

Overview on Public Benefit Campaigns to Promote Energy Efficiency

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Objectives

- Public benefit campaigns can suggest practical and simple actions to save energy in daily life, and reduce inefficiency or household energy consumption and energy costs and associated emissions
- Publication of “best practice” can increase public awareness.
- Public benefit campaign can increase investment in energy efficiency projects
- All stakeholders; consumers, children, educators, businesses and government agencies, can understand and support ways to be more energy efficient together.



Republic of Korea – Leadership by the Government

■ 3+6 = 9 campaigns

지난해 우리는 팜플러 번 돈 68조원을 에너지 수입에 사용했습니다.

고유가시대, 이것만은 꼭 실천합시다!

에너지절약 국민실천운동 「3+6=9」 캠페인에 동참합시다.

지금 바로 실천합시다.

- 1 불필요한 조명은 반드시 끄십시오. (100,000원 절약)
- 2 전파를 보지 않을 때는 TV를 끄십시오. (100,000원 절약)
- 3 승용차 출발에 또는 도착후에 에어컨을 끄십시오. (100,000원 절약)

조금만 관심을 가지면 할 수 있습니다.

- 4 세수할 권장온도는 20~25°C를 유지하고 에너지를 절약할 수 있습니다. (100,000원 절약)
- 5 차용차 공회전을 하지 않습니다. (100,000원 절약)
- 6 다용실은 온수에 할거리에 합칩니다. (100,000원 절약)
- 7 가까운 거리는 엘리베이터 대용을 이용을 생활화합니다. (100,000원 절약)
- 8 차 트윈에 불필요한 짐을 쌓지 않습니다. (100,000원 절약)
- 9 일제안전을 사용하여 조차시간을 단축합니다. (100,000원 절약)

산업자원부 에너지관리공단

- The campaign subsidizes 30,000 households applying for installation of the low efficiency lamps.
- Government gives voucher of 6,000 won to switch to high-efficiency lamp (fluorescent lamp).

3 Easy Saving Tips

6 Interesting Saving Tips

This campaign can save 70GWh annually (equivalent of imports of 10 million barrels of oil)



Republic of Korea

– Bottom-up Approach: voluntary movement

- **Annual Energy Award**

Citizen's Alliance for Consumer Protection of Korea (CACPK)



CACPK conducts an annual competition and awards an annual “Energy Winner Award” to companies, universities or other entities, in 5 areas of green facilities, light system, cars equipped energy efficiency, buildings and best practice of life.

- **Wearing warm underwear campaign to reduce for indoor heating**



Members of the Korean NGO Energy Network had the street campaign to encouraging people to wear long underwear for saving energy. (November 2006)

- **Street Promotion**



The civic network groups had the nationwide campaign to lower heating costs as winter approaches



European Union - Umbrella Partners Network

■ Sustainable Energy Europe : 2005-2008



- The Sustainable Energy Partnership ; composed of local, regional and national authorities, industry, energy agencies, associations, and NGOs; requires strong commitment by transferring Know- how of sustainable usage through communicating in the media.

- Consumer's right to information on energy use in appliances.

- Media to show possible examples of saving energies in daily life.



Germany

- Consumer Education Programme (since 2002)



- This campaign's target is providing information for consumer awareness of energy efficiency in the private household and to encourage consumers to take corresponding action.



- Information is provided in interactive website: stromeffizienz.de
- Consumers are offered simulation tools to calculate energy costs for house and office.
- TV advertisements, quiz and other energy saving tips seek to popularize efficient ways of energy use.





United States of America

-Long-term Financial Rewards

- **Energy Hog** **Saving Energy Saves Money.**



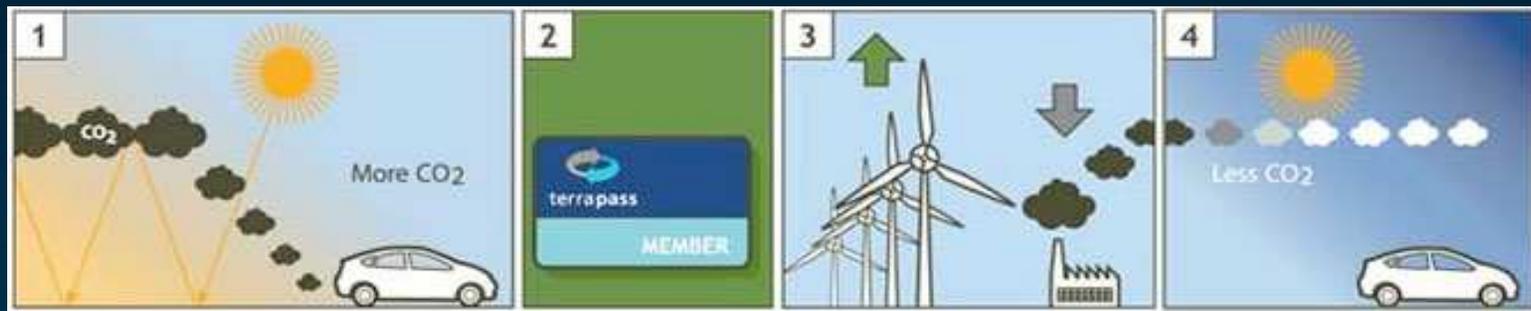
- Public information campaign on billboards with a target of saving 10-50% of home energy bills by installing energy efficient equipment (**ENERGY STAR®** rated products)

- The Energy Policy Act 2005 includes a home tax credit with an overall cap of \$500 to reimburse homeowners for specific home improvements; efficient new window insulation, doors, roofs, and heating and cooling system.
- This program gives a guideline of what is energy efficient products and how much can be rewarded as tax credits specifically.



United States of America - Promotion of Emission Reduction

- **Terra Pass : carbon fund to restore and calculate carbon emissions**



- Terrapass purchasers can calculate how their cars can reduce emission gas. The fund is a carbon offset certificate representing the reduction of one metric ton (2,205 lbs) of carbon dioxide.

- Non-profit center for Resources Solutions (CRS) lead to clean energy investment project by verifying by independent auditor.





Lessons Learned

Public Sector's Guideline;

- Government policies emphasizing energy-efficient products can accomplish significant cost saving.
- Government incentive to switch to energy efficiency lamps can promote market for energy efficient products
- Public benefit campaigns can benefit from appropriate regulating framework.

Bottom-up Approach;

- Consumer awards can encourage manufactures to pursue energy efficiency technology.
- Voluntary campaigns can increase consumer's awareness of importance of energy saving.
- Problem: Citizen's campaign can be easily seen as one time event.





Lessons Learned

Partners Initiative;

- EU legislative measures promote competition and consumer preference for energy efficient products.

Campaigns for educating consumers;

- Some awareness creation campaign promote consumer's preference for "green electricity".





Lessons Learned

Financial Rewards;

- Tax credits can make consumers think saving energy pays and participate voluntarily in installing high energy efficient appliances in household.
- Voluntary participation is rewarded by financial incentives.

Voluntary interests can be connected to investment

- Energy auditing promotes investment and job creation. (new technology jobs) .
- Problem: participants who want to know their energy usage of vehicle should pay for certificates.





CONCLUSIONS

- Public benefit campaigns encourage consumers to implement energy saving campaigns need to give public clear manages:
 - who should act?
 - what cost and emission reduction can be achieved in daily life?
 - why action is important?
 - how to optimize financial implications?
- Public information and public benefit campaigns can play an important role in promoting sustainable energy use.





CONCLUSIONS

- National laws and regulations should encourage energy saving life style and public benefit campaigning for energy saving and energy efficiency.
- Successful national campaigns can be replicated in more countries.

