COOL
ISLAND

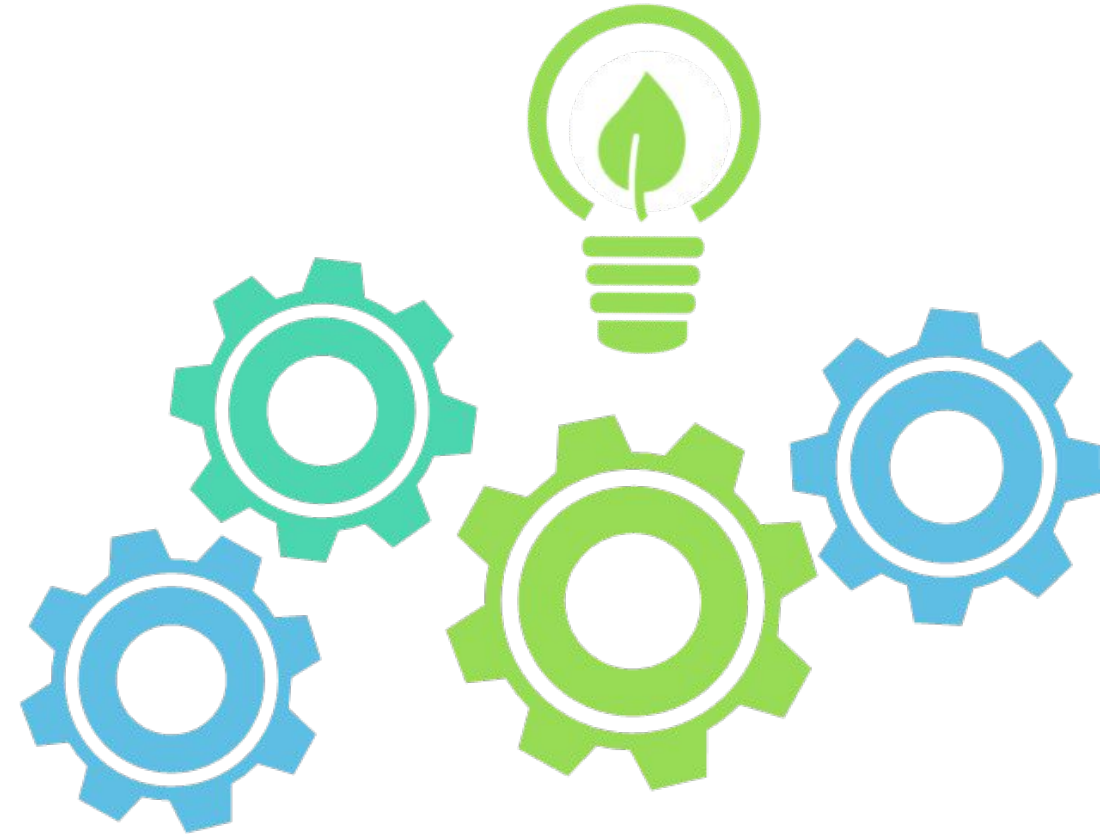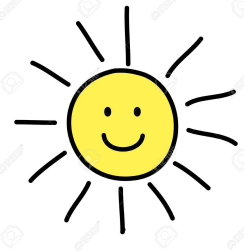**Group No. 4**

Energy Efficiency Strategy

i'll FOLLOW THE SUN.

Cool Island

- No airport / Just maritime connection

- Population: 90,000 – Temporary population (Tourists): 200,000 – Number of hotels: 500

- Main economic activities: Tourism and fishing

- Average temperature: 30° Celsius

- Energy consumption by sector: Hotel industry (50%) – Residential (15%) – Commercial (15%) – Fishing industry (10%) – Public sector (10%)
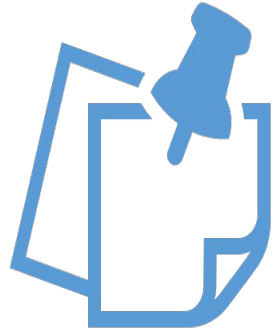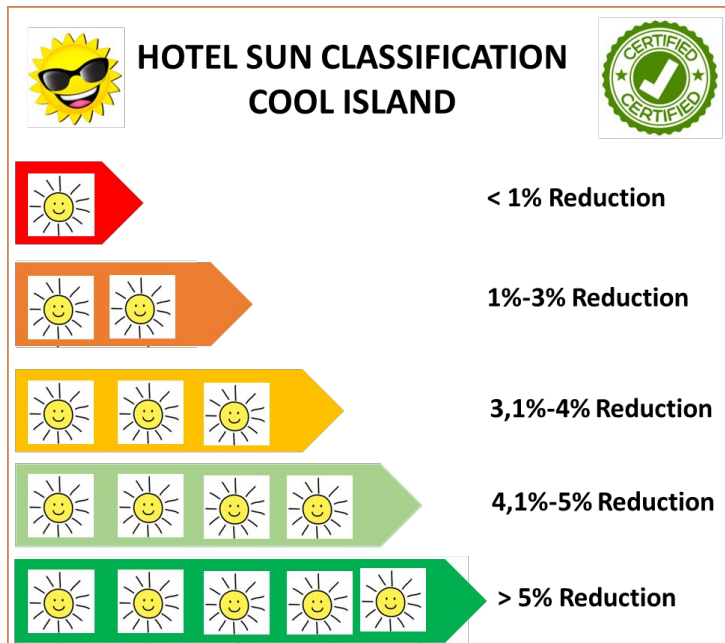
- Efficient air conditioning appliances

- Energy mix composition: Thermal 90% - Solar 10%
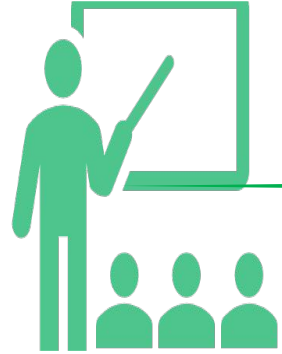
Policy package

Regulation

- Reduction program with goals aligned to the Hotel Sun Classification System (trademark pending).
- MEPS for air conditioning (hotels) and refrigeration appliances (fishing) + Prohibition to equipment not complying with MEPS
- Tax reduction for equipment complying with the MEPS
- Kigali amendment replacement and disposal program

HOTEL SUN CLASSIFICATION
COOL ISLAND

CERTIFIED CERTIFIED

< 1% Reduction

1%-3% Reduction

3,1%-4% Reduction

4,1%-5% Reduction

> 5% Reduction

Policy package

Information

- Capacity building programs in MEPS and disposal treatment for:
  - importers, retailers, installers, hotel and fishing industry
- Communication campaign preparation
- Online public platform for information gathering and visualization

Incentives

- Hotel Sun Classification System (as the hotel star rating system) by level of energy efficiency: 1 to 5 with 5 being the more efficient
- 1% Rebate on the electricity bill after the first program period (6 months) if the target is meet

Communication strategy

Objective:

- Promote the reduction in energy consumption in hotels and fishing industries through technology and behavioral change

Audience:

- Hotel and fishing industries / General public
- Tourists

Messages:

- Replace your equipment, improve your economy
- Set you AC at 24° C –> Still comfortable, environmental and pocket friendly
- Follow the sun, search and stay in a 5-sun hotel

Media:

- Government communication: Workshop – Meeting – Press conference
- Social media
- Hospitality social media services (Trivago, hotels.com, booking, despegar.com, etc.)
- Radio
- Tourism agencies

Metrics:

- Energy consumption normalized from hotels and fishing industries: Pre- and post-program
- CO2 emission levels from energy consumption
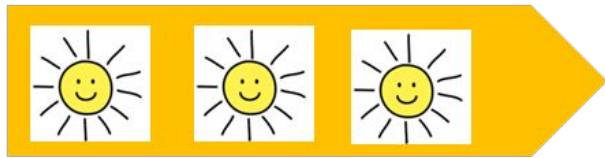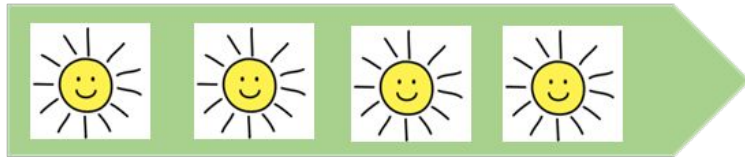- Labeling awareness: Pre- and post-program

Communication strategy

thank you