**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 frameworkEnergy 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** |  |