



Energy Efficient LiFE Charette

11 May 2023

Venue: Juniper Hall, Habitat World at India Habitat Centre, Lodhi Road, New Delhi – 110003
(Entry Gate No : 1 on Lodhi Road)

Background

Energy efficiency is under-prioritized in the energy transition discourse, which sometimes reflects a perception that energy transitions simply involve decarbonizing the electricity supply with renewable energy technologies. Shifting the focus onto energy demand sectors - and realizing their full potential to decarbonize the global economy - requires re-thinking the individual and community actions and decisions that drive energy consumption.

Traditionally, energy efficiency communications have been highly logical, often technical, but have not always helped decision makers at home, in the office or in governments to take on often simple energy-efficient solutions. Mission Efficiency partners have been working to flip the narrative by reframing key messages for a range of audiences on the benefits, experiences and feelings received from energy efficiency. Developing emotion-based and humanized messaging can inspire a non-reductionist and abundant modern life with energy efficiency. People are more likely to be convinced by a story about how energy efficiency has positively impacted someone's life or community than by statistics and technical information alone. Personal messages are memorable and can help build trust and credibility with the audience to influence and encourage them to act.

India has made significant strides in energy efficiency, since passing the Energy Conservation Act 2001 and the establishment of the Bureau of Energy Efficiency under the Ministry of Power. The launch of the Lifestyles For the Environment (LiFE) campaign reaffirms India's commitment to encourage the adoption of sustainable practices, both domestically and internationally, through G20 processes.

Energy Efficient LiFE Charette

The **Energy Efficient LiFE Charette** will bring together energy efficiency practitioners and communications and branding experts, active in India or globally, to revolutionize the energy efficiency narrative. It will inform the development of fresh, personalized and emotion-driven energy efficiency messages that are easy to feel by diverse stakeholders and support stronger decision-making.

The outcomes of the event will build a basis for awareness campaigns that invigorate progress in energy efficiency for a non-reductionist and modern life, building linkages with high level initiatives such as India's LiFE campaign and G20 India process. The events will also seek to generate further collaboration among partners, including through the [Mission Efficiency Narrative Taskforce](#).

For any queries, please contact Giorgia Pasqualetto (giorgia.pasqualetto@seforall.org).







Agenda

9:00-9:30	Registration and Networking
9:30-9:45	Scene-setting and goals for the day Brian Dean, Head of Energy Efficiency and Cooling, SEforALL
9:45-10:45	Plenary 1: Innovative energy efficiency stories (presentations) Energy efficiency experts share innovative storytelling approaches and people-centered approaches to communicate energy efficiency in key sectors (10 min each): <ul style="list-style-type: none"> • Energy efficient life in homes and businesses (Dr. Bhaskar Natarajan, Senior Fellow, AEEE) • Energy efficient life in industry and businesses (Sobhanbabu PRK, Senior Fellow, Industry Energy Efficiency, TERI) • Energy efficient life in transport and cities (Aishwarya Soni, Deputy Manager - Strategic & Visual Communications, ITDP) • Outreach success: the EESL story (Bansi Shukla, Strategy Officer, Energy Efficiency Services Limited)
10:45-10:55	Special remarks (tbc) Mr. Abhay Bakre, Director General, Bureau of Energy Efficiency (BEE), Ministry of Power, Government of India
10:45-10:55	Break
10:55-12:15	Plenary 2: Compelling, people-centered communication strategies (panel) Communication experts share persuasive and people-centered communication techniques to inspire action across audiences. <ul style="list-style-type: none"> • Moderator: Robert Magori, Senior Communications Specialist, SEforALL • Rakschit Bhardwaj, Head Digital Services, Kaizzen Communications • Srishti Sharma, Account Director, OnPurpose Consulting • Mayank Aggarwal, Lead, Just Transition, Climate Trends • Marc Eliemel Tagub, Communications Manager, Asia Clean Energy Partners
12:15-12:30	Introducing the breakout groups (SEforALL)
12:30-13:30	Lunch Break
13:30-15:30	Breakout groups: Brainstorming impactful narratives (World Café-style format) Participants break into parallel groups to brainstorm innovative, emotion-driven energy efficiency narratives targeting different audiences and all three sectors. <ul style="list-style-type: none"> • Group 1 - Individuals: citizens, youth and gender • Group 2 - Policymakers: local and national decision-making • Group 3 - Private sector: businesses leading by example
15:30-15:40	Break
15:40-16:15	Report back and group discussion
16:15-16:45	Reflections (Co-organizers, participants) Participants reflect on the results and identify next steps and further collaborations.
16:45-17:00	Wrap-up and way forward (Brian Dean, SEforALL)
17:00-18:00	Tea and Networking

Speakers

	<p>Brian Dean, Head of Energy Efficiency and Cooling, SEforALL</p> <p>Brian Dean is from the United States and is the Head of Energy Efficiency and Cooling in SEforALL’s Vienna office. In this role, Brian leads the Cooling for All programme and the Energy Efficiency for Sustainable Development programme. Prior to joining SEforALL in 2019, Brian spent more than 22 years supporting governments and organizations on energy efficiency policies and projects. He joined SEforALL after spending five years with the International Energy Agency (IEA) as the lead for energy efficiency in buildings, where he was responsible for investment and policy tracking, co-authored the annual Global Status Report on Buildings and Construction as well as the Future of Cooling report. For almost 14 years, Brian worked in Washington DC, San Francisco and New Delhi as the Head of Energy Efficiency Analytics and Policy at ICF International primarily advising governments and utilities on energy efficiency. He started his career as a building designer and HVAC engineer.</p>
	<p>Dr Bhaskar Natrajan, Senior Fellow, AEEE</p> <p>Dr Bhaskar Natarajan has over twenty-five years experience in the field of energy policy and sustainable development, working with funding agencies, managing grants, and working with grassroots agencies to implement renewable energy and energy efficiency projects. Dr Bhaskar has worked with the government agencies under the Ministry of Power and Ministry of Environment & Forests, as well as with the NGO sector and the private sector. He has extensive experience working with multiple stakeholders across areas as diverse as technology, gender, and recycling.</p> <p>He has worked on projects supported by World Bank, USAID, ADB, UNDP, CIDA and DFID among others, and has been a part of several official government and industry committees of energy and environment. He has also written and published in national and international journals and other publications apart from contributing to a book on Renewable Energy Policy. Dr Bhaskar has worked with the USAID PACE-D project as Deputy Chief of Party (Energy Efficiency) prior to which he was the Managing Director of C-Quest Capital Green Ventures (the Indian arm of C-Quest Capital, US).</p>
	<p>Sobhanbabu PRK, Senior Fellow, Industrial Energy Efficiency, TERI</p> <p>Sobhanbabu PRK is Senior Fellow at TERI in the Industrial Energy Efficiency Division. He has 32 years of experience in the field of energy and sustainable development with particular focus on industrial decarbonisation, energy efficiency, renewable energy, MSME clusters development, and cleaner production. At TERI, he is engaged in projects that focus on energy efficiency, promotion of low carbon energy technologies, MSMEs, and development of roadmaps and deep decarbonization strategies for harder-to-abate industrial sectors with focus on Steel sector. He holds Master’s degree (M. Tech) in Chemical Engineering (Petroleum & Coal) from Indian Institute of Technology (IIT), Bombay and Bachelor’s degree (B. Tech) in Chemical Engineering from Andhra University.</p>

	<p>Aishwarya Soni, Deputy Manager - Strategic & Visual Communications, ITDP</p> <p>Aishwarya is a Technical Communications Designer at the ITDP India Programme, and has been involved in creating compelling and creative communications for the Complete Streets project. Being a visual storyteller, she uses graphic design as a tool to educate, inform and activate the community, about matters pertinent to sustainable urban transportation. She loves to explore new cities on foot and using public transit, and believes that the ease of mobility through these two modes largely determines how people-centered designed the city is. Prior to this role, Aishwarya spent about four and a half “constructive” years as an Architect in Bangalore, and brought to life more than a dozen buildings, of varied typologies and scale.</p>
	<p>Bansi Shukla, Strategy Officer, Energy Efficiency Services Limited</p> <p>Bansi is a climate change enthusiast with almost a decade’s experience in the space. She supports and encourages initiatives complimenting low-carbon transition which are just and equitable for its people and protects our natural resources. She is presently engaged with a Joint Venture under Ministry of Power – ‘Energy Efficiency Services Limited’, New Delhi where she supports developing key strategies for the organization aiding in creating last mile impact. She has globally represented EESL at many platforms specifically in South East Asian countries where she demonstrated the feasibility of launching Domestic Efficient Lighting Program. She has worked across Energy efficiency sectors from cooling, domestic lighting, building, solar to rural micro-mobility.</p>
	<p>Rakschit Bhardwaj, Head Digital Services, Kaizen Communications</p> <p>I am a marketing professional with over 18 years’ experience, 9+ years in leadership roles. I have diverse experience across industries [#Ecommerce, #Internet, #Advertising and #Travel] focused on ‘consumer /customer understanding’ and delivering to ‘new business growth’ through senior #leadership roles in #marketing, #business development and #strategy & #planning. I have competency to develop #digital enablers & drive business through digital platforms. Self-motivated #team #player and takes decisions based on project ROI.</p>
	<p>Srishti Sharma, Account Director, ON PURPOSE</p> <p>Srishti is a corporate storyteller with over 8 years of experience in the industry. She has worked on award-winning campaigns for multinationals, helping them build recognition for the brand and issues that were not well understood. She was the first employee at ON PURPOSE and has helped shape the direction of the company. Srishti has worked with a diverse set of clients across the corporate space before switching over to the social impact space.</p>



Mayank Aggarwal, Lead, Just Transition, Climate Trends

Mayank Aggarwal is a journalist with more than 18 years of experience. His writing and reportage are focused on the intersections of environment, business, climate change, technology and development. He is working with Climate Trends on Just Transition for capacity building of journalists and other stakeholders. He has worked previously at the UK-based The Independent, Mint, Mongabay-India, DNA, The Statesman and IANS. His work has been published, reprinted and hosted by media organisations in and outside India. Alongside, Mayank is a media trainer and journalism community mentor.



Marc Eliemel Tagub, Communications Manager, Asia Clean Energy Partners

Marc has more than 16 years of experience as a communications specialist in advocacy, development, and human rights communications at the grassroots, national, and regional levels.

He has a track record of valuable contributions to the development and implementation of outreach and communications strategies.

His regional communications experience includes working with country, and regional offices to ensure brand management, consistency of messaging, knowledge management, and quality control of communications and knowledge products for organization-wide advocacy and campaigns, and programmatic, research, and project communication, and engagements and work relationships with Asia-Pacific parliamentarians and United Nations regional offices, and with donors such as GIZ, AusAID/DFAT, and JICA.

He also supported the USAID's South Asia Clean Energy Forum 2023 held last week.