The Saudi Energy Efficiency Program has been on journey since 2012

2010: Established through Council of Ministers

2012: Inter-agency effort to launch the Saudi Energy Efficiency Program (SEEP), with guiding principles, a clear strategy and strong governance

2013: Full-fledged program with 12 teams

~80 initiatives at different stages (feasibility, design, execution)
SEEP mobilized 150+ professionals from 30+ governmental entities and state owned enterprises

Executive committee
- Ministry of Energy, Industry and Minerals
- Ministry of Environment, Water and Agriculture
- Ministry of Municipalities & Rural Affairs
- Ministry of Finance
- Ministry of Commerce & Investment
- Saudi Customs
- Saudi Aramco
- Electricity & Cogeneration Regulatory Authority (ECRA)
- Saudi Standards, Metrology and Quality Org
- Saudi Energy Efficiency Center
- Saudi Electricity Company
- SABIC

Review & Coordination Team
- Buildings
- Human Capital Development
- TIC
- Urban Planning
- Industry
- Super-ESCO
- Legal
- Awareness
- Transportation
- Funding

Ministry of Energy, Industry and Mineral Resources
- King Saud University
- Saudi Aramco
- Saudi Energy Efficiency Center
- Ministry of Commerce and Investment
- The Saudi Standards, Metrology and Quality Organization
- Saudi Electricity Company
SEEP focuses on three sectors representing 90%+ of the energy consumption in the kingdom.

**Industry**
- ~44% of total energy consumed in KSA
- ~2.1 million barrels of oil equivalent per day

**Buildings**
- ~29% of total energy consumed in KSA
- ~1.4 million barrels of oil equivalent per day

**Transportation**
- ~21% of total energy consumed in KSA
- ~1 million barrels of oil equivalent per day

**SEEP Guiding Principles**
- Focus on demand-side energy efficiency (in 2018 supply-side energy efficiency was added)
- Do not include price reforms
- Design initiatives while ensuring no negative impact on end users
- Achieve consensus with all involved stakeholders
 Awareness Story

Before 2013

- No mass media campaigns about energy efficiency.
- No entity was responsible for raising awareness about energy efficiency.
- There is a need to educate the public on behaviors and standards to save energy.
- Saudis think energy is abundant

What was Challenging

? Energy Abundant
What we did in 2013

- Focus on awareness
- Put together awareness team
- Developed the following strategy (more details in the next slides):
  - Analyzed Campaigns
  - Consulted experts
  - Focus Groups
The countries that have been studied and the number of specialized campaigns about the Energy efficiency that has been reviewed

**International**

- **United States**: 13 campaigns
- **Australia**: 12 campaigns
- **Canada**: 13 campaigns
- **United Kingdom**: 10 campaigns
- **Japan**: 7 campaigns
- **South Korea**: 10 campaigns
- **Singapore**: 7 campaigns
- **South Africa**: 5 campaigns

**Regional**

- **Saudi Arabia**: 8 campaigns
- **United Arab Emirates**: 9 campaigns
- **Kuwait**: 3 campaigns
- **Tunisia**: 1 campaign

In the Kingdom, energy-related and non-energy-related campaigns were reviewed:

- 3 awareness campaigns on smoking
- Awareness campaigns on energy efficiency (Ministry of Water and Electricity)
- Awareness campaign for traffic safety
- Awareness campaign at the university
- Awareness campaign on drugs

Information-gathering phase: The awareness team has learned lessons from comparisons of awareness campaigns:

- Campaigns are essential to energy efficiency programs
- The success of the programs is based on the “few, long, high-quality”.
- Different types of awareness campaigns based on the target audience (families, children and businesses), energy efficiency (awareness raising, purchasing new products, ...).
- Most countries conduct campaigns, focus on awareness, then buying efficient products, then using products efficiently.
- Word of mouth among members of society plays a critical role in the continuation of awareness.
Information-gathering phase: A number of focus groups were conducted to determine the habits of Saudis and expatriates in energy consumption and to identify possible ways to change them.

Focus groups:
- 5 focus groups (10-9 individuals): Saudi, male
- 5 focus groups (10-9 individuals): Saudi, female
- 2 focus groups (10-9 individuals): expatriate, male

Results:
- Consumer behavior and habits in energy consumption
- Criteria for car selection
- Favorite media and the effectiveness of past awareness campaigns

- Determine the habits of Saudis and expatriates in energy consumption and motivation
- Identify ways to change energy consumption habits
- Identify the consumer’s preferred media and use them in the campaigns accordingly
Building awareness strategy phase: built on three pillars with identification of target groups

- **Awareness**: Making energy efficiency a public opinion topic
- **Energy efficient products**: Stimulate switching to more efficient products
- **Efficiency**: Show ease and effectiveness of energy saving

**Target audience**
- Families
- Children
- Decision makers in buildings
- Industry decision makers
- Car owners
Campaigns Timeline

2014
- Thermal Insulation
- ACs

2015
- Used Cars
- White Goods
- Cars

2016
- ACs
- Taákád (Application)
- Tires

2017
- 24hrs conservation

2018
- Litabaqa (continuous campaign)
Platforms statistics

- Mobile applications: 169,295,000
- Youtube: 409,300,000 (252,000 followers)
- Twitter: 224,100,000
- Google: 1,709,100,000
- Snapchat: 16,487,000
- Instagram: 116,511,729 (49,000 followers)
- Websites: 4,978,000
- Takeover: 365,500,000
- TV: 4,012
- Newspaper: 2,845
- Indoor/outdoor ads: 34,046
- Radio: 8,296
Communication Strategy

Interpersonal Communication
- Educational exhibits
- Forums & conferences
- Speeches at schools & universities

Mass Communication
- Traditional media, new media, and in/outdoor ads
- Engaging opinion influencers
How we conduct a campaign

- Design messages and videos for audience engagement
- Message repetition
- Using comedy
- Conducting media usage surveys
- Short messages
- Choosing the right social media channel
- Behaviors (before & after)
- Easy language & dialect
- Diverse delivery channels
Campaign Phases

Before campaign
- Prepare campaign plan and develop messages
- Conduct Pre campaign survey

During campaign
- Monitor campaign execution
- Publish supporting reports on newspapers, TV, and radio

After campaign
- Conduct post campaign survey
- Discuss lessons-learned
Some Survey Outcomes

- **The most effective way to reduce electricity consumption at home is thermal insulation**
  - 44 respondents
  - 50 respondents

- **Warming up your car for more than 30 seconds**
  - 89 respondents
  - 74 respondents

- **Using cruise control saves energy**
  - 16 respondents
  - 28 respondents

- **Awareness about energy-efficient tires**
  - 7 respondents
  - 25 respondents

- **Knowing the new insulation system**
  - 36 respondents
  - 53 respondents

- **People who recognized the energy efficiency label**
  - 12 respondents
  - 27 respondents
Lesson-learned

- There is little engagement when there is no campaign.
- More engagement during the campaigns.
- Short time for replies to gain trust.
- Using hashtags in the slogan of the campaign.

Behaviors Changed?

- Public opinion
- More engagement
- More inquiries
2017–2019
3-year communication Plan

- Continuous campaign throughout the year
- One big campaign
- Messages correspond to seasons
- Social media campaigns
- Price reform helped
THANK YOU