



**energy**

Department:  
Energy  
**REPUBLIC OF SOUTH AFRICA**

## **DEPARTMENT OF ENERGY**

# **DRAFT STRATEGY FOR THE ENERGY EFFICIENCY CAMPAIGN**

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## **1. Background and Introduction**

### **1.1 Background**

In 2005, the Government of South Africa approved the National Energy Efficiency Strategy which sets sectoral targets for energy efficiency to be achieved by 2015. The overall target is set at 12% of final energy demand and is divided into sub-targets for the various economic sectors. The target for the industrial and mining sectors is 15%; the commercial and public buildings set at 20%, the residential sector at 10% and the transport sector at 9%.

The Government and various sectors of the South African economy have engaged in several initiatives, in an effort to implement the National Energy Efficiency Strategy. Initiatives entail installation of energy efficient technologies including lighting, Solar water heating, space heating, mechanical and electrical equipment as well as the launching of numerous ***energy efficiency campaigns***, which is the focus of this document. Effective Awareness Campaigns have according to research, ensured significant behavioural change in energy use and inevitably leads to the creation of an overall understanding of the critical importance of energy efficiency by all the citizens of the country.

### **1.2. Introduction**

According to research commissioned by the World Economic Forum (WEF) in partnership with Accenture (Energy Efficiency: Accelerating the Agenda, 2010), energy efficiency is the cornerstone to meeting our climate change goals and enabling us to meet our growing energy needs. Of all the energy options, energy efficiency is expected to be able to provide the largest (virtual) capacity for energy in the near and medium term, while contributing to reductions in greenhouse gas emissions. This potential can be measured in a number of ways, including energy savings, cost savings and reductions in emissions. The creation of (new) 'Green Jobs' in support of the government's commitment to a 'Green Economy', could also be realised through accelerated activity in this area.

Research efforts by the International Energy Agency (IEA) have, for example, identified 13.8 GT of potential carbon abatement by 2030 with 57%, or 8.2 GT CO<sub>2</sub> per annum, coming from the implementation of energy efficiency measures across the world. All sectors, including industry (power, cement, steel), buildings, household (including lighting) and transport, will have an important role to play in realising this potential, hence the emphasis is on working as a team on this proposed integrated national energy efficiency campaign.

This campaign strategy has been designed to support effective policy-making, stakeholder consultation and engagement, and project implementation geared towards improving energy efficiency across all South African economic sectors. The strategy also provides the missing link between the subject matter of energy efficiency and related socio, environmental and economic processes of policy making and public participation.

## **2. Vision**

To attain and promote sustainable use of energy, in support on the National Energy Efficiency Strategy vision, which is to reduce the energy intensity of the South African economy through improvements in energy efficiency.

## **3. Objectives**

To raise and enhance awareness amongst all South Africans on energy efficiency, and also to develop a comprehensive energy efficiency network and increase the flow of information through a series of national dialogues and continuous engagement with all relevant stakeholders; thereby reducing the green-house gas emissions.

The campaign will also seek to align existing energy efficiency campaigns including the Eskom's 49million initiative, municipal and provincial initiatives. In addition, the campaign will seek to help communities, business, organised labour and other stakeholders to initiate their own campaign that will be aligned with the national Energy Efficiency Campaign.

#### 4. Campaign Scope and Concepts

This campaign strategy deals with the obvious requirements of developing and communicating key and critical messages relating to energy efficiency improvements in South Africa.

The campaign will cover efficient use of energy from all sources (both primary and secondary), in residential, industries, buildings, mining, transportation, offices, etc. In addition, the campaign will promote the importance of energy auditing and management, safe handling of used or broken lamps, utilisation of energy efficiency standards, methods and techniques as well as benefits associated with energy efficiency improvements.

#### 5. Target Audience

The campaign will target two different categories of the audience, namely “primary audience” who will be targeted directly for information and communication activities in the hope that they will ultimately adopt energy efficient practices, and “secondary audience” whom the Department will partner with to influence primary stakeholders, and also provide resources in the implementation of energy efficiency campaign.

The table below provide a list of the primary and secondary audience with classification and description of each audience:

Classification	Description
Primary Target Audience	
Industrial and Mining Sector	This covers the employees and management of the industrial and mining sectors, energy managers, electricians, etc.
Commercial Sector	This covers the employees and management of the banks, shopping malls, office complex, facility managers, retail stores, etc

Tourism sector	Hospitality sector employees and management of hotels, guest houses, resorts, golf courses, etc
Public Buildings Sector	Government employees, Facility managers, etc
Residential Sector	Community members, non-governmental organisation, community from both formal and informal settlements
Transport Sector	Road shows, and posters
Educational Sector	Primary, secondary and tertiary institution and other training centres
Opinion Leaders	NGO /Civil Society, Media – National; Regional; Community – both print and electronic  Industry analysts; Community Leaders; Religious Leaders, etc
<b>Secondary Target Audience</b>	
<b>Classification</b>	<b>Description</b>
Decision Makers	Politicians; Trade Unions  National and Provincial governments  Local Government (i.e. all municipalities and SOEs implementing government’s mandate)  SALGA
Financial Institutions	International donors  National donors – Industries; Business; Commercial Banks; Development Banks; Manufacturers; Insurance institutions

## **6. Intended Outcomes**

The Energy Efficiency Campaign Strategy is intended to achieve the following:

- Improve energy efficiency across all sectors.
- Behavioural change on energy usage which will lead to energy cost savings.
- Promote safe handling of used and broken of fluorescent compact lamps
- Keep and sustain the job opportunities

## **7. Stakeholders and Roles**

### **7.1 Institutional Arrangements**

Based on the experience and the reality of the situation in the energy sector, there are too many role players / initiatives in the energy efficiency space which are currently uncoordinated and which have in some cases led to a duplication of efforts, 'wasted' financial resources and confusing/ distorted messages amongst the broader public. There is a need to clearly define the institutional arrangement in terms of the inherent drivers of energy efficiency communications, that is, the role of all stakeholders across the sector (e.g. government, state-owned enterprises, local government/municipalities, public, international organisations/partners, NGOs, etc).

The implementation of the campaign strategy will be managed by a project steering group consisting of representatives of the campaign partners from sector stakeholders and financial insititutions.

### **7.2 Stakeholders**

The campaign strategy will be implemented in partnership with key stakeholders from the business, industry, organised labour, community organisations, religious and faith groups, non-government organisations and educational institutions. The campaign concept will be implemented in different phases, and will progressively increase the number of participants through the inclusion of special point of sale materials in retail stores, small shops and big chain stores.

The roles of stakeholders are further described in the next sessions.

### **7.2.1. The Role of Government**

In line with the implementation of policies and legislative frameworks in the country, an increased focus in raising energy efficiency awareness and dissemination of information should be substantial, to ensure energy security. In this Energy Efficiency Campaign Strategy, Government refers to its spheres such as national, provincial and local – municipalities and State Owned Entities. The role and responsibilities of the three spheres will further be delineated since the accountability is in line with resource allocation, resource utilisation and services required from each. For example, there municipalities that electricity license holders in terms of distribution, others are participating in Schedule 6&& of the Energy Efficiency Demand Side Management programme under the Division of Revenue Act (DoRA) as well as Eskom's Integrated Demand Management through the MYPD and Schedule 7. All those who are participating on all energy efficiency programmes should make ensure the message is properly conveyed within their jurisdiction areas so that the end users are properly made aware of the programmes being rolled out in their areas and what are the benefits thereof.

The government role in this respect will be to:

- Coordinate and ensure alignment of energy efficiency awareness initiatives.
- Raise and enhance the importance and benefits of energy efficiency improvements in the public sector employees
- Mobilise resources for the effective implementation of the energy efficiency campaign strategy;
- 'Government Leading By Example', implementing energy efficiency measures internally, to prove the case for energy savings and meaningful reporting to both public and private sector stakeholders and/ or publish the outcomes at the end of each financial year;
- Provide a clear indication of the realistic expectations relating to the EE contribution required from the various economic sectors, (starting with key sectors like mining, smelters, commercial buildings, residential etc.);

- Performance monitoring relating to various energy efficiency campaign initiatives and constant feedback regarding progress that is achieved.
- Building national and international momentum through the creation of relevant platforms on energy efficiency dialogues, seminars and round-table discussions;
- Model behaviour that needs to be replicated by peers in the various sectors;
- Indicating the drivers for behavioural and other adjustments that are necessary to achieve the targeted contributions by the various sectors; alternatively indicating what constitutes '*bad practice*' that leads to poor energy efficiency and develop EE Code or standard.

### **7.2.2 Role of the Private Sector**

Any proposed energy efficiency campaign will not reach its maximum potential, without the involvement of the private sector. To-date, the private sector has played a role both in implementing energy efficiency measures internally and in supporting market development through the pursuit of business opportunities and financial mechanisms. The role of the private sector in the implementation of the energy efficiency campaign strategy will be to:

- Promote adoption of energy efficiency best practice on company operations, and behavioural change among the employees, and partners;
- Increased brand equity from being an industry leader in energy reduction;
- Improve the skills of employees and stakeholders on issues of energy efficiency;
- Allocate resources to the National Energy Efficiency Campaign starting with its own internal systems and employees; and
- Competitive positioning for energy efficiency measures to support cost reductions.

The private sector should support the energy efficiency campaign, by working together and sharing 'success stories' and 'best practice' examples across industries.

### **7.2.3 Role of Community, Religious and Faith Groups, and Non-Government Organisations**

Community will play a significant role in encouraging members of the community to save and use energy more wisely. Various platforms exist in the communities, either through church

gatherings, community meetings, etc. Through engagement with international donors, Non-Government Organisations could be used as implementing agent or special purpose vehicle to outreach the target audience to create awareness and convey the message across the citizens within its radius of operation.

#### **7.2.4 Role of Organised Labour**

Organised labour will have to empower their members with energy saving tips and skills to be able to understand the importance of efficient use of energy within the work place and at home. Union leaders and shop stewards could take the lead in championing the efficient use of energy in support of the company energy saving goals.

#### **7.2.5 Role of Educational Institutions**

The educational institutions will have to empower staff, learners and students with tips and challenges of efficient use of energy. In achieving this objective, institutions might develop energy saving guides to meet the specific needs of school staff for integrating energy efficiency into school operations and contains useful tips and practical advice. In addition, other activities could include organising training and awareness meetings for staff, learners or students including monitoring programmes.

### **8. Financial Resource**

To successfully implement the energy efficiency strategy and to realise the maximum impact it should be noted that energy efficiency is not the responsibility of one government department / ministry or sector alone and thus requires a high level of commitment and coordination amongst all stakeholders. One of the key milestones in the implementation of the energy efficiency campaign is to mobilise financial resources from key stakeholders.

The required annual budget to implement the campaign strategy is estimated to be about **R 30 million**, and this is based on the activities that are listed in the attached annual action plan.

## 9. Medium of Communication

A clear communication channel between government and other key stakeholders about energy efficiency activities is essential for effective engagement with the rest of the sector. Issues to be communicated will include updates on all energy efficiency initiatives, programmes and projects, outcomes of quantified (measured and verified ) energy savings across the sector, outcomes of the energy efficiency events, achievements by the industry players, opportunities for country through national and international partnerships / cooperation, etc.

The media platforms to be used will include the following:

- Community, company and government energy management forums;
- Electronic media including website, social media network, cell phones, radio, television, etc
- Direct communication through telephones, and e-mail/ newsletters with relevant stakeholders and organisations on specific issues;
- Energy Efficiency Champions;
- Print media such as newspapers (including community newspapers), magazines, flyers, posters, educational material, etc;
- Advertising through posters / flyers / schools educational material (cartoons, and animations clips, etc), TV, radio (including community radio stations) and billboards;
- Capture best practices through Video Clips for dissemination to all stakeholders;
- Engaging in face-to-face dialogues with all the key stakeholders;
- Interaction with civil society through workshops, schools, learners week, etc;
- Roundtable discussion, seminars, workshops, etc.

## Annexure: Annual Energy Efficiency Campaign Action Plan

			Year 1	
No.	Activity	Description	Start date	End date
1	EE Campaign Launch	Official opening of the Campaign.	7 Dec 2011	7 Dec 2011
2	Resource mobilisation	Securing of funds for the implementation of the EE Campaign Strategy	Nov 2011	February 2012
3	Identify and compile a list of key stakeholders	EE Campaign messages	Nov 2011	Nov 2011
4	Compile a list of key messages with indicators of success	Energy savings, benefits of energy and water efficiency	April 2012	Ongoing
5	Development and ensure functional EE Information System and Short-Message Systems (SMS)	Developing the website with EE information	Nov 2011	Nov 2011
6	Establishment of social networks	Face-book, twitter, Mxit, etc	Nov 2011	Nov 2011
7	Energy Efficiency Electronic Ads	Design and place EE on TV, etc.	Nov 2011	ongoing
8	Energy Efficiency Print Adverts	Printing and distributing the energy saving tips, & messages	Nov 2011	Ongoing
9	Squeeze Graps (TV inserts)	Design and place television inserts	Nov 2011	Ongoing
10	Outdoor advertising (billboards, etc)	Design, layout and printing for promotion of EE initiatives on outdoor networks	Nov 2011	Ongoing

			Year 1	
No.	Activity	Description	Start date	End date
11	Energy Efficiency Events (EE month, road shows, launches, etc)	Facilitation of EE month, EE Strategy launch, road shows, seminars and roundtable discussions with stakeholders	Feb 2012	Ongoing
12	Energy Efficiency Branding & Promotional Material	EE branding and promotional materials (i.e. pamphlets, brochures, flyers, etc)	Nov 2011	Ongoing
13	Energy Efficiency Competitions	Promote the EE measures in Schools, etc.	April 2012	Ongoing
14	EE Educational Programmes	Production and airtime for TV energy efficiency	March 2012	Ongoing
15	Energy Efficiency Electronic Newsletter	Design and layout of newsletters	Feb 2012	Ongoing
16	Energy Efficiency Surveys and Opinion Polls	Surveys to assess the awareness levels of energy efficiency	June 2012	August 2012
17	Raising awareness in the safe handling of broken or used fluorescent lamps	Stakeholders' mobilization on safe handling of CFL lamps	February 2012	Ongoing