



**International
Energy Agency**
Secure
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IEA Energy Efficiency in Emerging Economies (E4) Training Week

Lighting Appliances & Equipment

Thursday, 9th June 2016

#EnergyEfficientWorld



**International
Energy Agency**

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**COPENHAGEN CENTRE
ON ENERGY EFFICIENCY**
SE4ALL EE HUB

7. Stakeholder involvement and communication

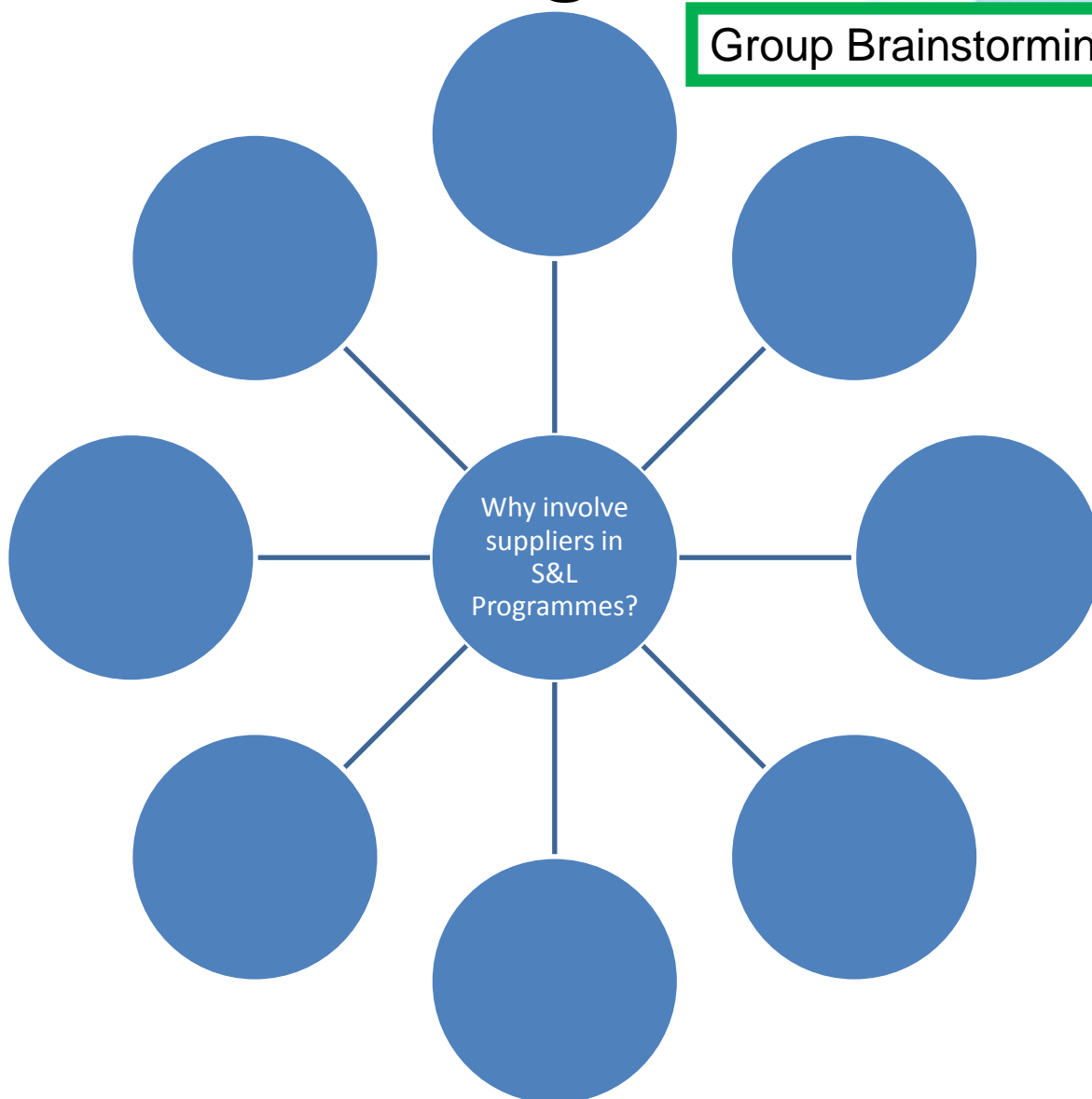
Tim Farrell

There is a need to involve product suppliers more in the organization of your programme.

What could you do to address this and what might be the benefits?

Why involve Suppliers in S&L Programmes?

Group Brainstorming Exercise



Who are Suppliers?

- Manufacturers
- Importers
- Distributors
- Retailers

Why involve Suppliers in S&L Programmes?



What can suppliers educate Consumers about?

- Raise awareness about the benefits of selecting energy efficiency appliances
 - Provide targeted education and information materials
- Assist the interpretation of energy efficiency information to inform purchasing decisions
- Provide Information about energy-related programs e.g. incentives, rebates

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Group Brainstorming Exercise

What type of events could engage suppliers?

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Formal Consultation

- National Steering Groups
- National Standards Bodies
- Public Consultations

Informal Liaison

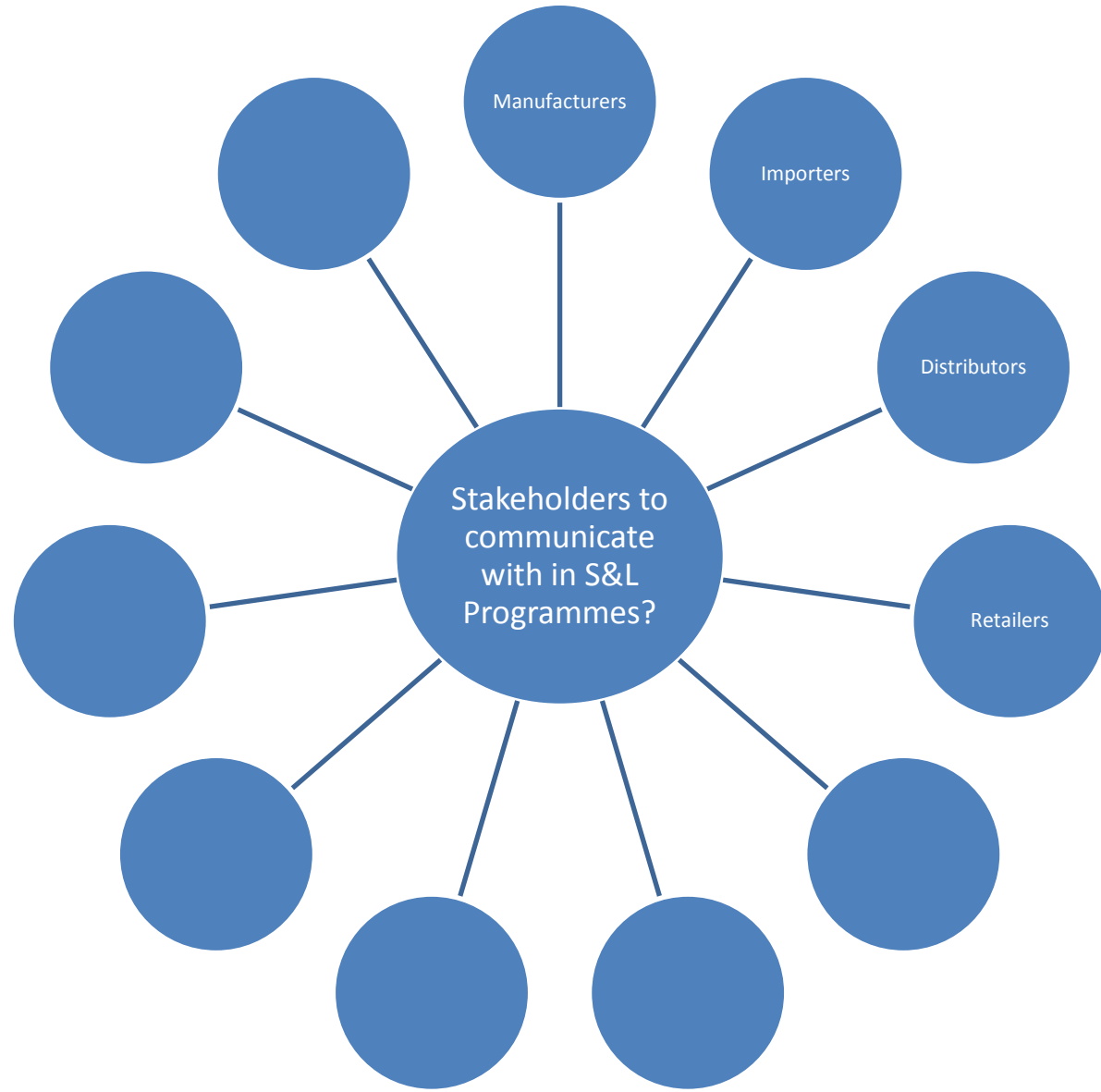
- Stakeholder meetings
- Outreach Activities e.g. Workshops, Conferences etc
- Retailer Training

Communicating with Suppliers is Critical

- Formal consultation and informal liaison with suppliers
- Promoting the strategic plan and priorities
- Communicating regularly through various fora e.g. Annual Report, Newsletters, Website etc
- Providing updates e.g. successes, label transition, international test method updates etc
- Training activities and workshops e.g. registration databases, smart calculators and apps, understanding the label
- Publicising MV&E plans and results, including the results and outcomes of compliance and monitoring activities

Need to consider many factors - impact, mix, timing, duration, resources, evaluation

In addition to suppliers, we need to communicate with a broader group of stakeholders



In addition to suppliers, what other stakeholders do we need to communicate with?



- Formal requirement e.g. legislative, reviews
- To gain support for programme
 - Adequate resourcing for S&L Programme
 - Seek to expand product coverage
 - Reporting on the evaluation of S&L programme or individual components
 - Reporting the results of compliance and monitoring activities
- Proposing a Communication Campaign
- Proposing other complimentary actions such as:
 - Public procurement of energy efficient products
 - Incentive/Rebate programs
 - Education of third parties (installers)

Stakeholder involvement and communication – Key Messages

- Product suppliers have a critical role to play in S&L Programmes e.g. understanding obligations, strengthening compliance etc
- Many formal and informal opportunities exist for suppliers to participate in S&L Programmes e.g. Industry Associations, Technical Working Groups etc
- Need to communicate regularly and differently with key stakeholders, including suppliers and Government
- Engaging suppliers has proven to be critical to the success of S&L Programs, particularly enabling end-users to reap the benefits

Tim Farrell

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www.energyefficiencycentre.org