

**"DIVIDE BY 2"
ENERGY EFFICIENCY CAMPAIGN
IN THAILAND**

Presented at

**The UN Forum on
Energy Efficiency and Energy Security for Sustainable
Development: Taking Collaborative Action on
Mitigating Climate Change**

By..

**Mr. Tanongsak Wongla
Ms. Dharinee Jotikasthira**

Seoul, 17 December 2007

What is "Divide by 2"

United Force to
reduce energy
use by one half

A conceptual
measurement

United Force



Think before Use

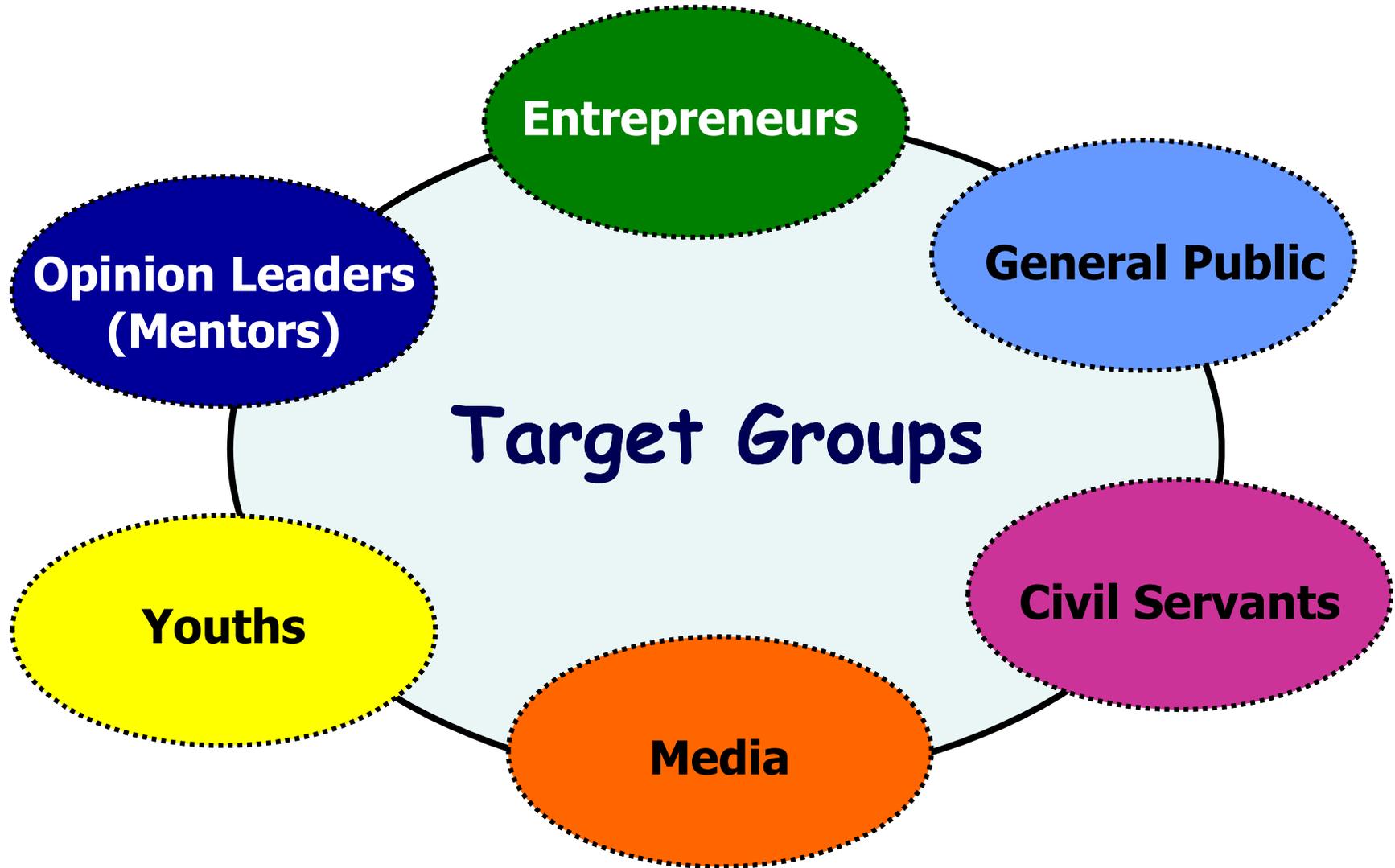
“Divide (Energy) by 2”

OBJECTIVES:

-  **To stimulate energy conservation consciousness among the general public**
-  **To create understanding of the importance of conserving energy**
-  **To encourage more efficient use of energy through behavioral changes that will not affect the overall quality of everyday convenience**



"Divide by 2"





"Divide by 2"

STRATEGIES:

Integrated Marketing Plans with various communication tools: public relations, advertisement, direct marketing and event marketing.

Key Driver : Proud of being a part to help the Nation



"Divide by 2"



PHASE I : 1996 - 1999

Strategies

- Create awareness on energy conservation
- Encourage perception and behavioral changes in their energy consumption beliefs and habits

Approach

- providing knowledge and understanding and elementary methods to conserve energy
- making people recognize their roles and ability to join the national efforts to use energy efficiently



"Divide by 2"



PHASE II : 2000 - 2005

Strategies

- Provide various energy-saving tips
- Involve wider target groups and more segmented.
- Emphasize benefits to both oneself and the society

Approach

- Creating wide range of activities suitable for each target group
- Offering incentives for electricity saving



"Divide by 2"

PHASE III : 2006 - 2007 Strategies



- Create more partnership with various stakeholders
- Promote the use of renewable and alternative energy e.g. biogas, biomass
- Encourage the use of gasohol, biodiesel and NGV

Approach

- Providing clear & accurate understanding and awareness of renewable and alternative energy
- Making the public realize the oil crisis situation and its consequences
- Holding on the philosophy of Sufficiency Economy bestowed by HM the King pertaining to energy efficiency

"Lead a balanced life, without excess."



"Divide by 2"





"Divide by 2"

Next Stride : 2008

Strategies

- Expand the knowledge and understanding of renewable and alternative energy as well as the importance of energy security
- Create acceptance & confidence in alternative energy
- Promote extensive use of renewable energy

Approach

- Raising real understanding of the energy crisis situation, especially soaring oil prices
- Reinforce benefits for oneself and the society

Key Driver : Awakening approach advertising



"Divide by 2"

WHY SUCCESS:

- ✉ The first most influential government public relations campaign
- ✉ Strong core brand with a variety of sub-brands



- ✉ Easy to remember mass media
- ✉ Carried out continuously
- ✉ Program implementation evaluated throughout the campaign for further development

Thank You..



กระทรวงพลังงาน
MINISTRY OF ENERGY

www.eppo.go.th
www.energyfantasia.com
www.thaienergynews.com