**Mission Efficiency Communications Charrette: Inspiring Change with an Efficient Life**

**8 June 2023. Paris, France**

**Agenda**

**MC. Marc Tagub, Asia Clean Energy Partner**

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| **8h30** | **Registration and networking** |  |
| **9h00** | **Welcome remarks and goals of the day**   * Steve Kukoda, ICA * Mark Radka, UNEP (TBC) | **Presentation** |
| **9h10** | **Mission Efficiency**  **Elevate. Support. Invest.**  Mission Efficiency background, pillars of action and overall framework  Energy Efficient Life in focus.   * Rosa Garcia, SEforALL | **Presentation** |
| **9h20** | **Back to basics: Energy Efficiency and Communications 101**  Basic concepts on energy efficiency and communications.   * Peta Basset, Asia Clean Energy Partners | **Icebreaker activity** |
| **9h40** | **Sparking action.**  Key elements of communication strategies and impact of behavioral changes. **Discussion moderated by Kristina Klimovich, Energy Efficiency Hub**  Moderator introduces the panel, opens the floor for 10-min intervention, delivers key insights and starts discussion.   * Peta Bassett, Asia Clean Energy Partners- Elements needed in communication, storytelling. * Marine Girard- The French Institute for Building Performance (IFPEB/A4MT) - How do we make energy efficiency more desirable. * Behaviour change modelling- Daniel Crow, IEA. | **Presentation + Panel** |
| **10h40** | **Coffee break** |  |
| **10h50** | **Successful energy efficiency stories and communication strategies**  Case studies and success communication stories.   * Energy efficiency in appliances and equipment: Lauren Boucher, CLASP (10 min) * Energy efficiency in education: Tiago Vicente, Agência para a Energia (10 min) + (10 min) * Energy efficiency and youth engagement, Miriam Hussein, University of East Anglia (10 min)   Q&A | **Presentation** |
| **11h30** | **Say YES to an efficient life, NO to greenwashing**  How to avoid greenwashing?  Oliver Bealby-Wright, Consumers International  Q&A | **Panel** |
| **12h00** | **Lunch break** |  |
| **13h00** | **Inspiring change through an Energy Efficient Life. A deep dive in the potential of energy efficiency to improve lives.**  *Current situation, opportunities and actions needed by sector*   * Appliances- Paul Kellet, U4E (10 min) * Buildings- Nora Steurer, GlobalABC – Insights 2022 Global Status Report for Buildings and Construction (10 min) * Industry and SMEs- Rasha Abdrabu, UNIDO (10 min) * Transport -Emma Mooney, IEA (10 min) * Engaging with Financial Institutions- Pierre Langlois, Econoler (TBC) (10 min)   Q&A | **Presentations** |
| **14h00** | **Breakout Groups: Brainstorming impactful narratives**  Participants break into parallel moderated groups to brainstorm and craft innovative, emotion-driven energy efficiency narratives using the inputs provided during the first half of the day to spark energy efficiency action in: 1) appliances and buildings; 2) industry and businesses; 3) transport and cities.  **Presenting breakout activity: Peta Basset, Asia Clean Energy Partners**  Groups will make a strategy to scale-up this new narrative and inspire the world!   * Group 1 - Communicating with individuals: citizens, youth and gender.   Moderated by **Rosa Garcia, SEforALL**   * Group 2 - Communicating with policymakers: local and national decision-making   Moderated by Marc, **Asia Clean Energy Partners**   * Group 3 - Communicating with private sector: investors and industry   Moderated by **Richard Scotney, WWF** | **World Cafe** |
| **16h00** | **Coffee break** |  |
| **16h10** | **Report back and group discussion**  The groups come back to present the new narrative.  15 min/group   * New narrative- 10 min * Plan to inspire the world: Amplifying the impact - 5 min   **Discussion moderated by Alvin Jose, SEforALL**   * Outcomes and plan moving forward | **Discussion** |
| **17h25** | **Wrap-up** |  |