



ENERGY EFFICIENCY SERIES

**AWARENESS
WILL PROMPT
PEOPLE TO ACT**

Behavior change matters

Policy changes and technological innovations will indeed reduce energy consumption in our cities and societies, but raising awareness to shift mass behaviour towards more efficiency also has a critical role to play.

QUICK AND LOW COST

In many cases, behavior changes are some of the quickest and most low-cost ways to save energy at scale and reap the associated economic, environmental, political, and social benefits. After a week-long awareness-raising campaign on energy efficiency, staff at WWF Peru reduced consumption in its **Lima** office by about 40% solely through behavior changes like switching off appliances and lights when the services they provided were not necessary.

PROTECT AGAINST REBOUND

Stakeholders must understand energy efficiency to ensure technologies or policies are effective. Without raising awareness on the need to reduce overall energy use, efficiency investments can lead to a rebound effect: i.e. lower bills encourage users

to consume more energy or purchase more energy-intensive goods and services.

REINFORCE THE LONG TERM SAVINGS

Efficiency solutions tend to cost more upfront. Consumers who understand the principles of efficiency and the long term savings are in a better position to make prudent and well-informed financial decisions about efficiency investments. City authorities are in prime positions to raise awareness and educate citizens on these principles and help us all shift toward efficient behaviors.

Principles for positive change

KNOW YOUR AUDIENCE

While there's no 'one size fits all' in efficiency awareness raising, it is essential to know target audiences and to closely tailor campaigns to these groups. Understand their concerns, adapt messages accordingly. One strength of energy efficiency is that it has many benefits that can make it attractive to different sub groups. The table on the next page illustrates a few of these benefits and their respective audiences.

40%

energy reduction at WWF Peru Lima office through behavior changes like switching off appliances and lights – after a week-long awareness-raising campaign on energy efficiency.



BENEFITS OF ENERGY EFFICIENCY FOR DIFFERENT STAKEHOLDER GROUPS

BENEFIT	TARGET GROUP
ENERGY SAVINGS Energy efficiency can lower energy bills.	This message is universally attractive and thus is a key element to put forward in campaigns aimed at city dwellers.
REDUCED GREENHOUSE GAS EMISSIONS By reducing energy needs, energy efficiency reduces the climate impact of the energy production sector.	Audiences concerned with the environment, such as organizations/environmental NGOs.
IMPROVED GRID STABILITY By reducing the overall load on the grid, energy efficiency contributes to grid stability.	Communities which suffer from regular grid black outs, and electricity providers.
HEALTH AND WELL-BEING Energy efficiency improves indoor and outdoor air quality.	City dwellers that regularly suffer from air pollution, and building users.
ENERGY ACCESS By lowering the lifetime cost of solutions, energy efficiency allows vulnerable populations to access vital services.	City dwellers for whom access to energy (and associated services, e.g. cooling) are a priority.
DISPOSABLE INCOME AND STANDARDS OF LIVING By spending less on energy bills, consumers have more disposable income.	Most audiences will be receptive to an increase in disposable income. This is particularly important in societies in which poverty alleviation is a priority.

NARROW THE FOCUS

Energy efficiency is often perceived as overly complex and technical. It does not easily capture peoples' imagination. While solar panels or wind turbines can be seen, touched, and imagined, energy efficiency remains an intangible concept. To ensure that energy efficiency is easy to understand, communication activities will in many cases need to be narrowed down to focus on a specific area such as heating or cooling, or mobility.

KEEP IT SIMPLE

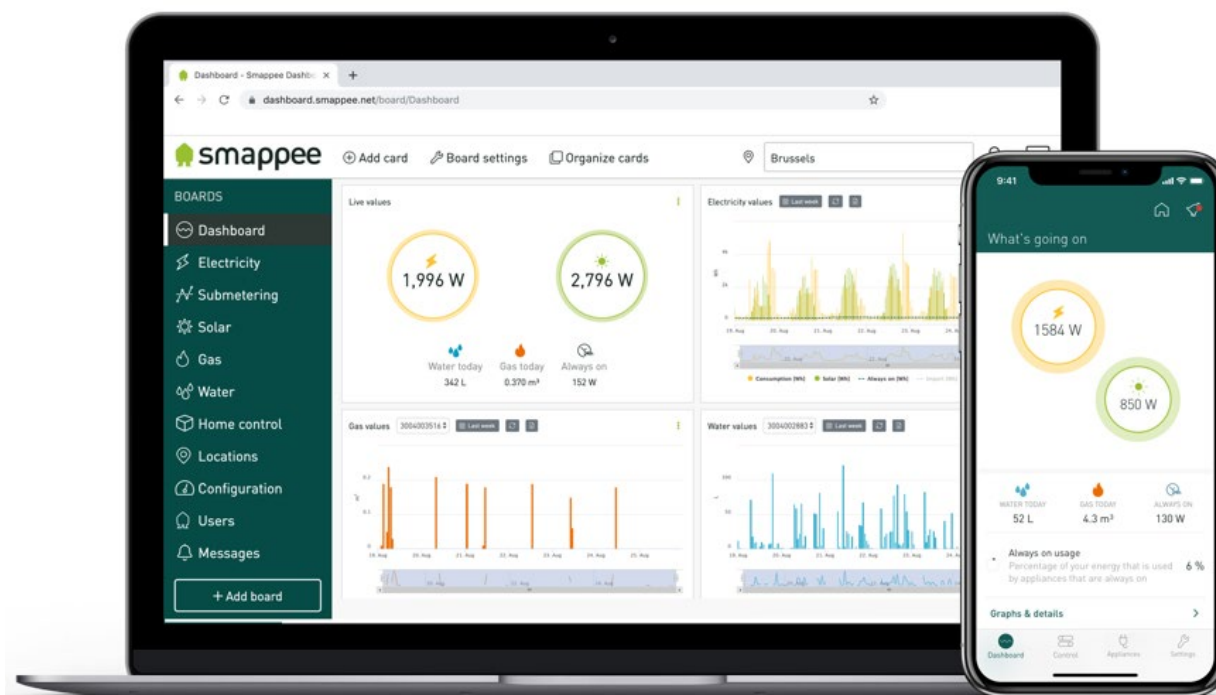
Beyond simply explaining the issues at stake, awareness-raising activities should provide concrete actions that people can easily put into practice. This often involves producing simple, easily shared, and attractive guidance material. In **Switzerland**, simple guidelines raise awareness on the energy intensity of cooling offices and commercial buildings. These guidelines are useful to integrate in broader communications campaigns..

MAKE IT TIMELY

Identify key timing for campaigns to ensure success. For example, a campaign for people to adopt more energy-efficient cooling behaviors will be more impactful right before the summer begins.

Case study iconic buildings

Lima, Peru's bright yellow Palacio Municipal is a beautiful neoclassical building in this capital city's centrally-located Plaza Mayor. Palacio Municipal's grand, arched balconies and imposing box bay windows recall earlier eras in Peru's colorful past. Through a WWF partnership with local building managers in Peru as well as partner work in Chile, Columbia, and Vietnam, Palacio Municipal and three other iconic structures will get energy efficiency makeovers. Using audits and smart visualization tools such as [Smappee](#), building managers get recommendations of energy-lowering actions. In addition, demonstrating the resulting savings in public campaigns helps show people how effective efficiency actions can be.



Examples of visuals from Smappee's data visualisation tool used in the WWF Peru office (Photo credit: Smappee.com)