



Day 5: Communications Strategies to Support Energy Efficiency Goals



MINISTERIO DE LA PRESIDENCIA
SECRETARÍA DE ENERGÍA



What outcomes are we trying to achieve?



Energy Efficiency



Energy Security



Savings Money



Climate Goals

Research Shows

Successful policy-making

What motivates people? What drives their behaviour



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

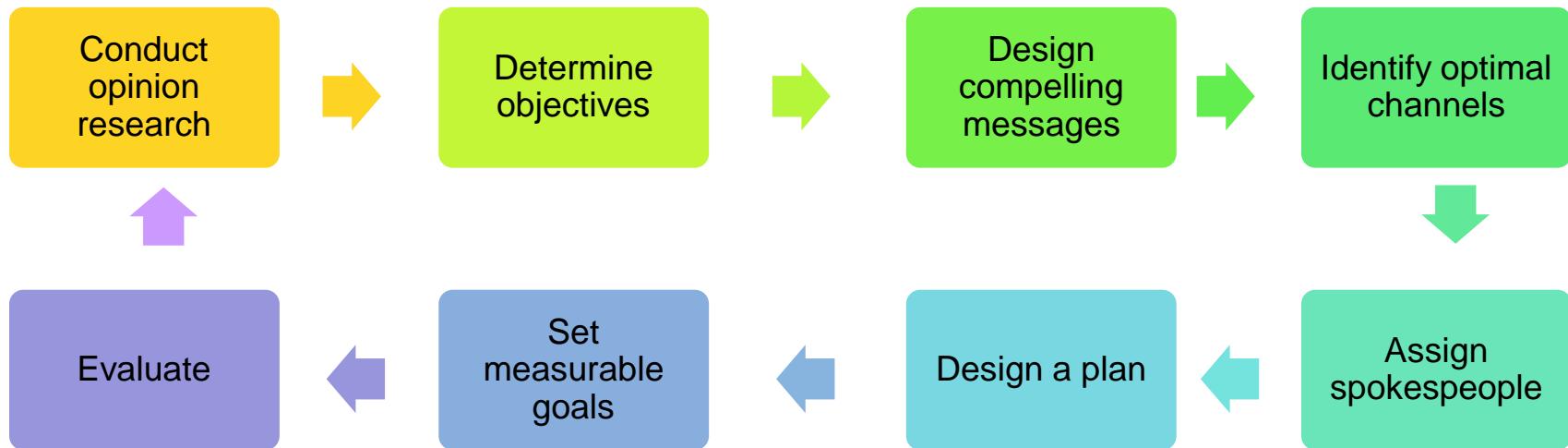


When people **have something to lose** they are more inclined to do something **to prevent the loss**

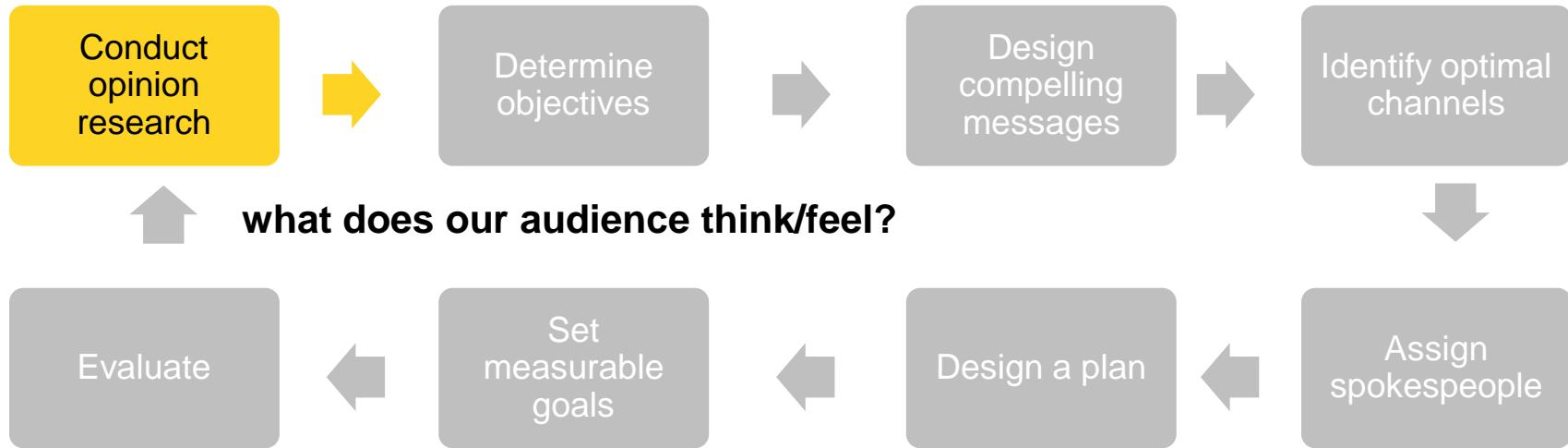


Social incentives can be as effective as economic incentives

Designing and Implementing a Communications Strategy



Designing and Implementing a Strategy

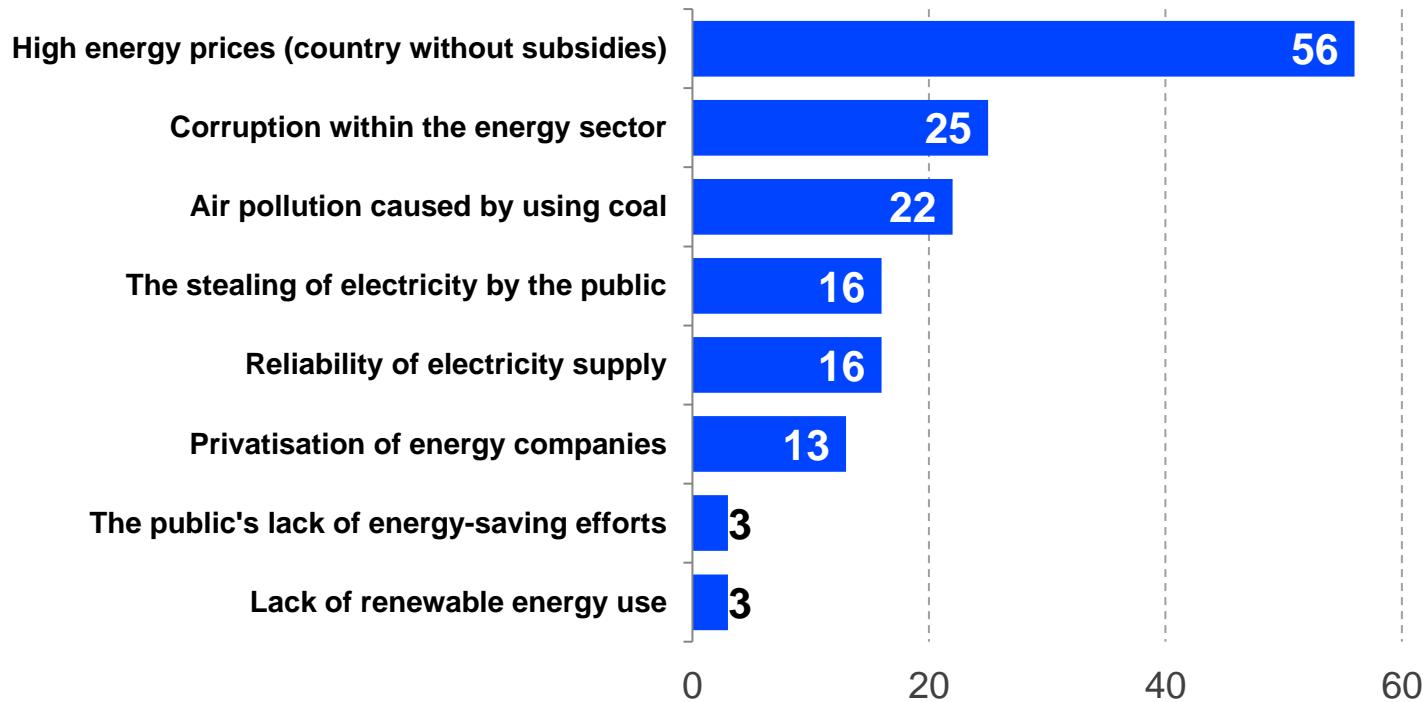


What does our audience think about energy efficiency?

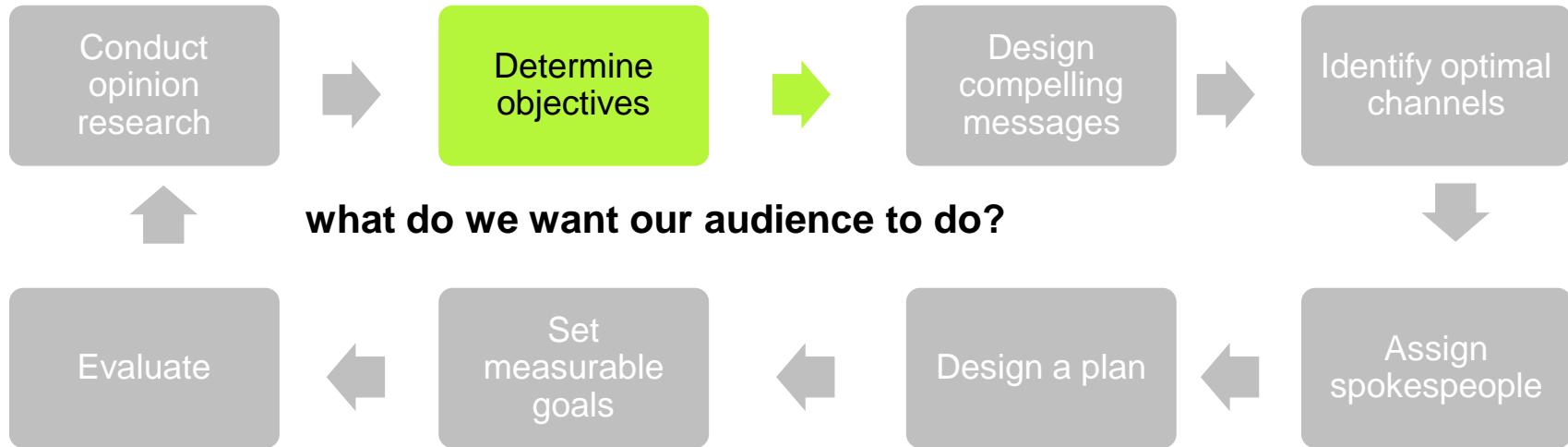
- Opinion surveys
- In-depth interviews
- Focus groups
- Literature and media review
- Stakeholder mapping
- Desk review of other agencies' opinion research

You should have a solid understanding of public opinion before you design a communication strategy

Example: Prices dominate energy concerns



Designing and Implementing a Strategy



What do we want our audience to do differently?



Turn things off when they are not being used



Turn off air conditioners at peak times



Buy more efficient appliances

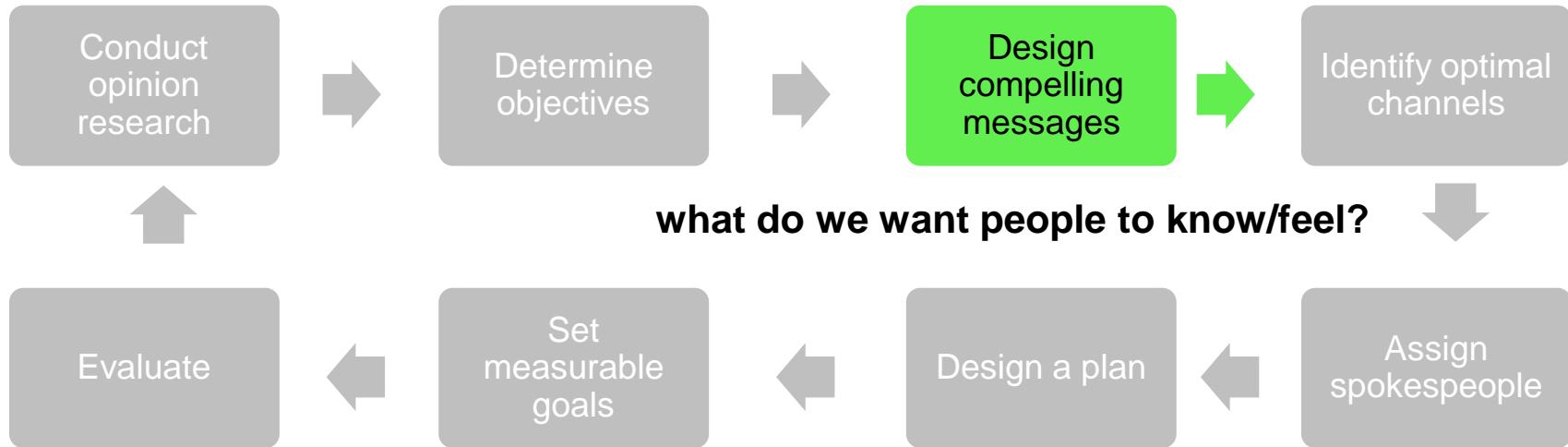


Turn the thermostat down (or up if they are cooling)



Use the washing machine during the night

Designing and Implementing a Strategy



Message Checklist



Simple



Relevant



Concrete



Credible



Emotional



Story

Example: India



Designing and Implementing a Strategy



Menti Poll!



Where do you go for information?

<https://www.menti.com/r4ed7gyvio>

or

Go to www.menti.com and use the code **4875 8127**

Menti Poll!



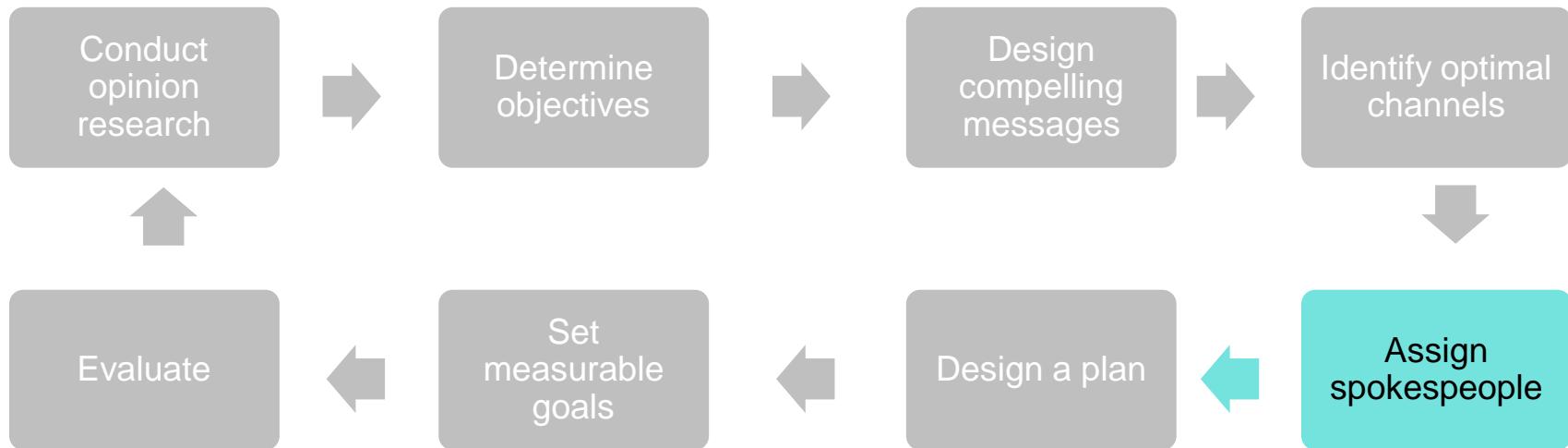
Which do you trust more for information?

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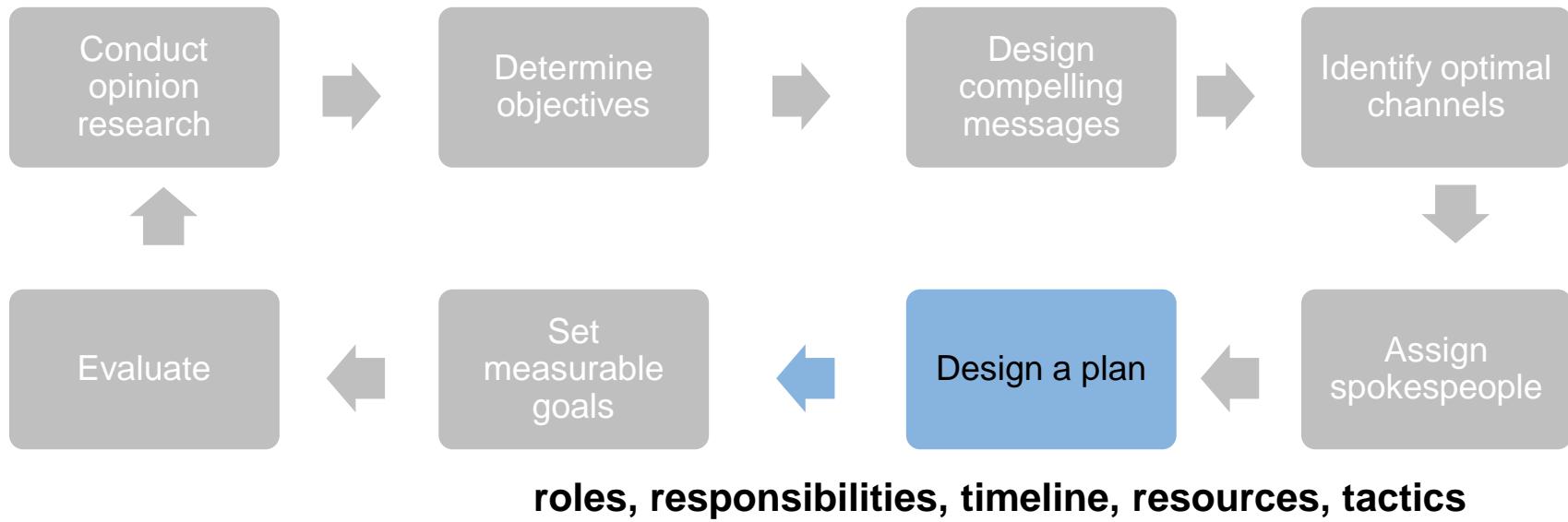
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Designing and Implementing a Strategy

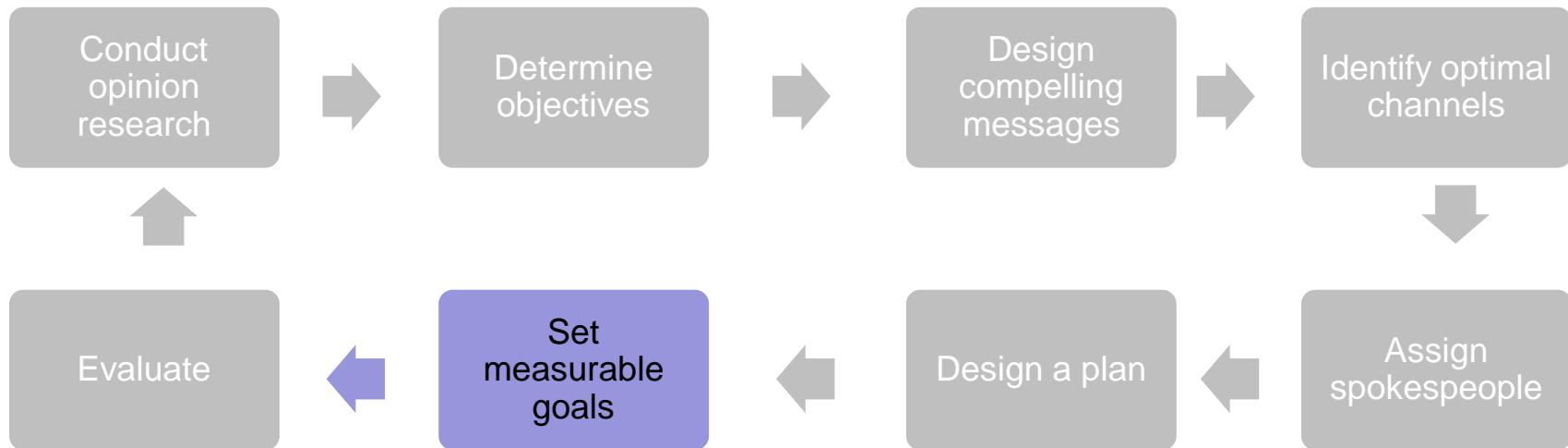


who is a credible deliverer of our messages?

Designing and Implementing a Strategy



Designing and Implementing a Strategy



how will we know if we are succeeding?

Objectives should be specific, achievable, and measurable

What do we want people to do?

- Use energy efficiency labels when choosing appliances

Goals to increase:

- Awareness of running costs
- Understanding of lifetime costs
- Awareness of energy efficiency label
- Use in purchase decisions

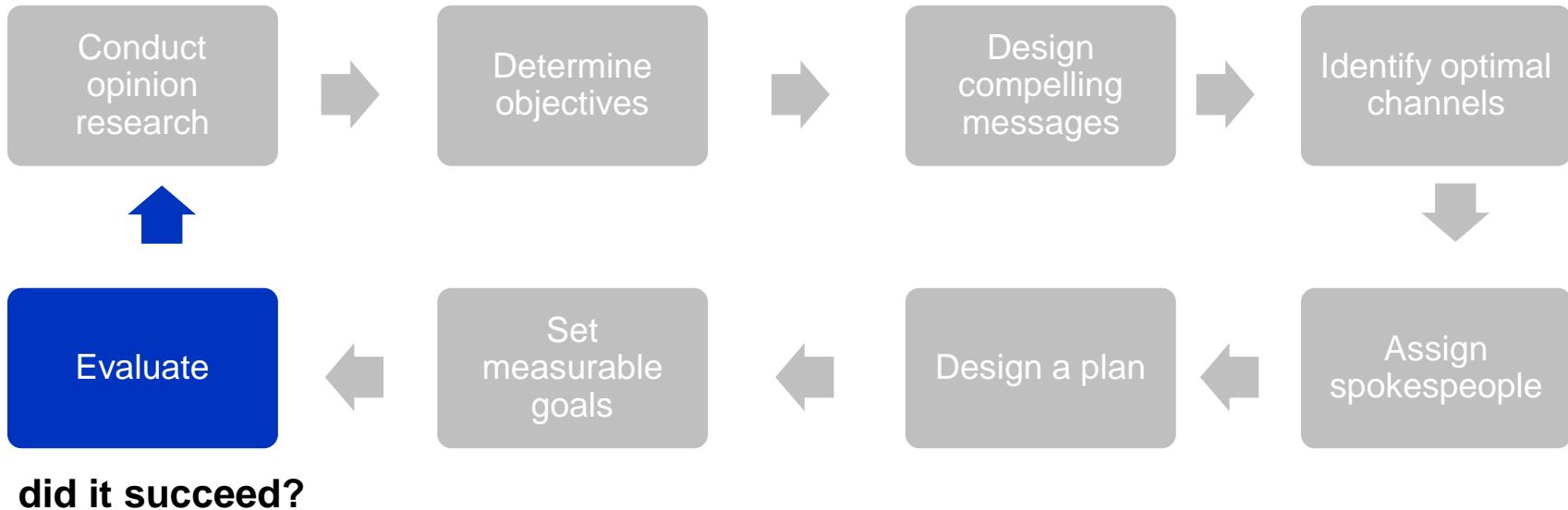
Measure

- Establish baseline and then test with surveys of **relevant** consumers.

Australia's Equipment Energy Efficiency Programme



Designing and Implementing a Strategy



Objectives should be specific, achievable, and measurable

Before campaigns – will it work?

- Pilot/test
- Focus groups

During campaigns – is it working?

- Information from partners
- Tracking surveys
- Course correct

After campaigns – did it last? What can we do better?

- Sustainability of attitudes and behaviour
- Learn for next campaign

A good communications strategy is



Evidence based

- Requires an up-to-date understanding of public opinion and stakeholders' needs



Focused

- Requires prioritisation and choices



Compelling

- May have informational and attitudinal goals that require specific compelling messages



Adaptive

- Should reflect changing circumstances and experience

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