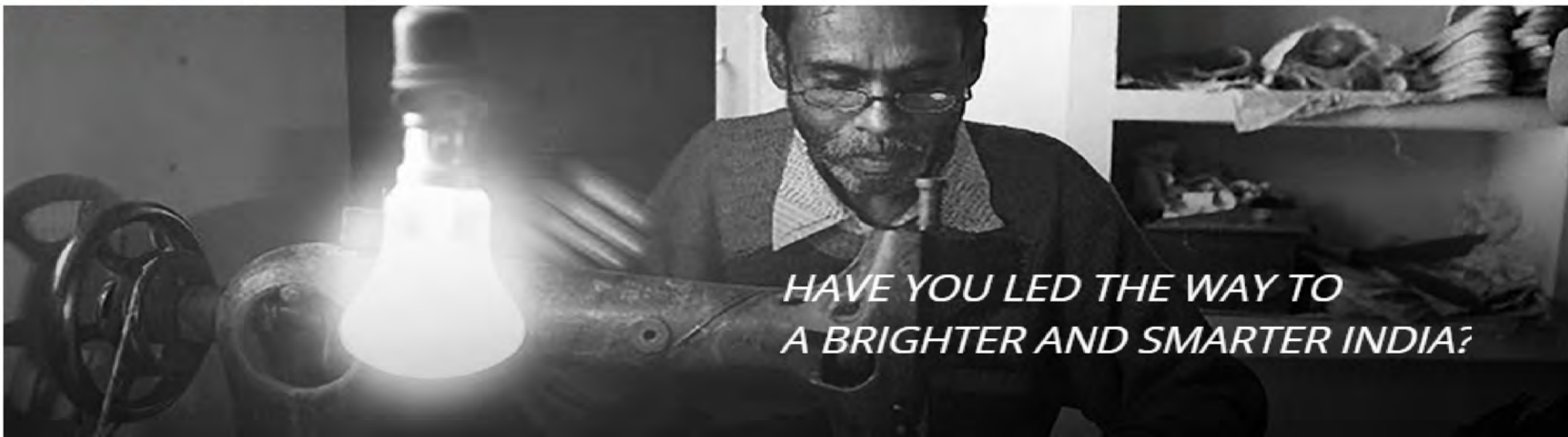
Energy Efficiency in buildings, Energy Audits, Star labelled equipment

"I Led the Way" campaign by EESL

JOIN THE MOVEMENT TODAY!

I LED THE WAY

HOME DELP SCHEME DELP DASHBOARD



HAVE YOU LED THE WAY TO A BRIGHTER AND SMARTER INDIA?



RAJASTHAN PATRIKA NEW DELHI.17/8/15

एक साल में 15 करोड़ एलईडी बल्ब वितरित करेगी सरकार

वी अर्थ यूजिट बचाने के प्रयास

100 शहरों में स्ट्रीट और घरेलू लाइट योजना

राजस्थान सरकार ने 15 करोड़ एलईडी बल्बों का वितरण करने का फैसला किया है। यह योजना 100 शहरों में शुरू की जाएगी।

कई जगह काम पूरा, कहीं जारी

राजस्थान सरकार ने 15 करोड़ एलईडी बल्बों का वितरण करने का फैसला किया है। यह योजना 100 शहरों में शुरू की जाएगी।

Mission Energy – NDTV



COOL IT RIGHT

★★★★★

★ (Energy Star)
Use EER 5 star rated refrigerator to reduce energy consumption.

SMART AC TIPS

Keep your AC room sealed tight.
Close all cracks around walls, windows & doors to let cool air out of your room.

HEAT THE SMART WAY

Instead of heating water to a higher temperature and then mixing with cold water, change your shower setting once to conserve electricity every day.



COOL IT RIGHT

Defrost refrigerators and freezers regularly.
Frost buildup increases the amount of energy needed to keep the fridge cool.

70

Defrost

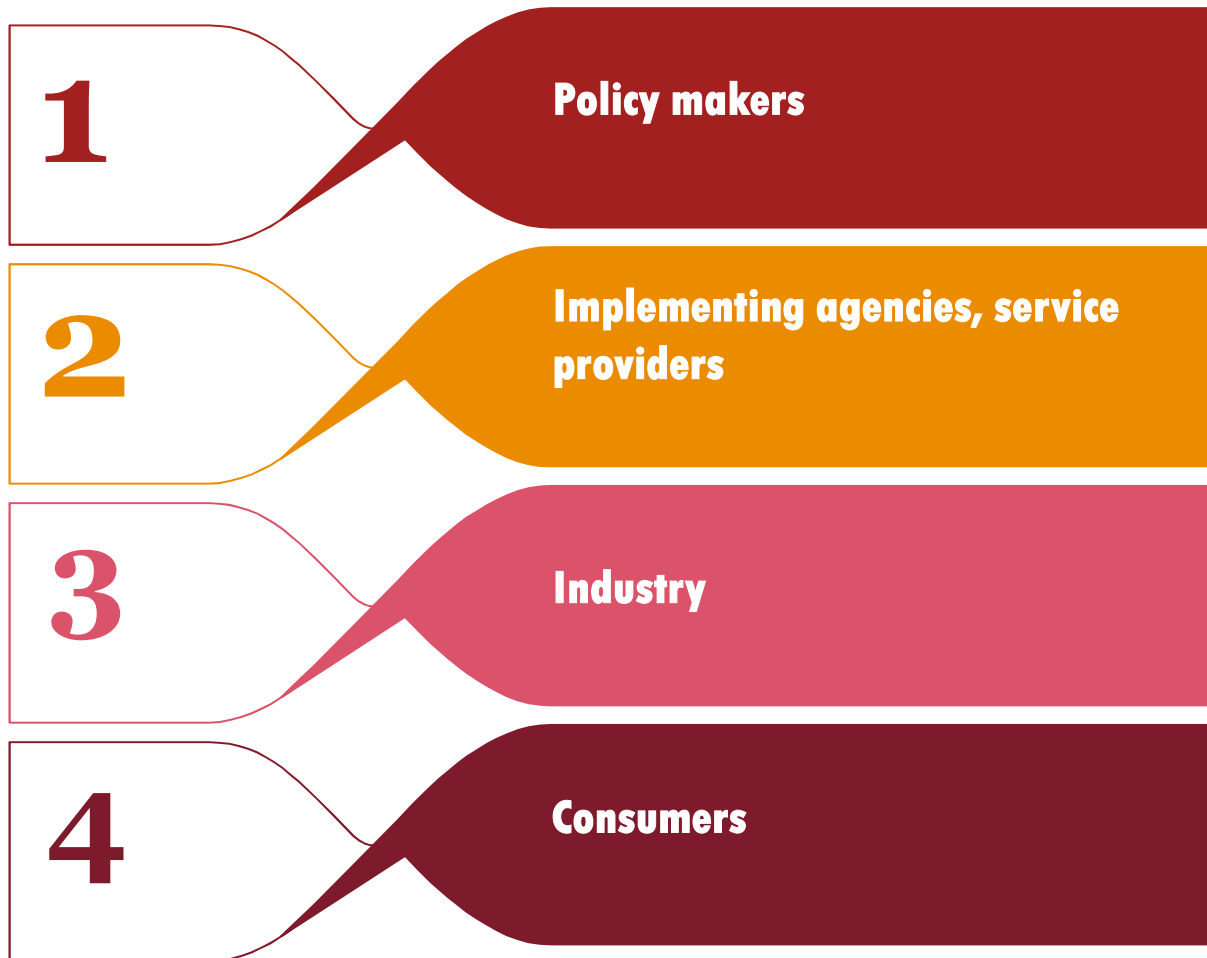
TURN OFF TO SAVE POWER

A computer that runs 24 hours a day uses more power than an energy-efficient refrigerator.
Turn off your computer and monitor when not in use.

SMART AC TIPS

Change your AC filters once a month.
Clean filters help the unit to cool down quickly and use less energy.

Stakeholders Interviewed

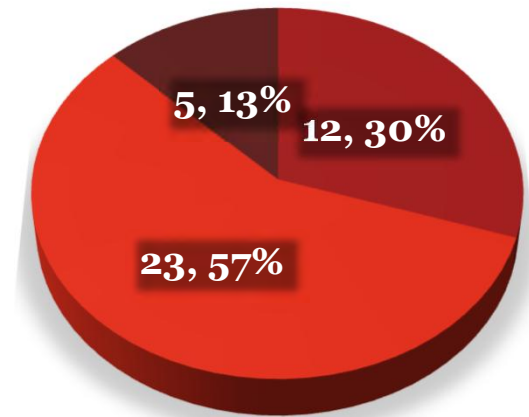
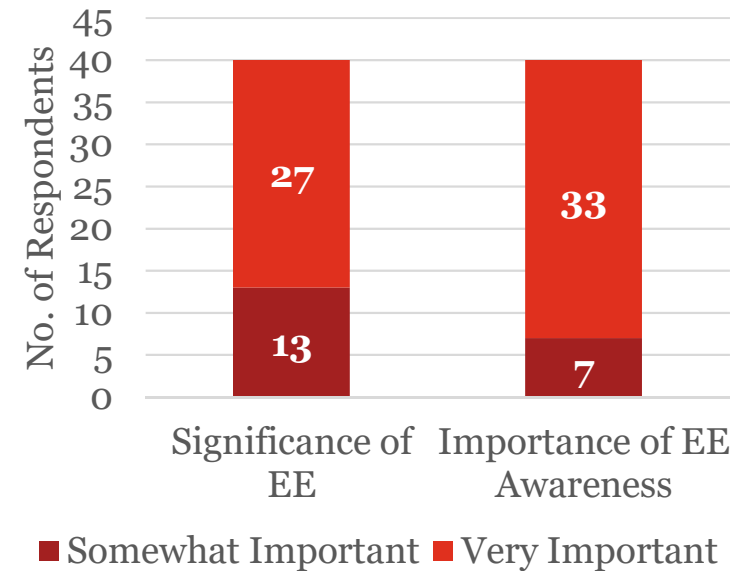


Specific as well as common communication needs were identified for each target group, depending on their role in promoting EE

Communication Needs Assessment

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

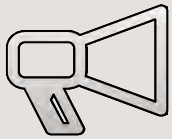
- ✓ Institutional stakeholders and consumers responded that EE policy in India is moving in the right direction
- ✓ Time is right to broaden the reach and deepen the coverage of EE policies
- ✓ Need to reduce bureaucracy, provide adequate budget
- ✓ Need to tailor messages to audience groups (industrial distinct from consumers)



- Right Direction - Strongly Agree
- Right Direction - Somewhat Agree
- Wrong Direction - Strongly Disagree

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

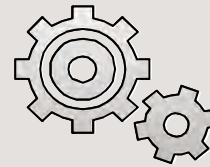
3



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

6



Conduct Impact Assessment

- ✓ Do course correction
- ✓ Optimize expenses