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LiFE
Lifestyle for
Environment

Promoting Energy Efficient Lifestyles and Decision-Making

COMPENDIUM OF CASE STUDIES FROM G20 COUNTRIES



Mission
Efficiency





Mission LiFE can become a mass movement of Environmental Conscious Lifestyle. What is needed today is Mindful and Deliberate Utilisation, instead of Mindless and Destructive Consumption.

HON'BLE PRIME MINISTER SHRI NARENDRA MODI



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Preface

This publication was developed under the guidance of the Bureau of Energy Efficiency (BEE) to elevate the role of energy efficiency among key levers of mindful consumption and sustainable lifestyles.

The Lifestyle for Environment (LiFE) campaign, launched by Prime Minister Narendra Modi of India, seeks to foster a collective shift away from mindless and detrimental consumption practices towards mindful and deliberate resource utilization. It promotes a sustainable lifestyle in harmony with the environment, resources preservation and climate targets. Adopting energy-efficient practices is at the heart of LiFE. When individual choices – from efficient appliances and buildings to sustainable mobility, to virtuous energy management – converge in a collective movement, they can foster a widespread culture of energy efficiency. In turn, citizens in an efficient world can benefit from improved air quality, higher living standards and green jobs and, together, accelerate pathways towards achieving the Sustainable Development Goals (SDGs) and decarbonized economies.

A global movement for energy efficiency requires recognizing individuals and communities as key decision-makers and placing their lived experiences at the core of energy-efficiency communications. This publication delves into the best practices, tangible strategies and innovative case studies from national and local government among the G20 Members, hoping that they can serve as a catalyst for transformative action.

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Table of Contents

Executive Summary	1
<hr/>	
1 Objective	7
<hr/>	
2 Energy Efficient Life in Buildings and Homes	9
– Encouraging the purchase of energy-efficient appliances: India Standards and Labeling Programme	9
– Promoting mindful space cooling use: India AC @ 24 Campaign	10
– Shifting the LED market through a common cause: India UJALA program	12
– Building trust in efficient buildings and appliances: ENERGY STAR	13
<hr/>	
3 Energy Efficient Life in Businesses and Industry	17
– Showcasing excellence: Energy Management Leadership Awards	17
– Disseminating information with citizens and SMEs: Italy in Class A	18
– Shifting Investment Paradigms in the Brazilian Industry: PotencializEE	20
– Powering business in Mexico: Eco-Crédito Empresarial	21
<hr/>	
4 Energy Efficient Life in Transport and Cities	23
– Accelerating the shift to e-mobility: Indonesia transport electrification strategy	23
– Biking as the go-to transit habit: Mexico City's EcoBici Program	24
– Incentivizing eBuses: #IrideEbus Campaign (Delhi Government)	26
– Harnessing technology for improving energy efficiency: Eco-driving practices in Japan	27
<hr/>	
5 Awareness Raising and Training as Catalysts for Energy-Efficient Lifestyles in India	29
<hr/>	
6 Conclusions	33



Drawings made by Indian students as part of LiFE awareness program. Assam and Meghalaya. Image source: BEE, 2023

Executive Summary

Promoting an Energy Efficient LiFE through positive emotional experiences

Background and rationale

Energy remains a mystery to most people. The vast and complex energy infrastructure that powers a wall outlet, an appliance or a vehicle and the complex system of policies and environmental impacts associated to that infrastructure are not readily noticeable. As a result, many people feel powerless when it comes to making informed energy choices. Similarly, the concept of energy efficiency and its benefits are often familiar – like in the case of fuel-efficiency in vehicles – but their perceived technical nature still represents a barrier for widespread understanding. Although individuals make choices on how to use energy every day – at home, at work, or while traveling – the consequences of those choices often remain imperceptible to them. This, despite the fact that the sum of these individual choices has a massive impact on energy demand, energy bills, air quality, household economies, the macroeconomy, the climate and efforts to build a sustainable lifestyle. An energy-efficient lifestyle not only benefits individuals but also helps governments to reduce or delay the number of new investments for energy infrastructure and allows for the use of that money in other direct investments needed in the country. While most people see no consequences of their daily actions, they are foundational to making the transition to a cleaner energy

economy by creating energy-efficient homes and businesses and ultimately an efficient world.

There is widespread understanding that energy efficiency is a cornerstone of any effort to achieve climate, energy and development goals, be they at the country, community, enterprise, or household level. Improving energy efficiency can increase energy access, improve energy services, reduce fossil fuel use, improve grid reliability and accelerate the benefits of renewable energy.

But energy efficiency, unlike energy supply infrastructure, comes in small pieces – around the world there are millions of light fixtures, appliances, air conditioners, vehicles, cell phones, etc. It thus takes millions of choices by individuals and businesses to increase energy efficiency. The good news is that by harnessing the power of emotions that motivate individuals, countries and businesses, major shifts can occur.

To influence the millions of people and enterprises who collectively decide how energy efficient a community or a nation will be, national and subnational governments must play a critical role in promoting energy-efficient lifestyles, influencing consumer choices, and shaping decision-making in key end-use sectors. A key to motivating people toward this end is tapping into the potential of positive emotional experiences, including the desire in every person and every population to improve their quality of life. Benefits from energy efficiency and positive experiences can be both extrinsic, e.g., energy savings, emissions, etc., and intrinsic, e.g., comfort, light quality, etc.

Lifestyle for Environment (LiFE) was launched by India’s Prime Minister in 2021, during COP26 in Glasgow, as a global movement for “mindful and deliberate utilization, instead of mindless and destructive consumption” of environmental resources¹. India’s Mission LiFE recognizes energy efficiency as a key lever of environmentally conscious lifestyles in harmony with nature, resources preservation and climate targets. Adopting energy-efficient practices at all levels – from individuals to countries – is essential for harnessing the full potential of LiFE, achieving the Sustainable Development Goals (SDGs) and putting the world onto a net-zero pathway. An emotion-based narrative based on: 1) empowering people to take an active role in the solution; 2) fostering positive emotional connections

to energy efficiency; 3) acknowledging and recognizing energy-efficiency champions; and 4) innovating communication channels, has the potential to expand the reach of LiFE’s benefits worldwide. This approach not only strengthens rational motivations but also stirs powerful emotional drives, spurring individuals to take meaningful action, leading to benefits such as emissions reductions and job creation as well as happiness, satisfaction, and comfort. (Figure 1).

Behavioural and lifestyle changes are also one of the pillars of the [Strategic Plan for Advancing Energy Efficiency Across Demand Sectors by 2030](#) and indispensable for elevating energy efficiency in the energy, climate and development agendas. Like

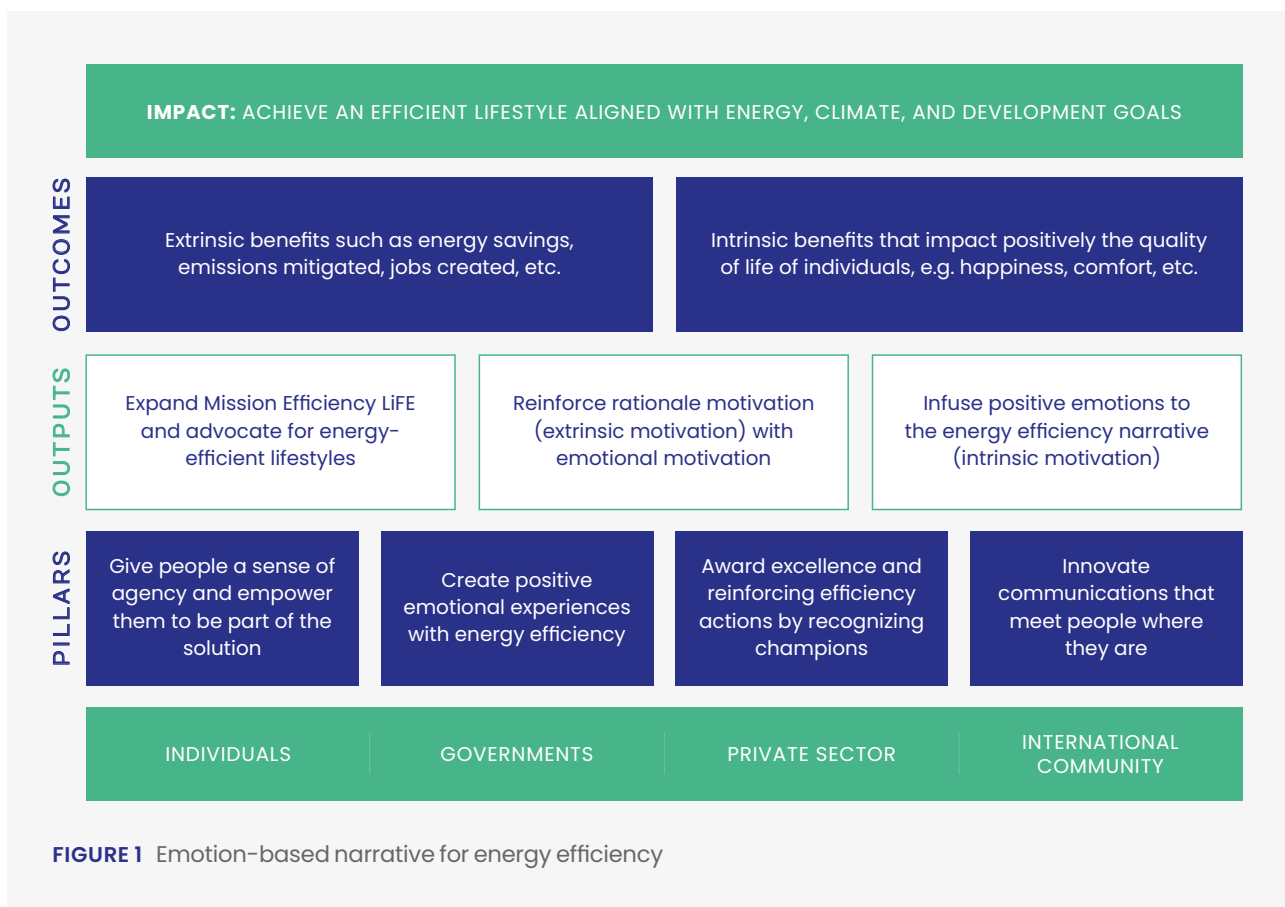


FIGURE 1 Emotion-based narrative for energy efficiency

¹ <https://missionlife-moefcc.nic.in/>

LIFE, the Strategic Plan recognizes that small changes in individual behaviour can significantly reduce energy consumption and mitigate environmental degradation. In India, only behavioural changes have the potential to save up to [10.2 TWh](#) annually.

According to IEA analysis, adopting worldwide LIFE actions – including behavioural changes and sustainable consumption choices – would save consumers roughly USD 440 billion and amount to one fifth of the emissions reductions needed by 2030.²

By actively promoting sustainable lifestyles worldwide and increasing investment through both global and local marketplaces for energy-efficiency projects, G20 countries have a unique opportunity to accelerate market transformation and drive a just and equitable energy transition.

Energy efficiency offers a sustainable path to enhance living conditions.

Although energy-efficiency and energy-conservation measures are often used interchangeably in energy-efficiency planning and climate change mitigation, they represent distinct concepts. Energy conservation can provide immediate energy savings in the short term and is often the initial response to energy shortages, a scenario that has become increasingly familiar in recent years. However, energy conservation alone is not enough to drive a systemic change and build a resilient energy system.

Energy efficiency on the other hand, invigorates economic growth as it creates demand for new products and services.

Energy efficiency includes the design of technologies and policies and the adoption of behaviours that reduce energy consumption without compromising the quality, quantity or comfort of the services and products. This translates into opportunities for clean cooking, more power for hospitals and schools, more comfort at household levels, higher competitiveness for businesses and industries, cleaner transport that makes cities more liveable, etc. An energy-efficient life brings empowerment, satisfaction, pride and happiness to those using efficient buildings, transport, lighting, appliances and equipment.

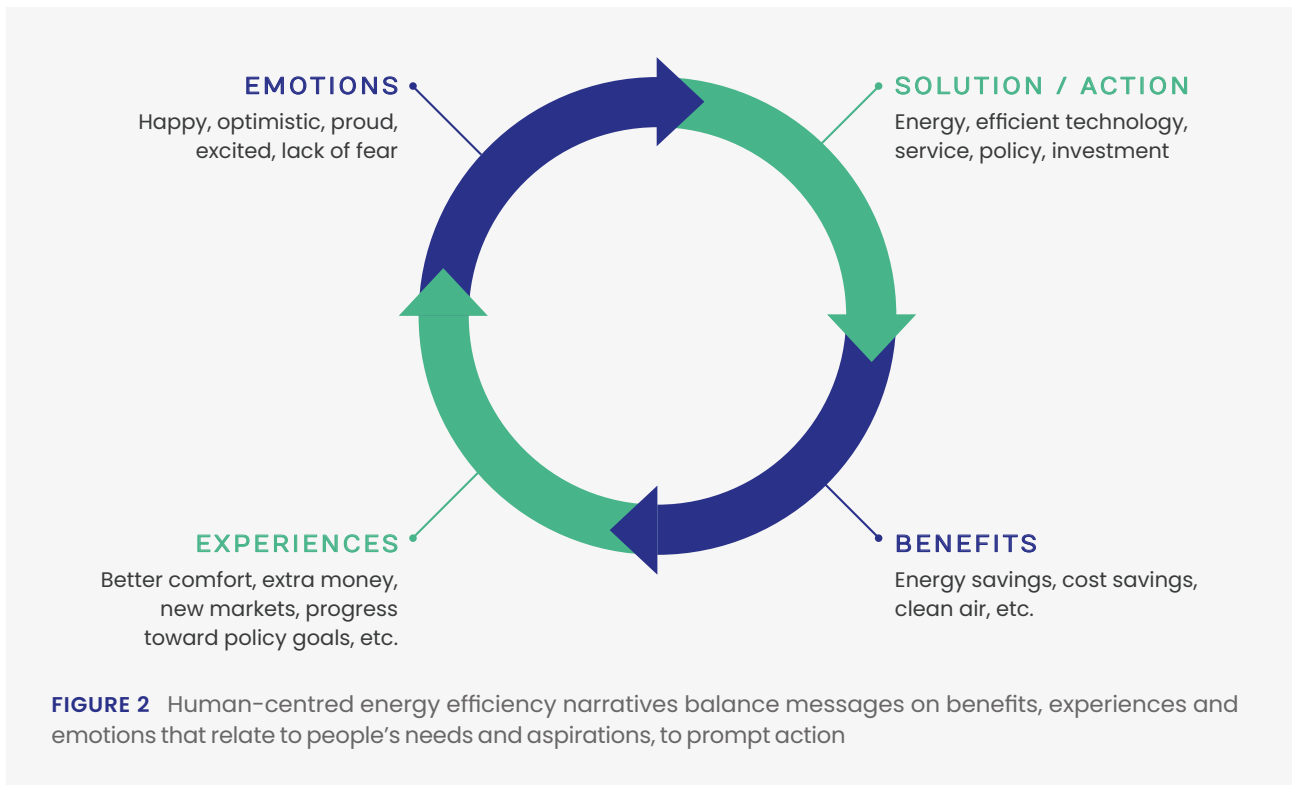
Underscoring the energy-efficiency narrative with positive emotions can motivate new and more ambitious energy-efficiency actions.

Energy efficiency has historically been perceived and communicated purely as energy savings, translating into lower energy demand and carbon emissions. But energy efficiency encompasses more than technical and logical benefits, it extends to a range of personal and emotional benefits that arise from adopting an energy-efficient lifestyle. Energy efficiency should not be framed solely as a means to cut costs or meet climate targets. Instead, it should also be presented as a holistic lifestyle choice that promotes well-being, quality of life, green local development and a balanced relationship with the environment. This shift in narrative encourages a wide variety of stakeholders to perceive energy efficiency as an opportunity to achieve their goals and aspirations.

² IEA, 2023. [Link](#)

To this end, a more humanized energy-efficiency narrative can enhance the attractiveness and change the perception of the value of energy-efficiency actions. A new narrative will highlight not only non-energy benefits, but also the experiences and emotions that people gain from energy-efficiency solutions (Figure 2). A human-centred narrative can lead to a virtuous circle where emotions drive

efficiency measures generated by people experiencing the benefits of those solutions. For example, enhanced comfort, productivity, GHG emissions reductions and job creation from energy-efficiency projects would generate emotions – such as happiness, pride and empowerment – that can change perceptions and lead to increased engagement, support for and investment in energy-efficient solutions. (Figure 3).



<p>EFFICIENT LIFE IS COMFORTABLE</p> <p>Setting the AC at 24°C is convenient, comfortable, healthy, and shows empathy for others.</p>	<p>EFFICIENT LIFE IS FUN AND GREEN</p> <p>Cycling is a fun, social, innovative and sustainable way of connecting people in congested cities.</p>
<p>EFFICIENT LIFE IS BRIGHT</p> <p>A movement for LED lights empowered people, national pride and collective responsibility for a positive impact.</p>	<p>EFFICIENT LIFE IS SHARED</p> <p>Recognition and positive competition nurture hope, trust, excellence, and community progress.</p>

FIGURE 3 Examples of emotional angles to energy efficiency messages

WHY POSITIVE EMOTION-BASED MESSAGING?

The relationship between emotion and reason deeply influences our choices and behaviours. Emotions are our instinctual responses to experiences. They substantially influence human cognitive processes, including perception, attention, learning, memory, reasoning, and problem-solving, motivating action and behaviour. Reason on the other hand, influences behaviour through a logical understanding of energy efficiency and its rational benefits. Reason and emotion can complement each other in a positive way: emotions can allow a person to feel good about a decision that may have been made for rational reasons.

Several initiatives have explored the role of behavioural insight to encourage efficient choices. In the European Union, [NUDGE](#) applies a comprehensive approach to analyse consumer's behaviour and provide policy recommendations. NUDGE applies Behavioural Science principles to develop energy efficiency interventions and evaluate their potential in real-life trials in five EU Member States. This constitutes an important step for incorporating behaviour interventions in the policy-making process. Particularly by leveraging digitalization to tailor behavioural interventions, applying these interventions in the field and developing a systematic research protocol that serves to measure the impact and potential of recommendations.

A [behavioural toolkit for energy policy](#) was published in 2022 as part of the Behavioural Insights Platform Task by the Users. The toolkit leverages expertise of behavioural science experts from several countries and provides insightful resources to identify behavioural factors that could impact the outcomes of policies and provides guidance to address them.

In 2020, a [study](#) by International Energy Agency has investigated the behavioural drivers of energy consumption, and how public policies and programmes can encourage energy efficient habits and consumption decisions among individuals. Analysing 40 case studies, the study identified key behavioural levers that are used in behavioural interventions for energy efficiency, such as simplification and framing of information, social norms and comparisons, feedback mechanisms, reward schemes and commitment devices, among others.

Emotional responses associated to people's experiences of energy efficiency are a powerful – and often under-explored – lever in the design and dissemination of policies and programs. Let's consider an uplifting example centred on energy efficiency. Picture someone touring a modern neighbourhood where homes are designed with energy efficiency at their core: houses fitted with advanced insulation, windows designed to maximize natural light and minimize heat loss, and families enthusiastically sharing their reduced energy bills and the comfort of their living spaces. Such sights instil feelings of admiration, curiosity, and aspiration. Compelled by these emotions, the observer begins to evaluate their home and daily practices, considering adjustments they can make for better energy efficiency. These reflections foster feelings of empowerment, excitement, and responsibility.

When these insights are paired with emotionally resonant messaging, they amplify their capacity to inspire action. Recognizing and capitalizing on this dynamic is fundamental in guiding individuals toward energy efficiency. By coupling the emotional with the rational, immediate and enduring shifts toward a more energy-conscious future can be triggered.



Electric buses in Delhi, India. Photo: ET Energy World

Objective

Globally, countries are renewing momentum for energy efficient-behaviour and lifestyles as a response to concerns over energy security and the inflationary impact of higher energy prices. This compendium of case studies from G20 countries showcases how impactful messaging and compelling narratives harness positive emotions such as pride and hope to embrace energy-efficient lifestyles and sustainable consumer choices, and inspire countries and organizations worldwide to raise ambition on energy efficiency.

This compendium aims to facilitate knowledge sharing and disseminate lessons learned from G20 countries. It constitutes a step forward to understanding incentives that spark energy-efficiency actions worldwide. The work represents a milestone in energy-efficiency communications, further advancing the efforts of Mission Efficiency partners to support India in its endeavour to make LiFE a global movement, propagate a healthy and sustainable lifestyle and accelerate the transition towards energy-efficient economies worldwide.

This document is produced under India's G20 presidency, reflecting its dedication to fostering knowledge exchange and forging connections between both G20 and non-G20 nations. India has achieved remarkable progress on energy efficiency since passing the Energy Conservation Act in 2001 and the establishment of the Bureau of Energy Efficiency (BEE) under the Ministry of Power. The launch of LiFE and the release of the Strategic Plan for Advancing Energy Efficiency Across Demand Sectors by 2030, which

guided energy efficiency-related outcomes of the G20 Energy Transition Working Group, reaffirm India's commitment to encourage the adoption of sustainable practices, both domestically and internationally.

The next section presents case studies that promote an energy-efficient life in Buildings and Homes, Business and Industry, and Transport and Cities. Each case study provides a description of the energy-efficiency intervention, highlighting the narrative or message used, the chosen communication channel for its dissemination and the emotions that are triggered through these interventions. The last section presents an overview of awareness-raising and skills-development activities carried out by the BEE under Mission LiFE, illustrating the interplay between reason and emotion in building a large-scale movement for energy efficiency.



Torre Reforma Building in Mexico City, City – recognised as one of the 100 Iconic Sustainable Buildings during the G20 India Presidency. Photo: Arch Daily

CHAPTER TWO

Energy-Efficient Life in Buildings and Homes

Encouraging the purchase of energy-efficient appliances: India Standards and Labeling Programme

DESCRIPTION

The India Bureau of Energy Efficiency (BEE) launched the Standards and Labeling programme in 2006. The objectives of the programme are: 1) to promote energy-efficient appliances; 2) to raise awareness amongst consumers to make informed decisions when buying appliances based on cost-effectiveness and energy performance; and 3) to monitor and verify energy savings from the purchase of efficient appliances.

The programme establishes minimum energy performance standards (MEPS) for a range of consumer goods, currently covering 28 appliances and pieces of equipment including refrigerators, air conditioners, washing machines and lights. These products have on them an energy-efficiency label that provides consumers with essential information through a star-rating system, where higher star ratings indicate greater energy efficiency. Compliance with the standards is mandatory for manufacturers and importers, ensuring that only energy-efficient products meeting the criteria can be sold on the market. This approach aims to influence consumer choices, drive manufacturers to innovate for efficiency gains, and significantly reduce both energy consumption and the environmental impact

of household appliances and equipment.

At the heart of the programme lies the intention to increase consumer awareness. Extensive campaigns educate the public on the advantages of choosing energy-efficient products, emphasizing potential cost savings, a decreased carbon footprint and long-term economic benefits. This awareness seeks to encourage consumers to choose higher-rated products, which then motivates manufacturers to produce and commercialize efficient products to meet the demand. Regular updates to energy standards and labels reflect technological advancements and international best practices, ensuring the programme's continued relevance and effectiveness. Through collaboration among government bodies, manufacturers, consumer groups and stakeholders, the programme contributes to India's broader energy efficiency and sustainable development goals, creating a more energy-efficient and environmentally conscious marketplace.

NARRATIVE AND CHANNELS

The Standards and Labeling Programme has placed significant importance on consumer awareness as a means to prompt a bottom-up transformation by generating demand for energy-efficient products. The programme developed a strategy that highlights the tangible benefits of efficient products and the emotional aspects of these benefits. Existing communication strategies involve celebrity endorsements, media campaigns

— such as the radio show *Bachat ke Sitaare Dost Hamare* (*Energy-Efficiency Star Labels, Our Friends*),— and student engagement programmes. Working with celebrities to increase consumer awareness has proven highly effective in India, where word of mouth and advice from family, friends and influential figures are perceived as trustworthy sources of information.

EMOTIONAL APPROACH

The India Standards and Labeling Programme offers a wide range of benefits that go beyond logical and technical energy savings benefits and have a positive impact on people's daily experiences and emotions. Embracing energy efficiency through this programme encourages a sense of empowerment among consumers, who recognize their role in fostering a more sustainable future. Making choices aligned with environmentally conscious values generates a feeling of pride, as individuals actively contribute to positive change. By purchasing products that comply with the programme and spreading the word, consumers experience a sense of satisfaction from their contribution to energy efficiency, alongside the gratification of inspiring others to make similar choices.

Promoting mindful space cooling use: India AC @ 24 Campaign

DESCRIPTION

India's AC @ 24 campaign advocates for setting air conditioners to a temperature of 24°C. This strikes a balance between maintaining a comfortable indoor

environment and promoting efficient use of energy. Currently around 60 percent of air conditioner users run their devices at 23°C or below,³ meaning that the campaign has the potential to result in energy savings of up to 6 percent per degree.⁴ The core message of the campaign focuses on the benefits of adopting an ideal temperature setting. The AC @ 24 campaign uses an approach based on: 1) reducing consumption; 2) switching to efficient technologies; 3) shifting to efficient behaviour; and 4) upgrading technologies.⁵

This campaign aligns with broader efforts to promote sustainable lifestyles and considers an holistic approach that extends beyond the purchase of energy-efficient technologies. Simply having energy-efficient appliances does not guarantee energy-efficiency benefits. It is essential to complement the purchase of an energy-efficient appliance with energy-efficient behaviour; overall efficiency can be compromised if there is inadequate insulation or if the air conditioner is operated at excessively low temperatures. Aligned with this campaign, the Indian government set a default temperature setting of 24°C on star-labelled room air conditioners from January 2020.

Similar campaigns have emerged in other countries, too. For instance, the Emirates Central Cooling Systems Corporation (Empower) launched its campaign under the slogan "[Set your AC at 24°C Auto and Save](#)". The campaign encourages users to run their air conditioners at 24°C and use the "Auto" mode. By using the "Auto" mode, air conditioners adjust their cooling intensity and fan speed automatically to maintain the

³ CEEW 2020. [Link](#)

⁴ AEEE 2022. [Link](#)

⁵ Idem

desired temperature, ensuring comfort while optimizing energy usage.

NARRATIVE AND CHANNELS

The BEE has taken several other steps to highlight the monetary and environmental benefits of setting air conditioners at 24°C. The campaign uses simple, appealing, captivating and timely messages to convince users that is an ideal temperature for them and their families.

Through engaging communication channels such as social media, public service announcements and community events, the AC @ 24 campaign educates the public about the advantages of the 24°C temperature setting. It highlights the fact that even a slight adjustment can lead to substantial energy savings, contributing to the nation's overall energy conservation goals. Consumers are not only informed about the individual benefits reflected in lower electricity bills but also their contribution to the broader mission of achieving sustainable lifestyles.

The AC @ 24 campaign encourages citizens to make informed choices about their energy consumption habits while enjoying the comforts of air-conditioning.

EMOTIONAL APPROACH

The campaign strategy focuses on conveying to the consumer that setting the temperature at 24°C ensures *comfort*, as it is neither too cold nor too hot; *health* as colder temperatures could lead to illness (Figure 4); *empathy* as it considers the needs of the elderly and children; and that it is *convenient* because it eliminates the need for frequent adjustments to temperature settings.

By advocating for setting the AC at 24°C, the campaign nurtures a sense of responsibility among users, connecting their actions to a larger environmental impact and inspiring them to take ownership of energy consumption. It appeals to well-being and a feeling of self-care, and sparks a sense of compassion, encouraging people to also prioritize the comfort and needs of others.

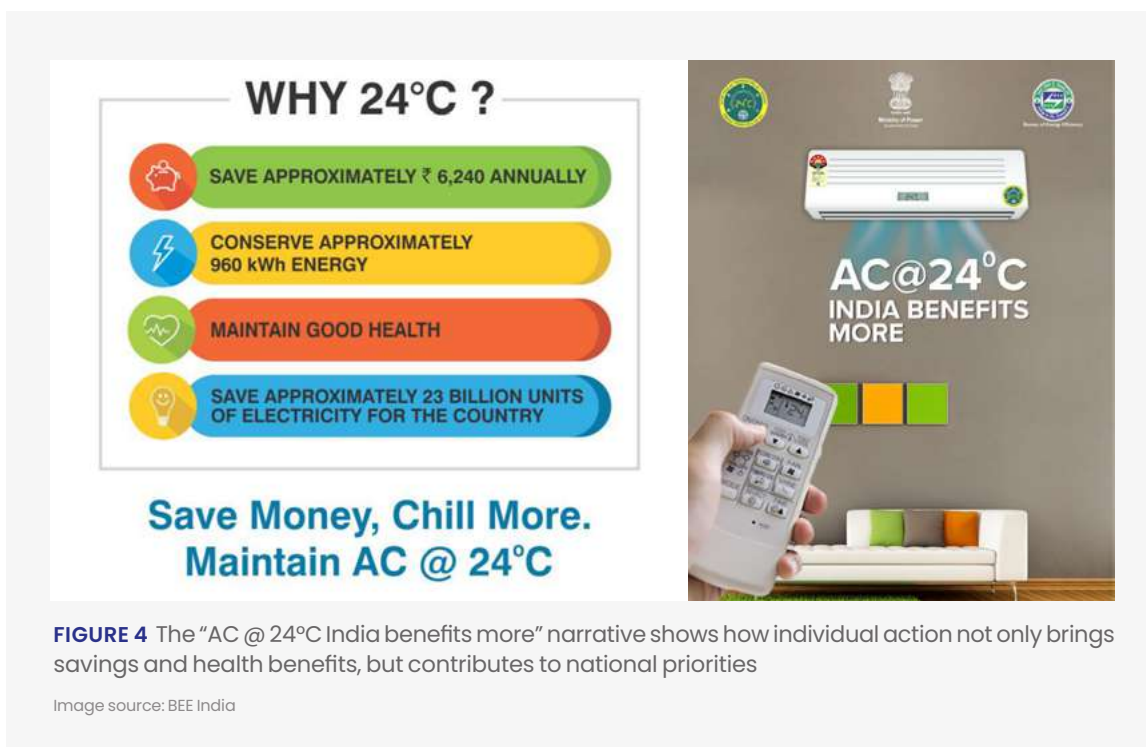


FIGURE 4 The “AC @ 24°C India benefits more” narrative shows how individual action not only brings savings and health benefits, but contributes to national priorities

Image source: BEE India

Shifting the LED market through a common cause: India UJALA programme

DESCRIPTION

UJALA (*Unnat Jyoti* by Affordable LEDs for All) was launched in 2015 and is to date the world's largest zero-subsidy LED bulb programme for domestic consumers. The objective of the programme is to improve energy efficiency by distributing affordable LED bulbs. UJALA has reduced household electricity bills by 15 percent⁶ while lowering retail prices by 85 percent and increasing the domestic manufacturing of LED bulbs. By May 2023, over 368 million LEDs had been distributed, resulting in annual energy savings of about 47,880 million kWh, and the mitigation of over 38 MtCO₂.⁷ A further 200 million LED bulbs have been sold by the private sector.⁸

NARRATIVE AND CHANNELS

The UJALA programme considered extensive awareness activities that communicated the economic benefits from switching to LED bulbs, the positive impacts in the quality of people's lives and the substantial contribution of this programme to India's overall economic growth and prosperity, including strengthening the national LED manufacturing industry. Activities included radio advertisements, rallies featuring well-known figures, TV commercials, awareness sessions at schools and colleges, door-to-door activities, *nukkad nataks* (street plays) and other media initiatives.

Furthermore, the [#ILEDTheWay](#) campaign focused on creating awareness and promoting the adoption of energy-efficient

LED lighting among households and individuals. The goals of this campaign consisted of breaking the myths around LED efficiency and economic savings, educating people about energy efficiency and empowering consumers by providing them with a platform on which to share their experiences. Before the campaign was launched, public knowledge about LED bulbs was limited; it took 548 days (about a year and a half) to sell 10 million LED bulbs in the country. After the campaign, the same number of LEDs were distributed in only 13 days.

The [#ILEDTheWay](#) strategy included coordinated communication efforts and concerted actions aimed at engaging citizens as active participants in the campaign. Activities included: 1) coordinated public relations involving national and sub-national stakeholders every time a state joined the programme to communicate the progress; 2) development of the [#ILEDTheWay](#) microsite that gathered 30 million pledges to switch to LED bulbs; 3) a social media and radio campaign including the donation of one LED bulb to SOS Villages for every three mentions of [#ILEDTheWay](#); and 4) the identification of *Energy Efficiency Champions*, citizens who took a prominent role in the campaign. One of these champions was, [Meera Vashisht](#), a 13-year-old girl from the USA who wrote over 500 letters to raise funds for the distribution of 1,800 LED bulbs to 600 families in India.

EMOTIONAL APPROACH

By rallying citizens of all backgrounds – from urban to rural areas, across all ages, genders and roles – around a common cause, the programme fostered a sense of national pride

⁶ Ministry of Power 2021. [Link](#)

⁷ Ministry of Power 2022. [Link](#)

⁸ EESL 2023. [Link](#)

and collective responsibility (Figure 5). The diverse activities of UJALA and #ILEDTheWay acted as an effective way to empower and engage with consumers and make them feel personally involved in driving change and having a positive impact in the country, evoking emotions such as generosity and optimism about the future. Recognizing and celebrating the efforts of citizens such as Meera Vashisht, people are motivated to follow suit, creating a ripple effect of positive change.



FIGURE 5 Citizens from all sections of society become champions in a national movement for efficient LED lights

Image source: Bureau of Energy Efficiency of India

Building trust in efficient buildings and appliances: ENERGY STAR

DESCRIPTION

Launched in 1992 by the USA's Environmental Protection Agency (EPA), the ENERGY STAR programme is a voluntary labeling programme. It establishes energy-efficiency standards and allows products and buildings that adhere to these standards to display the ENERGY STAR logo. The categories available in the programme are: 1) products 2) existing homes 3) new homes 4) commercial buildings; and 5) industrial plants. ENERGY

STAR enables consumers to identify and choose energy-efficient products and buildings, fostering innovation in technology and facilitating partnerships between governments, businesses and individuals. By 2020, the programme had saved 5 trillion kWh, USD 500 billion and mitigated 4 billion tCO₂.⁹

Several elements have contributed to the success of the ENERGY STAR programme, including: 1) the credibility of the label; 2) the marketing materials for ENERGY STAR products, including branding materials and toolkits; 3) awareness campaigns for consumers and businesses about the benefits of energy efficiency and the importance of

⁹ ENERGY STAR 2020. [Link](#)

selecting ENERGY STAR-certified options; and 4) collaboration with various stakeholders including manufacturers, retailers, utilities, governments and environmental organizations.

A 2019 survey showed that 91 percent of households recognized the ENERGY STAR label and 82 percent understood the information on the label. The survey also showed that more than half of the households had purchased ENERGY STAR-labeled products and a significant part of them would recommend the products.¹⁰ The programme approach extends over several stages, from awareness and understanding to knowingly purchasing products bearing the label and loyalty towards the label.

NARRATIVE AND CHANNELS

It was not easy for ENERGY STAR to win consumer loyalty; in 1999 Cohn & Wolfe, a global communications agency, highlighted the lack of emotional appeal of the programme. To address this gap, ENERGY STAR enhanced its emotional focus and launched several campaigns that appeal both to people's rational thinking and to their emotional instincts. Examples include: [Change a Light](#) (2007), [Change the World, Start with ENERGY STAR](#) (2011) and the [Rule Your Attic](#) campaigns (2015). Further messaging examples include the [Crosby marketing](#) campaign. In addition to these efforts, ENERGY STAR collaborates with users of the label to enhance the value and recognition of the brand. The programme offers an extensive range of marketing tools, toolkits, promotional materials and campaign resources that significantly contribute to elevating the label. These resources also provide

guidelines for creating individual challenges and competitions, thereby amplifying the programme's impact and helping label users to bolster sales.

EMOTIONAL APPROACH

ENERGY STAR campaigns strive for both rational and emotional appeal. The brand is associated with credibility, as it only promotes products that comply with stringent energy-efficiency criteria; the benefits are measurable, immediate and contribute to carbon reduction; and actions are simple – i.e., purchasing an ENERGY STAR product (Figure 6). The core message is that simple steps such as making efficient choices can protect the environment and generate economic savings. By choosing products that bear the ENERGY STAR label, individuals can experience a sense of accomplishment in making environmentally conscious decisions that align with their values. This emotional connection is further reinforced by the notion of actively participating in energy-efficiency efforts and contributing to a more sustainable world. The label encourages individuals to take pride in their choices, enhancing their emotional connection to the brand and fostering a sense of empowerment in being part of a larger movement toward environmental responsibility.

¹⁰ ENERGY STAR 2019. [Link](#)



FIGURE 6 The ENERGY STAR brand positions energy efficiency as a simple and trusted ally in the efforts of consumers and businesses to save money and protect the environment

Image source: energystar.gov



CHAPTER THREE

Energy Efficient Life in Businesses and Industry

Showcasing excellence: Energy Management Leadership Awards

DESCRIPTION

The Energy Management Leadership Award is organized by the Clean Energy Ministerial (CEM). The award is presented to organizations and companies that have demonstrated exceptional leadership in implementing energy management systems and achieving significant improvements in energy efficiency. These organizations serve as examples of best practices and inspire others to adopt similar strategies for energy efficiency. Winners of the Energy Management Leadership Award are recognized for their commitment to sustainability and energy efficiency, and for contributing to global efforts to mitigate climate change through enhanced energy management practices.

The programme has raised the profile of the ISO 50001 standard, as well as senior management-level awareness of 88 percent of the companies that have received the award. It has also increased senior management commitment, which has led to investment in 45 percent of these companies according to a study by the UN Industrial Development Organization (UNIDO).¹¹ National awards and programmes also exist in Canada, Chile, South Africa, the

United Arab Emirates and the USA, organized in collaboration with the CEM.

NARRATIVE AND CHANNELS

The Energy Management Leadership Award leverages the industry's recognition of ISO 50001 and its market value. The award not only signifies industrial excellence practices but also demonstrates a commitment to sustainability. To qualify for the award, organizations prepare case studies to describe their ISO 50001 implementation and certification, resulting business benefits, lessons learned and keys to success. Furthermore, the award aligns with various initiatives undertaken by UNIDO to raise awareness about energy-efficiency measures within the industrial sector. (e.g. [Invisible Solution. Can you see it?](#)) and to address the lack of awareness regarding cost-effective energy-efficiency solutions. UNIDO has published a range of [communications resources](#), including factsheets, case studies and infographics to inspire and help industry leaders, energy managers and other key stakeholders to enhance energy systems through energy-efficient solutions.

EMOTIONAL APPROACH

The Energy Management Leadership Award, along with the communication resources provided by UNIDO, offers knowledge to guide decisions, while the sense of positive

¹¹ UNIDO 2023. [Link](#)

competition among peers nurtures action. By showcasing these exemplary organizations, the programme also creates a sense of recognition of working towards excellence among companies and organizations in the sector.

Disseminating information with citizens and SMEs: Italy in Class A

DESCRIPTION

Italy in Class A is an energy-efficiency information and training programme that is managed by the Italian Ministry of Economic Development and implemented by the Italian Agency for Energy Efficiency. The first phase ran from 2016 to 2019 and a subsequent phase that started in 2022 is currently underway. In its first stage, the programme integrated information dissemination, social interaction and educational elements. It addressed information barriers within small and medium-sized enterprises (SMEs) in the industry and service sectors, as well as among the population at large. The first phase led to energy savings of 411 ktoe by 2020.¹²

The current campaign is raising awareness of the importance of conducting energy audits, implementing efficiency measures – such as renovating public buildings – and adopting energy management systems compliant with ISO 50001 standards.

NARRATIVE AND CHANNELS

Italy in Class A designed personalized messages to suit its target audiences, acknowledging the influence adults have within their families, in small businesses and across their networks, and recognizing youth

as future leaders. The campaign included traditional communication channels, such as radio, television and seminars, which were tailored for adults aged 65 and above. Television commercials alone reached around 5 million viewers. To engage with youth, the campaign opted for social media and digital marketing, a strategy that successfully captured the attention of 1.2 million online users. An additional 3.5 million people were reached through roadshows and from the designated energy-efficiency month of November, which featured over 400 events and 250 projects.

The current campaign is using a large variety of communication channels to reach all segments of the population, including:

- [KDenergy.eu](https://www.kdenergy.eu) – a website that engages and educates children, including through gamification and other ad hoc resources.
- Opinion leaders – leading experts, journalists, influencers and industry associations who are trusted in their community and can spread awareness of energy-efficiency issues.
- Episodes in the popular family show *“Un posto al sole”* (A Place in the Sun) – showcasing households that take energy-efficiency actions – and a nature-focused TV programme.
- [WomenInClassA](#) – stories, experiences and ideas to encourage people to adopt energy-efficient lifestyles.
- Energy efficiency month – giving employees, students and communities the opportunity to share best practices and experiences.
- [Podcast](#) – interviews and technical information about energy efficiency.

¹² ENEA 2022. [Link](#)

EMOTIONAL APPROACH

Italy in Class A provides citizens and SMEs with technical information and aims to create a meaningful connection between them. It triggers a sense of community responsibility, empowering individuals through success stories, showcasing financial savings, and instilling hope for a better future. This approach is designed to motivate people to adopt energy-efficient behaviour that is driven by their emotions and aspirations. Including industry and trade associations

among the programme’s “Opinion Leaders” helps build a sense of trust and a credible way forward for businesses in their networks.

The programme also researched how cinema can be a medium to engage people in energy sustainability, by using storytelling techniques to make the topic more accessible and interesting; montage sequences to show energy consumption in different contexts; special effects to represent the effects of pollution; and characters to create an emotional empathy with the audience.



FIGURE 7 The online series “Italy in Class A” uses murder-mystery-style stories to investigate real-life examples of energy efficiency through the testimonies of experts and citizens

Image source: [Italia in Classe A Serie, Episode 5 – A Green Tile](#)

Shifting Investment Paradigms in the Brazilian Industry: PotenzializEE

DESCRIPTION

The PotenzializEE programme aims to boost energy efficiency in Brazil, especially in SMEs in the São Paulo region, where most industry is concentrated. Beyond SMEs, the programme also targets entities in the energy-efficiency supply chain, including energy-service companies, consultants and suppliers, as well as public and private financial institutions. The programme adopts a comprehensive strategy structured under four pillars of action: 1) policy framework; 2) development of energy-efficiency projects; 3) mitigation of technical and financial risks; and 4) public and private finance.

To support the development of energy-efficiency projects, PotenzializEE works on strengthening the ability of local banks to assess and invest in energy-efficiency

projects, enabling them to offer more appealing financial mechanisms. It achieves this by incorporating energy efficiency into awareness and training activities for SMEs and bank managers. The programme aims to reach 90 bank managers, 5,260 industries, support the development of 425 projects, and reduce 1.1 MTCO₂e among other relevant objectives.

NARRATIVE AND CHANNELS

PotencializEE has received significant visibility in the sector through [social media](#), magazines and other channels. The programme brings together those active in the industry to exchange best practices and share the experiences they have gained from participating in it. Content disseminated includes technical guides such as [Energy Efficiency in Decision Making](#), [trainings on energy efficiency finance](#) and mentorship opportunities. The central message is that improving energy efficiency not only lowers operational costs but also

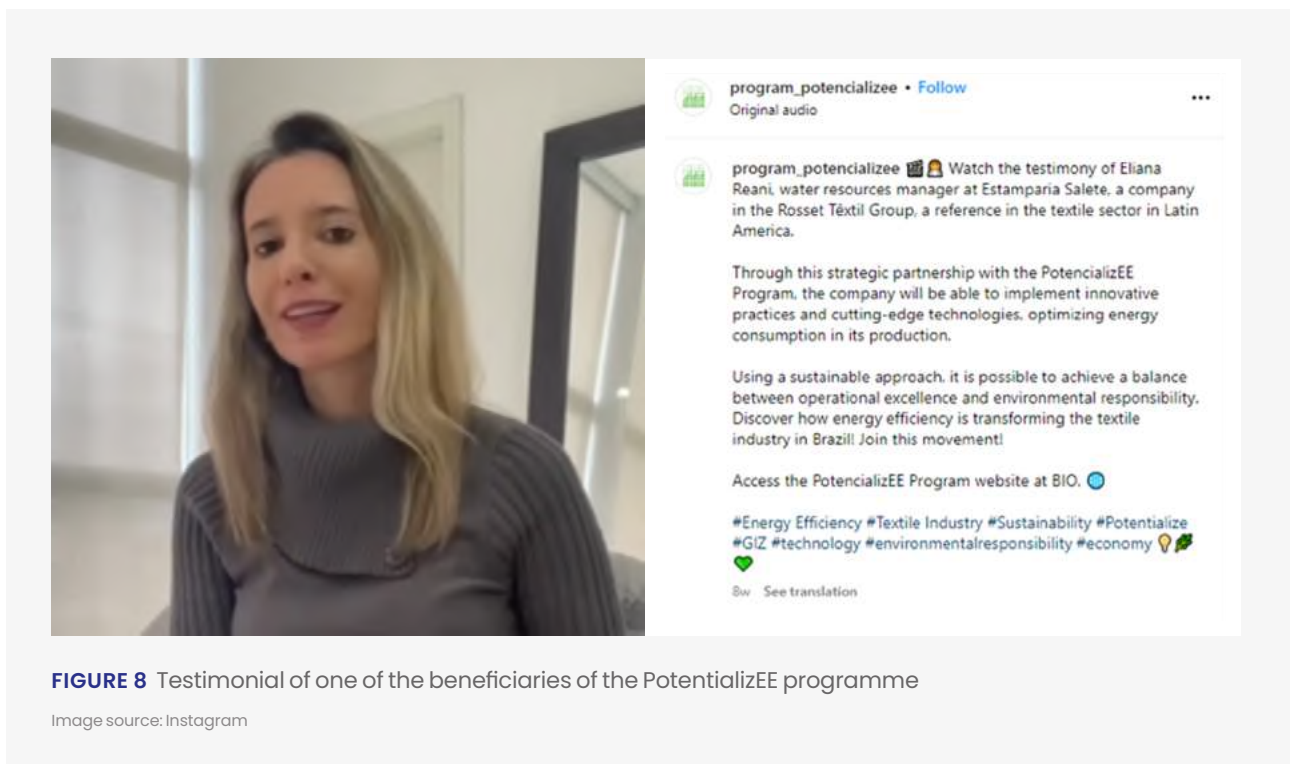


FIGURE 8 Testimonial of one of the beneficiaries of the PotenzializEE programme

Image source: Instagram

enhances competitiveness both locally and internationally. The beneficiaries of the programme are ultimately empowered with knowledge to make informed decisions regarding their energy consumption.

EMOTIONAL APPROACH

PotencializEE provides practical and impactful solutions to the challenges faced by SMEs. It recognizes the economic strain caused by rising energy costs and aims to alleviate this burden for businesses through energy-efficiency measures. By offering technical assistance and financial mechanisms, PotencializEE empowers these industries to not only produce more but also waste less energy in their manufacturing processes, building trust in energy-efficiency measures as an ally for business security. This approach is underpinned by a deep understanding of the financial pressures SMEs face, emphasizing the importance of cost-saving strategies.

Powering business in Mexico: Eco-Crédito Empresarial

DESCRIPTION

Eco-Crédito Empresarial was launched in Mexico in 2012 to improve energy efficiency in SMEs by increasing the use of efficient technologies and replacing obsolete equipment with certified efficient units. SMEs constitute roughly 99.7 percent of businesses in Mexico, accounting for 50 percent of the workforce and 14.6 percent of GDP.¹³ Yet SMEs have limited access to credit often due to their informal nature and lack of trust in financial institutions. The programme addresses this lack of access by providing loans at low-

interest rates and subsidies to support upfront investment or cover expenses associated with the disposal of obsolete equipment. Since its inception, the programme has added new technologies to include industrial refrigeration, air-conditioning, thermal insulation, photovoltaic systems, lighting, capacitor banks, water heaters and electrical substations. The programme is supported by the [Nama Facility](#) and estimates the mitigation potential by 2030 at 10,634,587 tCO₂e. The specific mitigation in 2030 on its own is equivalent to roughly 27 percent of the unconditional target for industry established in the nationally determined contribution (NDC).

NARRATIVE AND CHANNELS

The loans provided by the programme enable retailers and distributors of approved energy-efficient technologies to increase their sales. Sellers integrate the programme as part of their business and play a pivotal role in ensuring its continuity and success. Promotion of the programme relies significantly on word-of-mouth recommendations from both consumers and retailers. The Electric Power Savings Trust Fund (FIDE), responsible for the implementation of the programme, gathers [stories and testimonials](#) from beneficiaries. These anecdotes serve to enhance trust in technologies, the [energy label FIDE](#) and ultimately aim to elevate energy efficiency in purchasing decisions.

EMOTIONAL APPROACH

The programme instills trust in energy-efficient technologies by demonstrating their benefits not only in terms of energy savings but also the broader positive impacts on business, including increased product

¹³ OECD 2022. [Link](#)

diversity and increased sales. End users take pride in using new and modern equipment that may have otherwise been inaccessible. Beneficiaries experience a sense of relief knowing that their equipment will not break down in the hot summer months and that their products will last longer. Additionally, they are often motivated to adopt other efficient measures in their homes and businesses.



FIGURE 9 "Invest your energy in growing."

Image source: [FIDE](#)

CHAPTER FOUR

Energy Efficient Life in Transport and Cities

Accelerating the shift to e-mobility: Indonesia transport electrification strategy

DESCRIPTION

The Indonesian government is actively promoting a country-wide transition to electric motorcycles, including the conversion of existing conventional motorcycles. This initiative aligns with its [ambitious targets](#) within the transportation sector, aiming to electrify approximately 50 percent of light-duty vehicles and a minimum of 30 percent of medium- and heavy-duty vehicles. The

Indonesian strategy takes a comprehensive approach, addressing not only the demand side but also focusing on bolstering electric vehicle (EV) manufacturing and increasing consumer awareness.

The electrification of the transport sector has gained momentum in recent years especially following the G20 summit in 2022. The government is strategically utilizing electric motorcycles as a catalyst for wider EV adoption. This involves offering financial incentives, which are expected to have a more significant impact on the number of two-wheelers than on the number of four-wheelers.



FIGURE 10 The PLN and Aismoli Fun Ride in Jakarta was attended by 200 electric motorbikes

Image source: [Wahana News Jakarta](#)

NARRATIVE AND CHANNELS

The government is taking steps to educate the public about the advantages of EVs. Together with the Indonesia Electric Motorcycle Industry Association (Aismoli) and the Greater Jakarta Distribution Utility PNL, it is actively promoting EV usage. “Fun Ride” initiatives have been launched to engage riders of electric motorbikes and raise public awareness about the merits of EVs to reduce air pollution. The government is also working with the industry to ensure that EVs adhere to both quality and affordability standards.

EMOTIONAL APPROACH

Electric community clubs on the Indonesian island of Bali are playing a pivotal role in enhancing awareness regarding EV conversion and providing support for the growth of EV conversion workshops. The government’s influence has been pivotal, particularly in highlighting the health benefits associated with this shift. This aligns with the national culture’s strong emphasis on living harmoniously with nature.

Biking as the go-to transit habit: Mexico City’s EcoBici Programme

DESCRIPTION

In 2010, the government of Mexico City launched *EcoBici*, a public bike-sharing programme. The *EcoBici* system allows registered users to pick up a bike from any docking station and return it to the one closest to their destination in unlimited journeys of 45 minutes, with a scaled-fees subscription system.

The *EcoBici* programme was the first of its kind in Latin America, and the largest one in the region in 2022, with 300,000 users taking 30,000 trips per day. It was initially established

as a mitigation action in Mexico City’s *Plan Verde* (“Green Plan”), a 15-year initiative introduced in 2007 to enhance environmental values, public spaces, water supply, air quality, mobility and other sustainability-driven factors that contribute to the city’s livability. The bike-sharing programme was introduced with an ambitious long-term goal to convert 5 percent of city journeys to cycling – at a time in which over 80 percent of journeys in the city were taken on an overloaded public transit system on roads strained by serious traffic congestion.

In the last 13 years *EcoBici* has expanded its coverage area, increased its number of bicycles, and incorporated user feedback for improvements. It currently has 687 docking stations accommodating a total of 9,300 bicycles. The affordable subscription plans and easy-to-use rental stations throughout the city have made bike sharing accessible to a large number of residents, and this has contributed to its success.

NARRATIVE AND CHANNELS

To encourage a real shift in transit habits, Mexico City integrated its bike-sharing programme into the city’s public transport network, enhancing the overall connectivity and making bicycle commuting a faster and more convenient choice for users.

EcoBici is seen as a key strategy to reduce air pollution in the Mexican capital. The programme also recognizes the ability for accessible transport to improve social equity. Targeted efforts, including peer-taught workshops and promotional campaigns celebrating women cyclists, have resulted in a ridership that is 40 percent female, almost twice the overall share of the city’s female cyclists. Other benefits of the programme include: (1) productivity savings – an estimated 45.5 years’ worth of productivity

savings were generated in 2010–2015, in a city where traffic congestion costs USD 10 billion in lost productivity each year; and (2) health benefits – 54 percent of users have noted an improvement in their physical condition since they began to ride.

Among the key initiatives to promote cycling as a mode of transit, “*Muévete en Bici*” (Move by Bike) is a series of events that take place every Sunday throughout the year. They include themed bike rides, cultural activities and entertainment, encouraging people to explore the city on two wheels while enjoying a festive atmosphere. “*BiciEscuela*” (Biking School) offers free workshops and training sessions on safe cycling practices, bike

maintenance and road etiquette. These workshops aim to educate new cyclists, increase their confidence on the road, and promote cycling as a viable mode of transportation.

In addition, a notable social media presence makes it easy for citizens to access tips for riding bikes in the city, programme updates and even user testimonies.

EMOTIONAL APPROACH

“*Muévete en Bici*” initiatives promote cycling as a fun and social activity, connecting citizens and tourists to the city’s cultural and historical sites and fostering a sense of innovative and sustainable community in a car-dominated



FIGURE 11 The PLN and Aismoli Fun Ride in Jakarta was attended by 200 electric motorbikes

Image source: [ECOBICI](#)

urban environment. The “*Biciescuelas*” have evolved over time from capacity-building initiatives to spaces to promote safe and healthy community living.

On the programme’s social media accounts, the use of user-generated content – using the *#RuedaConOrgullo*, meaning “wheel with pride” tag – recognizes users as local champions of sustainable transport. Articles on the *EcoBici* website actively position bike sharing as a symbol of mental and physical health, empowerment, freedom and social inclusivity, and address fear and skepticism through tips and guidance on how to ride safely, including at night and on rainy days (Figure 11). Promotional efforts have also established connections with various days of importance on the calendar, such as Valentine’s Day, the International Day of Friendship, and the Day of the Dead, thus anchoring the solution to citizens’ daily experiences.

Incentivizing e-Buses: #IrideEbus Campaign (Delhi Government)

DESCRIPTION

Delhi EV Policy has been called the most progressive EV policy in India and among the best in the world. It has been well received because it sets an ambitious vision for Delhi to drastically reduce air pollution from vehicles to become one of the world’s least polluted cities. The Delhi government’s aim is for one out of every four vehicles sold in Delhi by 2024 to be an EV. In May 2022, to launch the addition of 150 electric buses to the Delhi Transport Corporation (DTC) bus fleet it built three electric bus depots and launched a public engagement campaign. With the addition of these buses, the total number of buses in Delhi has gone up to 7,205, with plans for

large expansion of the electric transport and pollution reduction, targeting 2,000 new e-buses and 600–700 CNG buses in 2023.

NARRATIVE AND CHANNELS

The Delhi government has started the *#IrideEbus* campaign to encourage people to use electric buses, as a noiseless and emission-free transport alternative...

Along with the free rides for the first three days after the launch, the government organized a public contest that urged people to ride e-buses, take a selfie, and post it with the hashtag *#IrideEbus* on their Instagram, Twitter and Facebook accounts. The top three entries will have a chance to win an iPad.

This is part of the government’s broader efforts to promote e-mobility, including through the Switch Delhi platform. Here, users can learn about the city’s vision and policies, make a pledge to switch to EVs, calculate the cost savings that they can achieve by doing so, and browse EV models and locations of charging stations.

EMOTIONAL APPROACH

The *#IrideEbus* campaign increases citizens’ familiarity with e-buses and encourages a modal shift through positive competition, recognition on social media and a sense of pride and belonging to an online community of early adopters. The broader Switch Delhi platform creates a sense of empowerment through easily accessible information on immediate actions that citizens can take and connects individual efforts to a community-wide vision and movement for a better city, for instance by tracking the sales of EVs and the number of pledges. It also clearly positions EVs as a solution to the city’s pollution problem, harnessing powerful emotions surrounding citizens’ health and safety concerns.

● Harnessing technology for improving energy efficiency: Eco-driving practices in Japan

DESCRIPTION

Japan has taken a proactive step towards promoting eco-driving by creating a mobile app with GPS sensors that estimates fuel consumption by analyzing factors such as acceleration habits, driving times and distances covered. Maintaining a steady speed is deemed as the optimal driving behaviour, earning users of the app higher points. Similarly, smooth and gradual acceleration and deceleration are also rewarded. In contrast, abrupt changes in speed are considered less efficient and result in fewer points being awarded. The app compiles these data into an eco-driving score, allowing users to compare their performance with that of others. It offers real-time feedback in the form of smiley emojis, aiming to discourage drivers with high eco-driving scores from increasing their fuel consumption. Additionally, the app provides eco-driving tips that leverage loss aversion, for example, highlighting that not accelerating gradually leads to an increase in gas consumption.¹⁴

NARRATIVE AND CHANNELS

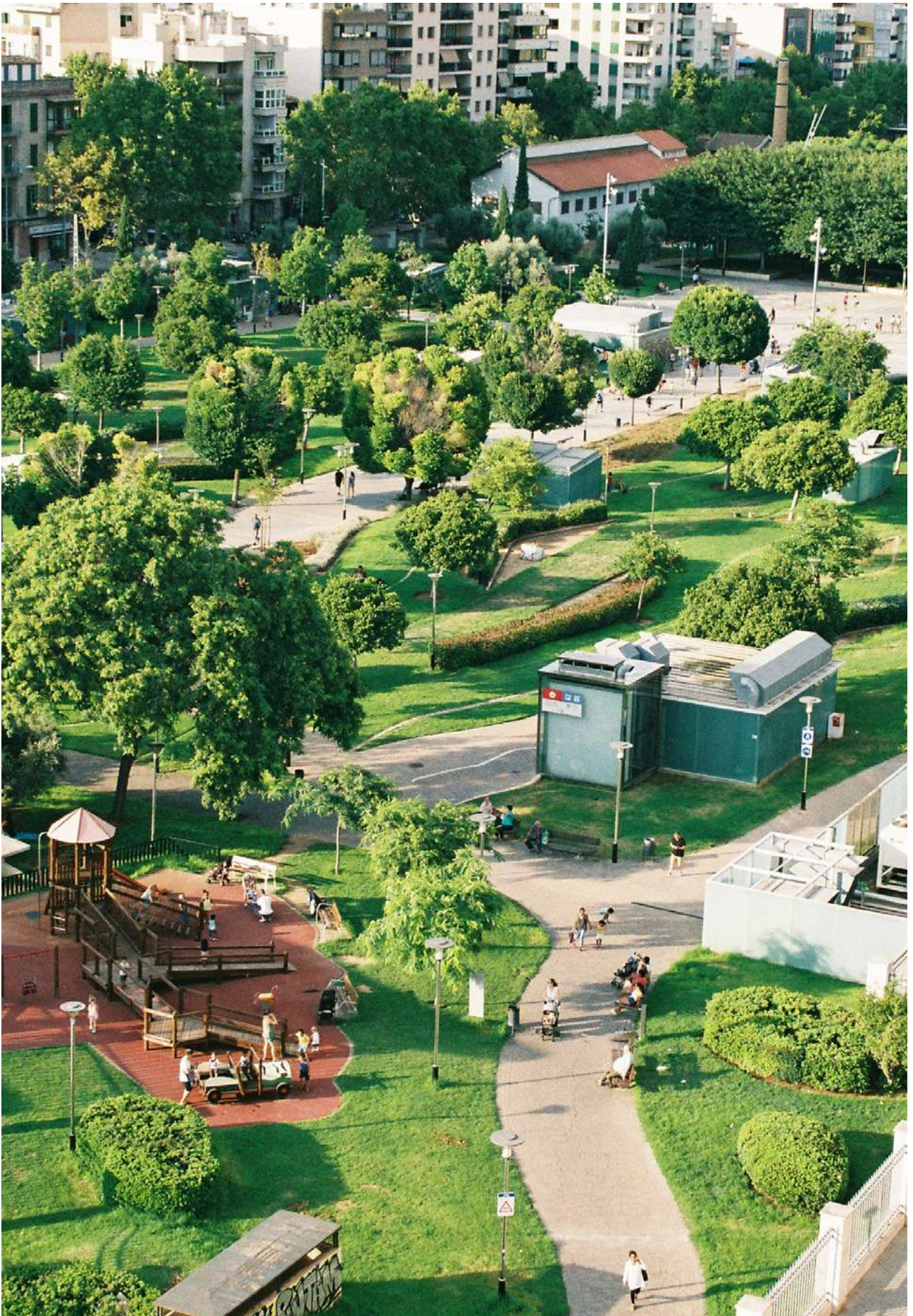
This app promotes the adoption of sustainable habits through a feedback mechanism that encourages the user to change their behaviour. It simplifies information and provides an interpretation of the impact of users' driving in terms of fuel consumption. It also educates the user and provides advice to correct and change habits. Users feel

motivated to undertake immediate changes and modify the status quo.

EMOTIONAL APPROACH

The app uses simple and clear messages that resonate with drivers familiar with GPS apps. The feedback mechanism demonstrates how small decisions while driving have an impact on fuel consumption, building users' confidence and recognizing virtuous choices. The comparison with other users aims to spark hope, curiosity and positive competition, motivating users to equal or surpass their peers.

¹⁴ IEA 2018. [Link](#)



CHAPTER FIVE

Awareness Raising and Training as Catalysts for Energy-Efficient Lifestyles in India

India has embarked on a decisive campaign to spread the essence of its Lifestyle for Environment (LiFE) initiative both at home and on a global scale. LiFE aims to encourage individuals to become *pro-planet people*. Under the initiative, the Bureau of Energy Efficiency (BEE) is mobilizing different groups of society to increase awareness about the opportunities of energy efficiency and energy conservation. These efforts underscore the imperative for collective action, which aligns with the spirit of “One Earth, One Family, One Future”. From 2022–2028, LiFE aims to mobilize at least one billion Indians and other global citizens to adopt sustainable lifestyles (*pro-planet people*), including establishing 515,000 LiFe Villages and 766 LiFE Districts.

LiFE sets a nationwide aspiration, empowering individuals with hope and confidence that they can contribute to bigger change, and a sense of inclusion within a movement. Raising awareness about energy efficiency and providing training empowers people with the knowledge to recognize the benefits it brings to both the environment and their own living conditions. This fosters a sustained, positive change that transcends the boundaries of the campaign. By embracing energy efficiency principles in the daily decisions of individuals and businesses, a shift in energy supply can be stimulated. This, in turn, sets a path forward for new and better policies, creating a virtuous circle of progress.

The BEE has conducted more than 700 activities including:

1. Energy-efficiency and energy-conservation awareness-raising activities for students in energy clubs, resident welfare associations, appliance retailers, energy-efficiency professionals and the general public.
2. Training and capacity building on energy efficiency in several sectors. Activities targeted energy-efficiency professionals and the general public.

ACTIVITIES UNDERTAKEN BY THE BUREAU OF ENERGY EFFICIENCY (BEE) UNDER MISSION LiFe

Image source: BEE 2023



Latitude: 21.00789
Longitude: 75.563206
Altitude: 184.7±1 m
Accuracy: 20.0 m
GPSTime: 05-06-2023
Note: At Dambhikars Spoken English and Life Program

Awareness raising on energy efficiency and energy conservation among students through energy clubs.

📍 Maharashtra



Chittoor, Andhra Pradesh, India
RW33+2XR, k.v palli, Pileru - Pincha Rd, Andhra Pradesh 517213, India
Lat 13.801501°
Long 78.905038°

Awareness raising on energy efficiency and energy conservation among students through energy clubs.

📍 Chittoor, Andhra Pradesh.



Eluru, Andhra Pradesh, India
504, Mulpuri Nageswar Rao St, Powerpet, Eluru, Andhra Pradesh 534006, India
Lat 16.710742°

Awareness raising on energy efficiency and energy conservation for households and resident welfare associations.

📍 Eluru, Andhra Pradesh



Aishwarya Grand, Ibrahimpatnam, 521241, AP, India

Awareness raising on energy efficiency and energy conservation for households and resident welfare associations.

📍 Aishwarya Grand, Andhra Pradesh



Training for appliance retailers.

📍 Andaman and Nicobar



Awareness raising and training for retailers.

📍 Andaman and Nicobar

(continued on next page)

(continued)



Awareness-raising activities on electric mobility.
 📍 Mohanpura, Port Blair



Awareness-raising activities on electric mobility.
 📍 Sirsa, Rajasthan



Awareness-raising activities. Energy Club of Laban Bengalee Boys' High School during World Environment Day, 2023.
 📍 Meghalaya



Activities during World Environment Day, pledge ceremony.
 📍 Uttar Pradesh



Regional Workshop. State-Designated Agency Sikkim, Gangtok.
 📍 Ranipool



Awareness raising on energy efficiency and energy conservation at Arya Institute of Engineering and Technology
 📍 Rajasthan



Conclusions

Energy-efficiency policies and the availability of efficient technologies will still fall short if people do not personally embrace energy efficiency. It is essential to empower individuals with a sense of personal agency and create positive emotional experiences to truly achieve energy efficiency and other environmental objectives. Raising awareness with relevant and clear information about energy consumption, the benefits of energy-efficient technologies, and the potential for cost savings empowers individuals, businesses and communities to make informed choices. Strategies that go beyond awareness, and connect with people's daily experiences and emotional responses, have also proven to be powerful tools to prompt energy-efficiency action.

Emotional and rational motivations together can steer progress on energy efficiency.

Tapping into positive emotions unites citizens and businesses around a common cause and inspires them to choose efficient appliances, insulate their homes, commercialize efficient products, or opt for sustainable transport. Feelings like comfort, care for others, and a desire for health and prosperity can provide a much-needed impetus for energy efficiency but must be rooted in the understanding of the audience's needs and aspirations.

Communicating abundance and relevance.

If fear and insecurity – around energy prices, new technologies, investment risks – may dampen the interest of citizens and businesses in energy efficiency, messages that convey positivity and abundance can be the antidote. Equating energy efficiency with better services, greater comfort, more

business opportunities, cleaner air, and greener and more liveable communities forges a direct connection to people's daily experiences, can shift perceptions, and channel hope and optimism.

Making people feel that they are part of the solution.

Change does not happen in isolation, and while many people want to be part of progress, they may not believe in the impact of their actions. Communication strategies that build trust in energy-efficient solutions and turn individual initiatives into community action will empower individuals with the confidence that their efforts will add up to meaningful change.

Rewarding success and finding champions.

Energy-efficiency solutions are often local, and so are their benefits. The local level – one's community, city, peer network – also matters more to people than national or global phenomena. Highlighting local wins and rewarding successes will spur positive competition and a desire to take action. Tailoring campaigns to influential actors – from prominent businesses, to celebrities, to women and community peers – can help turn a programme into a movement.

Exploring innovative formats and channels.

Combining traditional communication channels with new approaches can help meet people where they are. From digital platforms, to gamification, to embracing visual arts, to grassroots initiatives, to leveraging cultural and historic heritage, the key to inspiring energy-efficient lives may be best found through creativity.



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