Output 4
Awareness raising and public communication strategy

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4 Awareness raising and public communication strategy

4.1 Aim of work package on awareness raising and public communication strategy

The rollout of an Ethiopian standard and labelling programme (S&L programme) needs a comprehensive but focused awareness raising and public communication strategy tailored to Ethiopian needs. The strategy will guide the EEA during the development of an effective campaign to promote the benefits of the S&L programme to all stakeholders to ensure their understanding and support for the programme.

The strategy is designed based on research covering international and regional experiences and best practices. Based on this, the relevant socio-economic and cultural context in Ethiopia is researched and a draft for an awareness raising and communication strategy with recommendations is produced.

The key components of the recommendations include:

- definition of clear goals and objectives,
- conducting a research and needs assessment,
- identification of target audiences and partners,
    - manufacturers
    - retailers
    - consumers / households / women
- development of concrete messages and testing of response from the target audiences, and
- the design of a communication plan.

The recommendations will also tackle basic and practical elements of the strategy

- expected timeline and budget,
- stakeholder involvement and support from campaign partners, and
- identification of market barriers.

4.2 International and regional awareness raising campaigns

4.2.1 Research on international and regional campaigns

Research into international and regional outreach campaigns was conducted and the results presented in table 1. Examples of public awareness and outreach programmes are included in annex 1.

The relevant factors in selecting the presented campaigns for more closer study were

- *Target group:* The main target groups of the campaigns are consumers and households. Campaigns may also have secondary target groups such as manufacturers, and retailers.
- *Theme:* The theme of the campaign is linked to cook stoves, cooking appliances, energy labelling, and energy efficiency in households.
- *Stakeholder involvement:* Campaign involved governmental bodies, NGOs, private companies as well as consumer interest groups.

To present interesting and relevant campaign / programme approaches, the selected campaigns may not fulfil all abovementioned criteria, but may be selected based on emphasis on either the target group, theme or stakeholder involvement.

Table 1 International and regional awareness raising campaigns (for more comprehensive information, see annex 1)

Country	Theme	Stakeholders	Target groups	Main activities	Other
Finland: **Cut food waste!**	How to cut food waste in grocery stores and households by influencing stores and households/consumers	Ministry for agriculture and forestry (Funding) Food processing industry (information source) Grocery trade association (funding, information source)	Households/Consumers - buy sensibly, eat what you buy, cook from leftovers, use freezer - think of the cost, food waste is dumping money in the bin Schools/Teachers - Food waste and its impact on the environment - information on cooking so that food is used to its max / leftovers Grocery stores - cost and environmental impact of food waste from stores - ways to cut food waste in stores (information on ordering, seasonal produce, information in stores for consumers, campaigning, donating left over	Website (information on how to cut food waste) (including recipes, etc). Videos (information on food waste in grocery stores and households, tips on how to cut food waste) (Facebook, Youtube) FoodWasteBattle for schools (how to cook with food that would otherwise be wasted, contest for best recipe/meal, videos/pictures shared on social media. Cooking materials (food stuffs) donated by grocery stores taking part in the campaign) Media activities (incl. press releases, media articles, interviews)	Communications activities were linked with a national theme week on Food waste Social media used to spread the information Social media marketing a major contributor (to get most effect must have budget for marketing)

			food to food banks etc)		

Country	Theme	Stakeholders	Target groups	Main activities	Other
Finland: Training sales personnel	Training retail sales personnel on energy labelling and energy efficient household appliances	Ministry for Employment and Economy (funding), Private retail chains (funding), TTS (training organisation)	Retail sales personnel	Training materials (printed and online), onsite training structure / programme	Sales personnel trained to view the energy label as technical information of the product, ways to explain the label and its contents to the customer.
Spain: Training Sales personnel	Training Plan on Energy Labelling for White Goods Salespersons	IDAE, Retail chains (private companies)	Retail sales personnel	Three modules: 1. attendance (training the trainers and organising onsite-training) 2. teletraining (e-Learning course) 3. publication in magazines	Focus on getting the information on the energy label to the Spanish consumer through the most important contact at the time of purchase of these appliances: the salesman
Turkey: Promoting energy efficiency in households	Energy efficiency in households		Households, especially women	*Main campaign materials/tools:* • *Website* • *Press meetings and press releases* • *Radio and TV-spots* • *Billboards/Information in public transportation* *Households:* • *Guide to Households Energy Efficiency* • *Information to Apartment Executives*	

Country	Theme	Stakeholders	Target groups	Main activities	Other
Ghana: **"Mother's Helper"**	Encourage urban and peri-urban dwellers who depend on biomass and charcoal for cooking to switch to improved cookstoves that burn fuels more efficiently and effectively.	The Global Alliance for Clean Cookstoves and the Accra-based Ghana Alliance for Clean Cookstoves	Urban and peri-urban dwellers, households	Key components: • Women's Advocacy Campaign, • Community Market Activations, and • Radio Awareness Campaign	Advocates will visit homes within their communities and several urban markets during road shows and market activations with the aim of raising awareness and increase knowledge amongst the target audience on cleaner cooking solutions.
Uganda: **"Keep my kitchen clean"**	Action research project on improved cookstoves, information campaign on clean cooking.	The Ministry of Energy and the Uganda National Alliance for Clean Cookstoves, UNACC	Households	The campaign was promoted through • radio talk shows, • radio drama, • bulk texts on mobile phones and toll-free lines, and • street art exhibitions.	Training for construction and maintenance of improved stoves for young people. Support for materials for construction and maintenance.

4.3 Assessment of the situation in Ethiopia

An assessment of the socio-economic and cultural issues as well as the electrification of Ethiopia and information dissemination conditions in Ethiopia was conducted.

4.3.1 Socio-economic and cultural issues in Ethiopia

Administrative structures in Ethiopia:

The Federal democratic republic of Ethiopia comprises the Federal Government and the State members. Both have legislative, executive and judicial powers. The House of Peoples' Representatives is the highest authority of the Federal Government. The State Council is the highest organ of the state authority. It is responsible to the People of the State.

The federal government is responsible for national defence, foreign relations and general policy of common interest and benefits. The State Council has the power of legislation on matters falling under State jurisdiction. The Council has power to draft, adopt and amend the state constitution. The State administration constitutes the highest organ of executive power.

There are nine National Regional states: namely Tigray, Afar, Amhara, Oromia, Somali, Benishangul-Gumuz, Southern Nations Nationalities and People Region (SNNPR), Gambella And Harari and two Administrative states (Addis Ababa City administration and Dire Dawa city council).

The national regional states as well as the two cities administrative councils are further divided in eight hundred kifle ketemas and around 15,000 woredas (5,000 Urban & 10,000 Rural).

The larger cities are divided into boroughs (kifle ketema) and wards (woreda): for instance, Addis Ababa is divided into 10 boroughs and 99 wards.

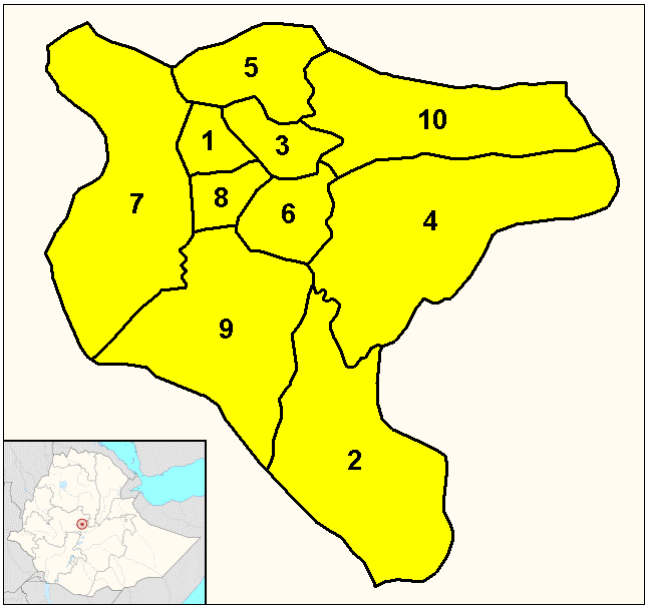

Figure 1 Addis Ababa boroughs (kifle ketemas).

Population in Ethiopia:

Ethiopia has a population of 107,534,882 (2018), with 3,480,229 living in the capital city Addis Ababa (2015).[1]

Ethiopia is a predominantly agricultural country – close to 80% of the population lives in rural areas. Urban population makes up 20.8% of the total population (2018). The rate of urbanization is 4.63% (annual rate of change). (2015-20 est.) Highest population density is found in the highlands of the north and middle areas of the country, particularly around the centrally located capital city of Addis Ababa; the far east and southeast are sparsely populated.

The 10 largest cities are listed in table 2.

[1] Internet World Stats

Table 2 Ethiopia's 10 largest cities.[2]

Rank	Biggest Cities in Ethiopia	Metro Residents
1	Addis Ababa	2 757 729
2	Dire Dawa	252 279
3	Mek'ele	215 546
4	Adama	213 995
5	Bahir Dar	168 899
6	Gondar	153 914
7	Dese	136 056
8	Hawassa	133 097
9	Jimma	128 306
10	Bishoftu	104 215

Ethnic groups and languages:

There are several ethnic groups and several languages spoken in Ethiopia, the largest groups are Oromo (34.4 %) and Amhara (Amara) 27%. The Official national language is Amharic (spoken by 29.3%), but other languages have official status as well: Oromo (official working language in the State of Oromiya) 33.8%, Somali (official working language of the State of Somali) 6.2%, Tigrigna (Tigrinya) (official working language of the State of Tigray) 5.9%, Afar (official working language of the State of Afar) 1.7%. English is the major foreign language taught in schools.[3]

[2] http://worldpopulationreview.com/countries/ethiopia-population/cities/
[3] https://www.cia.gov/library/publications/the-world-factbook/geos/et.html

Population distribution by gender:

The population in Ethiopia is split nearly 50/50 by gender– there are 50,1 % women and 49,9 % men.

Population age:

Median age is only 18.[4] The working age is between 15-60, with the main workforce between ages 18-60.

Ethiopian population by age and gender is depicted in figure 1.

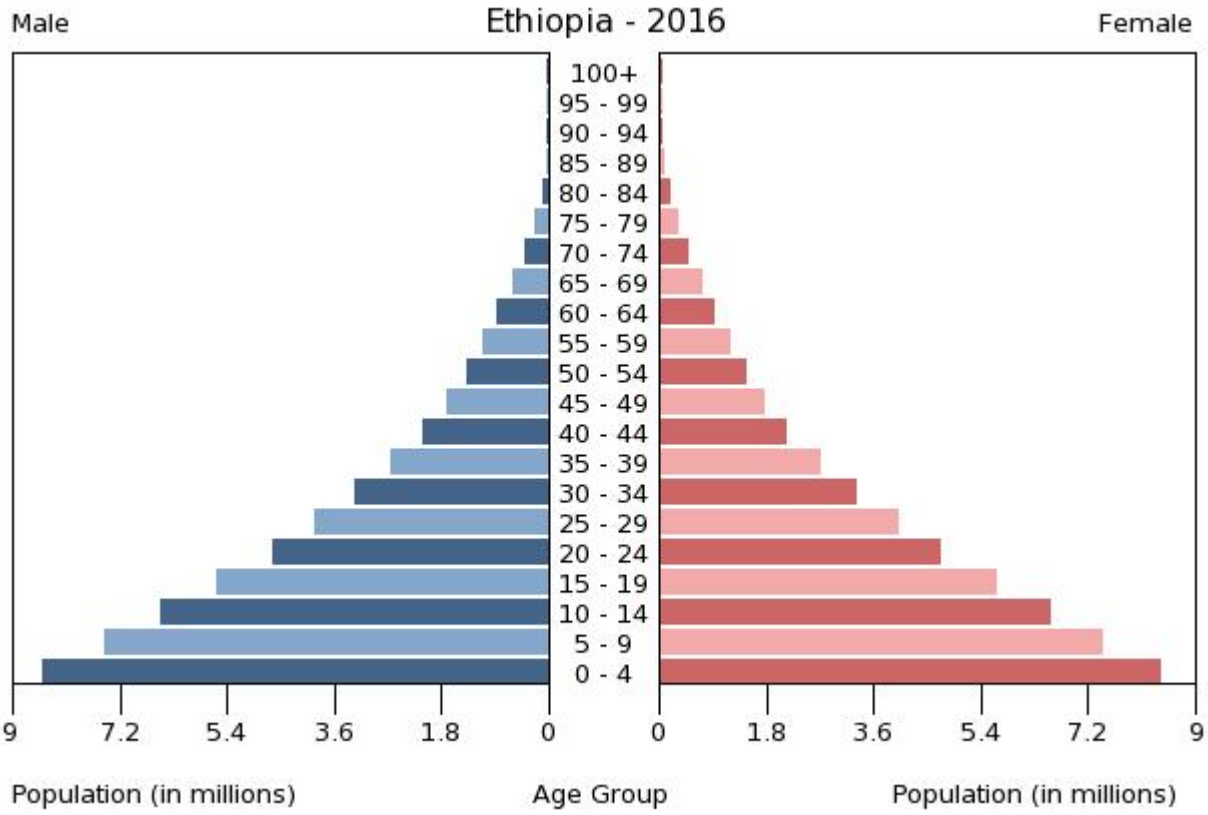

Figure 2 Ethiopian population by age and gender.[5]

[4] https://www.slideshare.net/wearesocial/digital-in-2018-in-eastern-africa-part-1-north-86865720/60
[5] https://www.cia.gov/library/publications/the-world-factbook/geos/et.html

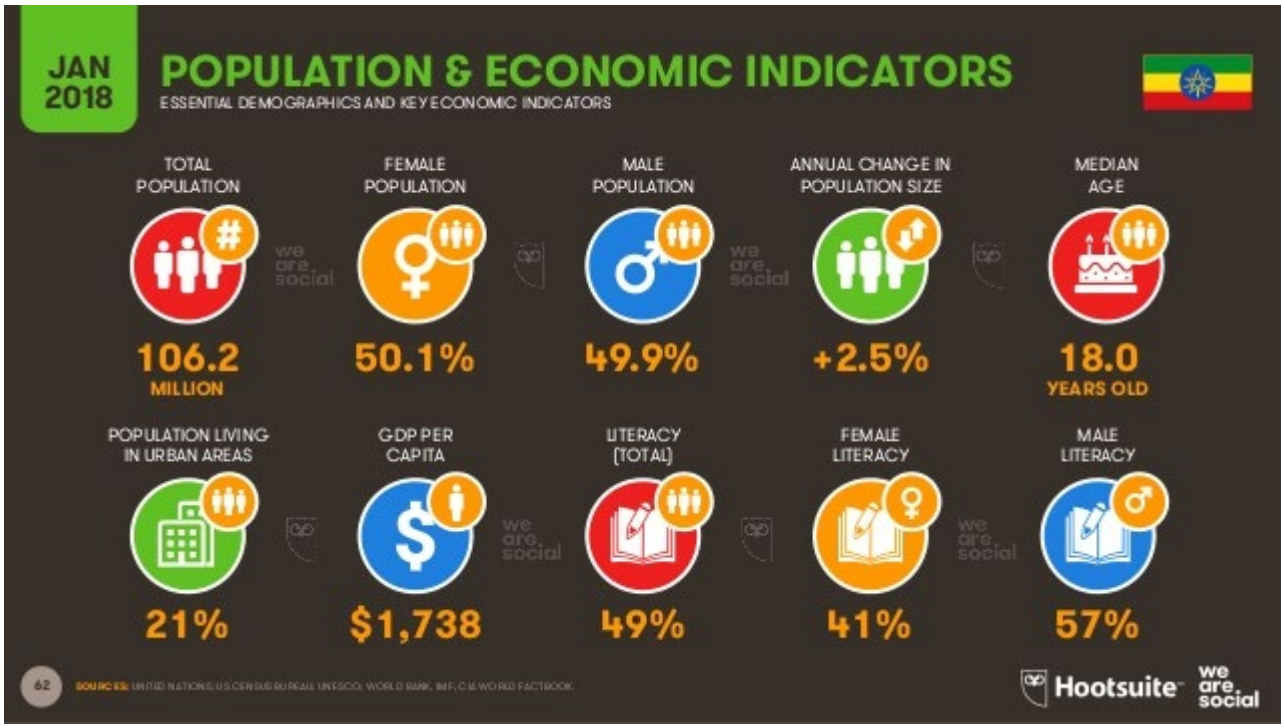

Figure 3 Population & Economic Indicators: Ethiopia[6]

4.3.2 Electrification in Ethiopia

There are huge rural electrification works ongoing in Ethiopia. Ethiopia's First National Electrification Program (NEP) in 2017, the Government of Ethiopia (GoE) has achieved significant milestones in connecting 33 percent of its population with on-grid electrification and 11 percent with off-grid pre-electrification, with the combined achievement of 44 percent of electricity access.[7]

The updated version of the National Electrification Program (NEP 2.0) (launched in 2019) focuses on integrated—grid and off-grid electricity access — and provides an implementation framework for the achievement of 35 percent of off-grid access by 2025.

In addition, the scarcity and soaring price of firewood and the relatively cheaper electrical energy tariff creates favourable conditions for migration from using biomass fuel to the use of electric stove for cooking. Hence, many stoves will be added to the existing ones at a faster rate. This further creates more demand for electric stoves, thereby power demand and energy consumption.

Households with higher income or higher level of education have more interest towards shifting to electricity and other clean fuels.[8]

[6] https://www.slideshare.net/wearesocial/digital-in-2018-in-eastern-africa-part-1-north-86865720/60
[7] National Electrification Program 2.0 - Integrated Planning for Universal Access - Lighting to All. Ministry of Water, Irrigation & Electricity, 2019.
[8] Project document On Locally manufactured electric stoves - Energy Efficiency Standards and Labelling, DANAS Electrical Engineering, 2017.

Figure 4 Ethiopian power grid, 2013 (Source: Global Energy Network Institute)

Access to electricity in Ethiopia (2016)[9]:

- access to electricity, % of population: 42.60 % (2016)
- access to electricity, % of urban population: 85.4 % (2016)
- access to electricity, % of rural population: 26.5 % (2016)

Electricity mix in Ethiopia:

Annual electricity generated is 11.15 billion kWh (2016 est.). The total capacity of currently installed generators, to produce electricity, is 2.784 million kW (2016 est.)[10].

Ethiopian electricity is clean, only 3% of total installed capacity is from fossil fuels (such as coal, petroleum products, and natural gas). Most comes from hydroelectric plants: the share of hydropower from the country's total generating capacity is 86% of total installed capacity (2017 est.). Other renewable sources (including, for example, wind, waves, solar, and geothermal) make up 11 % of total installed capacity (2017 est.).[11]

[9] https://data.worldbank.org/indicator/EG.ELC.ACCS.ZS?end=2016&locations=ET&start=2000&view=chart
[10] https://www.cia.gov/library/publications/the-world-factbook/geos/et.html
[11] https://www.cia.gov/library/publications/the-world-factbook/geos/et.html

Table 3. Ethiopia indigenous energy resources (source: NEP2.0)

Resource	Unit	Exploitable Reserve	Exploited Percent
Hydropower	MW	45,000	<10 percent
Solar/day	kWh/m^2	Avg. 5.5	<1 percent
Wind power	GW	1,350	<1 percent
Wind speed	m/s	> 6.5	
Geothermal	MW	7,000	<1 percent
Wood	Million tons	1,120	50 percent
Agricultural waste	Million tons	15–20	30 percent
Natural gas	Billion m^3	113	0 percent
Coal	Million tons	300	0 percent
Oil shale	Million tons	253	0 percent

Source: NES, 2016, updated.

4.3.3 Information dissemination related conditions in Ethiopia

Media in Ethiopia:

There are three daily newspapers; Addis Zemen (state-owned), Ethiopian Herald (state-owned), and The Daily Monitor, Ethiopis and Reporter (private), 4 other main papers; 12 radio stations (top three radio stations are Sheger Addis and Fana FM) and one main television station (state owned Ethiopian Television) in Ethiopia. There are two news agencies: Walta Information Centre (private, progovernment), and Ethiopian News Agency (state-owned). The government controls most of Ethiopia's radio stations, newspapers and television stations. But more and more private media outlets are entering the broadcast landscape following recent changes in attitude (government de-regulation) towards private media.

Electronic media, especially radio, remain the most influential information reaching the rural areas where most Ethiopians live.[12]

Internet and social media in Ethiopia:

According to Internet World Stats there were 16,437,811 Internet users in Ethiopia (Dec/2017), which is 15.3% of the population. Facebook users amounted to 4,500,000 (Dec/2017) with 4.2% penetration rate.[13]

Studies suggest that when Africans go online (predominantly with their mobile phones) they spend much of their time on social media platforms (Facebook, Twitter, YouTube and so on). Africa is also recognized for leapfrogging to smartphones from the old mobile technologies rampant elsewhere – making connectivity and information sharing a robust process across the continent.[14] Businesses and

[12] Ethiopia: A socio-economic study, Haradhan Kumar Mohajan, Journal of Business Management and Administration Vol. 1(5), pp.59-74, November 2013, http://www.peakjournals.org/sub-journals-JBMA.htmlISSN:2329-2954

[13] Internet World Stats: https://www.internetworldstats.com/africa.htm#et

[14] Communications Technology in Emerging and Developing Nations, Pew Research Center, 2015. http://www.pewglobal.org/2015/03/19/1-communications-technology-in-emerging-and-developing-nations/

media are using social media platforms for better interaction with customers and readers. Political campaigning is done both door-to-door but increasingly in social media: During elections in Côte d'Ivoire candidates did not only tour cities and villages; they also moved the contest online, feverishly posting campaign updates on Twitter and Facebook.[15]

An annual report released by global digital agencies, We Are Social and Hootsuite, reveals that Africa has seen the fastest growth rates in internet penetration, with the number of internet users across the continent increasing by more than 20% compared to 2017.[16] See figure 5.

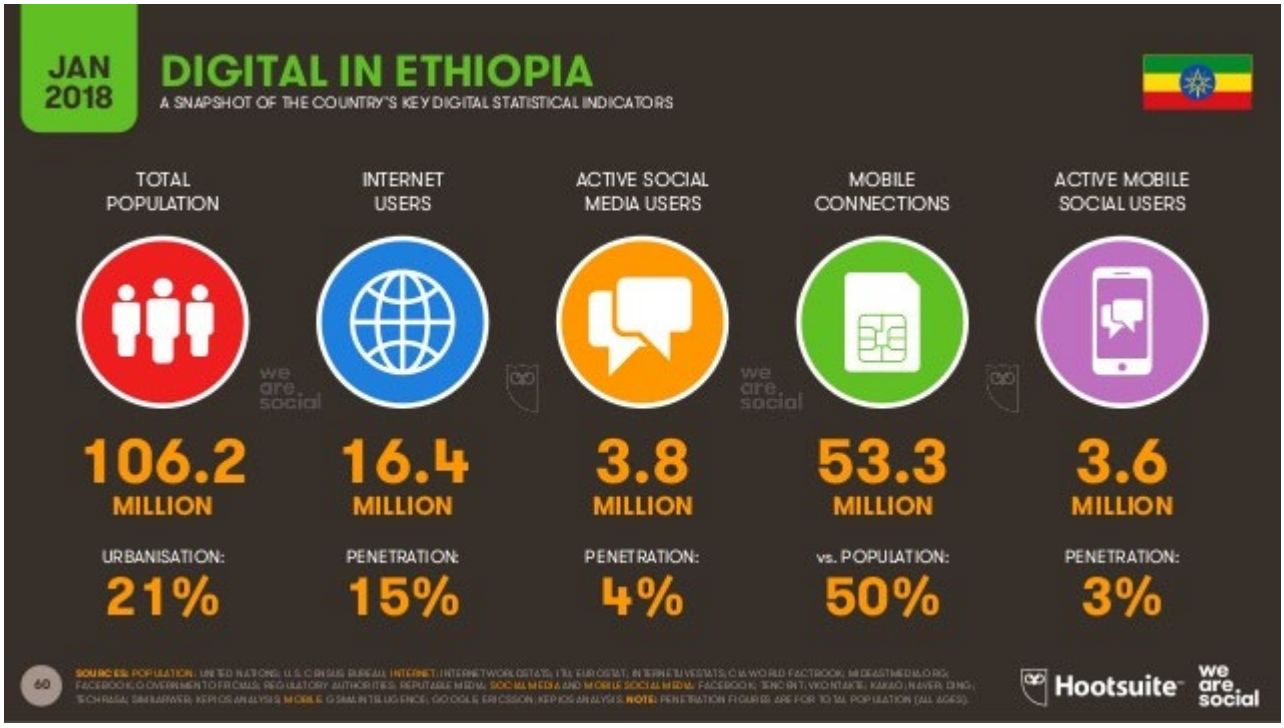

Figure 5. Digital in Ethiopia, 2018.

[15] A social media boom begins in Africa - Using mobile phones, Africans join the global conversation, André-Michel Essoungou, Africa Renewal, December 2010

[16] https://www.slideshare.net/wearesocial/digital-in-2018-in-eastern-africa-part-1-north-86865720/60

4.4 Market barriers

A number of barriers exist to consumer adoption of energy efficient equipment and behaviours, in both the domestic and commercial sectors.[17]

These include:

- High cost of superior technology: Lifetime energy costs are rarely provided by manufacturers or understood by consumers, so many will choose cheaper models that tend to be less efficient.
    - Locally manufactured stoves cost much less than the imported electric stoves and induction cookers. The cost of the locally manufactured stoves may rise as the products are more developed / more efficient.
- Inertia issues: Many consumers will only update equipment after a breakdown or refurbishment, resulting in slow product turnover.
- Lack of fuel choice
    - In the cities, the choice is largely between kerosene and charcoal (and sometimes electricity) while it is biomass for the rural Ethiopia.
- Lack of information: Knowledge of energy labelling is limited. Information on the energy label itself is limited and relevant information is unavailable in stores.
    - This is a concern that the awareness raising and communications campaigns should tackle: all target groups must be made aware of the energy label and the information it gives when shopping for a new product.
- Convenience: Power management features are often inexistent and seen as inconvenient by consumers when they do.
- Fashion shifts: Electric ovens are becoming more popular
    - In some middle-income households, there is a tendency to move away from the butane fuelled stoves towards electric ovens. Electricity offers a variety of services, cost of operation is relatively cheap (as electric is considered cheap) and considered safer to the butane alternative.
- Usability issues: As an example, using the stove on full power for the duration of cooking is seen as a better/quicker way than to use lower power settings and simmering.
    - Efficiency in locally manufactured stoves would mean on-off switches, power controls, possibly new cooking techniques.

[17] Bio Intelligence Services, Preparatory Studies for Ecodesign Requirements of EuPs (III) Lot 22- Domestic and commercial ovens (electric, gas, microwave), including when incorporated in cookers, Final Report, 2011

4.5 Awareness raising strategy, recommendations

Framework of the strategy

The planning process of an awareness raising communications strategy includes eight major topics:

1) Definition of the problem,
2) Analysis of the situation (including a detailed analysis in public relations),
3) Determination of the "end targets" / Goals (the most important stage of the planning process),
4) Description of the aim,
5) Description of the target group(s),
6) Communication tools and selection of the communication techniques:
   the way, how the messages are transferred to the public with minimum charge and time,
7) Budgeting, and
8) Preparation of the campaign implementation and evaluation.

Based on this framework the strategy recommendation is presented in parts 4.5.1 – 4.5.4.
Recommendation for a communications plan is presented in part 4.6.

4.5.1 Strategy, recommendations

Definition of the problem:

Manufacturers: need to make the manufacturers of stoves aware of the upcoming regulation concerning electric stoves and their roles and duties towards:

- Testing requirements
- Energy consumption restrictions
- Safety issues, particularly for women and girls who are responsible for cooking
- Technical development requirements
- Energy labelling implications to manufacturers

Consumers: Need to be aware of the necessity of energy efficiency in cooking, and how the energy label can help them in choosing energy efficient products.

- Electricity consumption is a factor in household expenditure
- How much cooking effects the energy consumption?
- How does energy labelling help in making cost effective choices and saving money/electricity?
- How can consumers save energy by changing their cooking habits?
- How all this benefits health, safety and the environment

Analysis of the situation:

- Ethiopia is a diverse country with many ethnic groups and spoken languages.
    - The materials and messages of the campaign must be either tailored to the major languages or designed to be used mainly visually.
- Ethiopia is a young country with a median age of 18 with little more women (50.1 %) than men (49.9%).
    - Women are an important target group, because they are direct decision makers in female headed households and big influencers in male headed households.

    - The male decision makers should not be forgotten in lieu of women as both groups are important.
- Ethiopia is mainly a rural country but with large fast-growing urban areas which are connected to the electric grid (Addis Ababa has over 10 times as many residents as the next largest city). The electricity grid is not very stable and presents difficulties.
    - The campaign should concentrate in the electrified urban areas (10 largest cities, or Addis Ababa in the first phase with other cities in tow).

Determination of the "end targets"

Questions to ask when determining the end targets:

- What are the end targets that need to be met?
- Should the end targets be defined as overall goals or by target group?

Targets should be set in a way that they can be measured:

- XX % of all manufacturers involved, for e.g. 50 % of manufacturers involved (in year 2), beginning the mandatory phase all manufacturers should be involved.
- XX % of consumers (both women and men) recognize the energy label, for e.g. 25 % of city consumers recognize the energy label (in year 2), repeating survey every 2-3 years.
- XX % of sales show stoves bought above certain energy class, for e.g. 40 % of sold stoves are energy class C or better (sales data needed to follow this).

The end targets should be discussed and agreed on by all stakeholders. The end targets should be something that can be verified / monitored.

Description of the aim:

The aim of the awareness raising and communication strategy is that the standards and labelling programme for locally manufactured electric stoves is running in five years.

- The aim should be clear to all stakeholders and it should be discussed together with all stakeholders so that all parties are committed to the programme.

Description of the target group(s):

Target groups include:

- Governmental / administrative stakeholders (EFCCC, MEFCC, MoWIE, EEA, ESA, etc.)
- Manufacturers (and the locally manufactured electric stove value chain)
- Retailers
- Consumers (Households, main decisions makers (heads of households, men and women), influencers (women), maids)
- Consumer organisations and Women's organisations
- Other stakeholder groups/organisations linked with cooking appliances

Communication tools and selection of the communication techniques:

The communications tools and techniques are selected to convey the campaign the messages to the selected target groups with minimum cost and time.

Most effective ways to reach target groups:

- Manufacturers:
  - Direct contact via letter etc. explaining the process and giving information in printed form
  - Organising a seminar / training session for manufacturers via their association,
  - Periodic communications (newsletter) to the manufacturers
  - Website to access all official information and manufacturer training materials (later to be used to submit product info)
- Consumers:
  - Website and/or social media platform
    - Acts as the bases for all communications, includes materials for consumers, peer-to-peer training, media etc.
  - Television commercials / infomercials (used as internet videos as well)
  - Radio shows / Radio theatre (FM radio most effective)
  - Peer-to-peer, spokespersons (celebrity involvement can be effective)
    - Envoys / tutors that act as peer-to-peer spokespersons; demonstrate in practice how the energy label is used, how different cooking habits influence energy consumption
  - Printed media
    - Articles, advertorials, advertisement
  - Billboards/Posters
    - Billboards are very visible and could be used in the launching phase
    - Posters can be used in peer-to-peer events

<u>Budgeting:</u>

The budget should cover:

- Detailed planning and preparation of the campaign
- Implementation (production, distribution, maintenance and running costs of the campaign)
- Monitoring and evaluation

<u>Preparation of the programme implementation and evaluation.</u>

Organising the process within the administration, setting roles and responsibilities, acquiring resources.

- Governmental agencies (EEA, EFCCC, MEFCC, MoWIE, etc.) make an official notice of the planning of the programme and its goals, give out the timeline for the implementation of regulation, and allocate budget resources to information dissemination activities.
- Campaign coordinator: one organisation to coordinate the work, to contact relevant stakeholder groups, to organise training, and communications campaigns, follow-up and monitor the actions and act as the contact point for both stakeholders and media.

<u>Detailed planning, preparation of materials and implementation:</u>

The chosen coordinator is responsible for planning the detailed communication plan, preparation of materials and implementation of the plan.

4.5.2 Stakeholders and campaign partners

Stakeholders and interest groups supporting them (manufacturers, retailers, women's association, clean cooking alliance)

- Governmental and administrative stakeholders:
    - Ethiopian Energy Authority, Ministry of Environment, Forest and Climate Change, Ethiopia – MEFCC, Environment, Forest and Climate Change Commission – EFCCC, Ministry for Water, Irrigation & Energy, Ethiopian Standards Agency, Ethiopian Electric Power, Ministry of Women and Children's Affairs
    - Involvement of regional and local administration: Regional states, and local administration (woredas, kifle ketemas and kebeles) in larger cities such as Addis Ababa.
- Manufacturers:
    - Ethiopian Electrical Appliance & Equipment Manufacturers and Service Providers Association, EEAMSPA and its members (manufacturing companies and individual manufacturing entrepreneurs, including stove body producers and stove assemblers). There are over 250 identified manufacturers (body producers and stove assemblers)[18].
- Retailers:
    - Ethiopian Chamber of Commerce
    - Eight major supermarket chains, with a total of 21 stores, are open across Addis Ababa. The major food retail stores – Shoa, Fantu, Safeway, Friendship, Bambis, All-Mart, Novis, and Loyal – supply a wide array of products, most of which are imported foods and beverages.
- Consumers organisations:
    - The Network of Ethiopian Women's Associations was originally established in 2003 as a national network of non-governmental organizations and women's associations working for women's advancement. By 2009, NEWA had reached a membership of 42 organizations and associations reaching into every region of the country. http://www.newaethiopia.org/
    - Gaia Association is an Ethiopian resident charity; established in 2005 G.C. The organization seeks to revolutionize the Ethiopian household energy economy by introducing new alcohol/ETHANOL appliance technology and promoting ethanol CLEANCOOK stoves and Ethanol Micro Distilleries (EMD). http://www.gaiaethiopia.org/
    - Trade Competition and Consumers' Protection Authority

- Donors:
    - Donors to contribute in financing consumer studies, local outreach programmes (peer-to-peer envoys).

[18] Project document on locally manufactured stoves – Energy efficiency Standards and Labelling, DANAS Electrical Engineering, 2017.

4.5.3 Target audiences

Target audiences are approached in phases (see table 4 in part 4.6.)

- Manufacturers and related groups (the electric cook stove value chain)
- Retailers: Retail chains / Department stores
- Consumers: Households (including men), special emphasis in reaching women and maids

4.5.4 Messages

Manufacturers:

- Minimum energy performance standards push for development of more energy efficient and safer electric stoves.
- Energy label is a new tool to choose an electric stove.

Retailers:

- Minimum energy performance standards and energy labelling will change the market of locally manufactured electric stoves.
- The programme will come into force in phases. Retailers will have time to adapt to the changes: stocks can be sold. changes affect the new products coming into the market.
- Energy label is a new tool to choose products such as an electric stove.

Consumers / households:

The EE standard and labelling program in the future may lead to the use of different sizes of stoves and cooking mechanisms than used to be. What interests the consumers:

- the power and size (diameter) of cook stoves maintained as used to be,
- cost of the product,
- reduction on the cost of energy,
- easier and self-maintainable product and
- better efficiency of newer products.[19]

Examples of messages to promote the energy label, energy efficient stoves and energy efficient ways of cooking:

1. Energy label is a new tool to choose an electric stove – good energy class is good for you: the stove uses less electricity which means you spend less money.
    a. Asking to see the energy label on an Ethiopian-made stove pushes the manufacturers to produce better, safer and more efficient stoves – you can make our country better. Ethiopian-made stoves provide work and an income to local people – choose the best available local stoves – support your community.
2. Cooking with electricity is cleaner and healthier – no smoke and dangerous emissions, Ethiopian electricity is clean and environment friendly.
3. Cooking with electricity is safer – no open flame in your home and around your children.

[19] Project document On Locally manufactured electric stoves - Energy Efficiency Standards and Labeling, DANAS Electrical Engineering, 2017.

   a. Women and children are the most affected by indoor pollution resulting from the use of traditional cooking systems.
4. Using electricity efficiently is good for you and your neighbours – less strain on the grid means better stability and greater security of energy supply.
   a. The reduced peak demand for energy leads to a greater security of energy supply.
5. You can cook efficiently and use less electricity: simmering is better than boiling the food on full power.
   a. Using a lid when simmering uses less electricity, as the heat is kept in the pot.
   b. Use a pot that corresponds to the size of your cook top: if you pot is too small, you waste electricity. If your pot is too large, you use too much power as the stove tries to heat the pot with only a part of it on the stove top.
   c. Learning efficient ways to cook is good for you and your family – save on your electricity bill and spend the money where it's really needed.

Lessons learned from Improved cookstoves (ICS) solutions:
Consumers are interested in and view product quality as an important factor (i.e., durability, shelf-life, safety). Better performing cookstoves sales grow faster than products with lower fuel efficiency and emissions performance.

According to consumer surveys product design is also important and matters to end users: cookstoves that are better adapted to consumer usage patterns (e.g., pot size, stove height, cooking time) receive higher ratings from end users and are associated with higher willingness to pay. Self-reported sales and stove project data suggest that the highest market growth today (at least for high-end ICS solutions) is correlated with products that are perceived by the sector to have better design features.[20]

[20] THE STATE OF THE GLOBAL CLEAN AND IMPROVED COOKING SECTOR, Energy Sector Management Assistance Program (ESMAP), Copyright © May 2015, The International Bank for Reconstruction and Development / THE WORLD BANK GROUP)

4.6 Communication plan - recommendation

Table 4. Awareness raising and communications action plan, recommendation

Timeline	Manufacturers and manufacturing process related stakeholders:	Retailers	Households / Women maids / Consumers	Monitoring tools to use
Year 1-2:	Aim: Involve the manufacturers, make them aware of the upcoming regulations and demands that are set for the stoves. Materials: • Brochure on the S&L programme for locally manufactured stoves • Website, that includes the product standard, information on testing method, information on the MEPS, information on energy labelling and the labelling programme, guidelines and procedures (owner of the website EEA?) • Training materials for the manufacturers to train their staff • Training seminars for manufacturers (training the manufacturers to train their staff) Actions: Meetings with EEAMSPA Ethiopian Electrical Appliance & Equipment Manufacturers and Service Providers Association, EEAMSPA	Aim: Make the retailers aware of the coming S&L programme and its implications to retail sales. Materials: Brochure for the retailers answering their questions on the S&L programme: • What is to come? • What is the aim of the S&L programme? • What are the implications to retailers? • What do retailers have to do? Actions: Meetings with Ethiopian Chamber of Commerce and major retail chains in Ethiopia (Addis Ababa)	Aim: Laying the ground work: why is it important to use electricity efficiently – how can Ethiopian households use electricity more efficiently in cooking? Actions: introducing new cooking habits: • Testing cooking methods with cooking schools etc. to show in practice the effects of cooking differently (using lids, simmering etc) • Invitational focus groups to find best ways to inform households of the coming programme • Involving the media with articles/advertorials on efficient cooking and energy efficient electric stoves. • Involving social media (test it yourself, post your own cooking video?) • Engaging women's associations to spread the word (peer-to-peer envoys) or women development armies in the rural areas	Participants in training seminars (nr) Interest group involvement (nr) Media-articles (nr, circulation, etc) Social media results

Timeline	Manufacturers and manufacturing process related stakeholders:	Retailers	Households / Women maids / Consumers	Monitoring tools to use
Year 3-4: pilot phase, voluntary	Launching the programme (all regulations approved, mandatory phase start is set, all systems are in place for piloting) Actions: Manufacturer's voluntary agreements • product registration • energy label on products • forerunners on display Manufacturers can voluntarily enter their products into the programme, be portrayed as forerunners with more media visibility.	Voluntary labels in products, seen in stores Actions: Contest with participating manufacturers and consumers – find the energy label, share on social media, win a price.	Introducing the energy labelling as a tool to select better products Materials/tools: (wide selection of communication tools actively used) Contest for finding the voluntary label in the stores (together with retail chains and manufacturers)	Manufacturers within the programme (nr) Communication tools monitoring information Contest participants (nr)
Year 5: Mandatory	Launching the programme, (mandatory product registration and approval, energy label mandatory on all stove products, etc). Mandatory: • product registration • market surveillance • conformity testing	Mandatory labels in products.	Actions: Introducing the energy label as a tool to select better products Materials/tools: (wide selection of communication tools actively used)	Consumer survey on energy labelling (visibility/recognition) Product registration Market sales data Market surveillance
Year 6/7 Evaluation	Evaluation and Review of programme	Evaluation of market sales data	Consumer survey to evaluate consumer awareness on energy labelling	Repeat Consumer survey Market monitoring, product development Market surveillance Product registration Market sales data

4.6.1 Communication plan – budget

A budget framework is shown in table 5. A framework and budget estimates for communications actions is shown in table 6 (costs estimated according to Finnish costs in proportion to the costs shown in the Danas report (2017)[21].

To make a comprehensive budget for the communications actions, actual cost estimates per offers from local businesses should be compiled.

Table 5. Communication plan, budget (estimate)

Stakeholder groups	Year	Budget / year (USD)	Budget / Total (USD)
Administration			
Meetings with regional states (states, woredas)	Year 1	11 200	11 200
Meetings with local administration (kifle ketemas)	Year 1	12 000	12 000
Manufacturers			
Meetings with manufacturer organisations	Year 1-2	8 000	16 000
Retailers			
Meetings with retailer organisations	Year 1-2	8 000	16 000
Consumers			
Focus group activities (Focus groups collected with 2-3 meeting per year), costs for leader and researcher, facilities and materials, pay for participants?	Year 1-2	21 000	42 000
Cooking envoys (1-2 envoys in the larger cities, contacting groups and giving demonstrations and talks) Pay and expenses?	Year 1-2	15 000	30 000
	Year 3-4	15 000	30 000
Total for 5 years, USD			**157 200**

[21] Project document On Locally manufactured electric stoves - Energy Efficiency Standards and Labelling, DANAS Electrical Engineering, 2017.

Table 6. Budget for communication actions (estimate)

Target group: materials and tools	**Year**	**Budget / year (USD)**	**Budget / Total (USD) (1-5 years)**
Manufacturers			
Website and product database (website for consumers, with extra tools for manufacturers), product database with interface for manufacturers)	Production year 1	20 000	45 000
	Maintenance per year	5 000	
Brochure (4-page colour brochure, 500-1000 copies	Production year 1	15 000	35 000
	Reprinting per year	5 000	
Training materials (Printed material, folder with 20-30 pages)	Production year 1	20 000	30 000
	Updates and reprint (1 update)	10 000	
Training seminars (approx. 10 training seminars per year)	Years 1 and 2	26 000	52 000
Support for manufacturers	Years 3-5	22 000	66 000
Retailers			
Brochure (4-page colour brochure, 5 000-10 000 copies)	Production year 1	15 000	75 000
	Reprinting per year	15 000	
Social media campaign (support)	Year 3-4	2000 / year	8 000
Consumers			
Media-articles	Year 1-2	5 000	25 000
	Year 3-5	5 000	
Social Media campaign (tests etc. on FB)	Year 1-2	10 000	35 000
	Year 3-5	5 000 /year	
Flyer 1 Energy efficiency (2-page colour flyer, 50 000-100 000 copies)	Year 1-2	20 000	50 000
	Reprinting year 3-5	10 000	
Flyer 2 Label (2-page colour flyer, 50 000-100 000 copies)	Year 3	20 000	50 000
	Reprinting year 4-5	10 000	
Radio promotion campaign	Year 3	20 000	50 000
	Repeated and reprogrammed year 4-5	15 000	
Total for 5 years, USD			**441 000**

Annex 1

Examples of awareness raising and communications campaigns in Finland, Turkey, Ghana and Uganda

Example Finland: "Training Retail salespersons on Energy Labelling"

Training retail sales personnel on energy labelling and energy efficient household appliances

Stakeholders:

Ministry for Employment and Economy (funding), Private retail chains (funding), TTS (training organisation)

Target group:

Retail sales personnel

Main activities:

- Training materials (printed and online)
- Onsite training structure / programme
- Training done by experts

Other

Sales personnel trained to view the energy label as technical information of the product, ways to explain the label and its contents to the customer.

Example Finland: "Cut food waste!"

How to cut food waste in grocery stores and households by influencing stores and households/consumers

Stakeholder:

Ministry for agriculture and forestry (Funding), Food processing industry (information source), Grocery trade association (funding, information source)

Target groups:

- Households/Consumers
  - Buy sensibly, eat what you buy, cook from leftovers, use freezer
  - Think of the cost, food waste is dumping money in the bin
- Schools/Teachers
  - Food waste and its impact on the environment
  - Information on cooking so that food is used to its max / leftovers
- Grocery stores
  - Cost and environmental impact of food waste from stores
  - Ways to cut food waste in stores (information on ordering, seasonal produce, information in stores for consumers, campaigning, donating left over food to food banks etc)

Main activities

- Website (information on how to cut food waste) (including recipes, etc).
- Videos (information on food waste in grocery stores and households, tips on how to cut food waste) (Facebook, YouTube)
- FoodWasteBattle for schools (how to cook with food that would otherwise be wasted, contest for best recipe/meal, videos/pictures shared on social media. Cooking materials (food stuffs) donated by grocery stores taking part in the campaign)
- Media activities (incl. press releases, media articles, interviews)

Other

- Communications activities were linked with a national theme week on Food waste.
- Social media used to spread the information.
- Social media marketing a major contributor (to get most effect must have budget for marketing).

www.saasyoda.fi (campaign website in Finnish)

Example Turkey: "Increasing Public Awareness on Energy Efficiency in Buildings for the General Directorate of Electrical Power Resources Survey and Development Administration"

The overall objective of the project was to yield better preconditions for utilizing the great potential for enhancing energy efficiency of buildings. This included also the normal energy consumption components inside the buildings, especially consumer behaviour in households.

To change consumer behaviour, the motivation of people to pay attention to their energy consumption and to ways of improving energy efficiency, needs to be enhanced. Motivation can be improved with proper information and training emphasizing the positive effects of better energy efficiency. Selected target groups were households (especially women) and schools.

Short description of the public awareness raising in selected target groups:

TASK	Description
1 Public awareness raising	
1.1 Designing awareness raising campaigns, preparation of contents and materials and translation of documents (adopted documents)	*Main campaign materials/tools:* • *Website* • *Press meetings and press releases* • *Radio and TV-spots* • *Billboards/Information in public transportation* *Households:* • *Guide to Households Energy Efficiency* • *Information to Apartment Executives* *Other needed materials/actions:* • *Campaign Institutional Identity Materials* • *Media Relations* • *Media Monitoring*
1.2 Implementation and management of the awareness raising campaigns	*Campaign coordinator was the General directorate (EIE) of Turkey working with the technical assistant team comprising of both technical energy advisors as well as communications experts.*
1.3: Training for the technical personnel of responsible organizations and municipalities	*Training was organised for both the EIE staff as well as other technical personnel, through materials and several seminars and conferences.*
1.4: Organizing conferences, seminars and workshops	*Events were organised to specific stakeholder and target groups with major organisations like the TESK, Confederation of Turkish Tradesmen and Craftsmen, and with women's organisations in Ankara, Etimesgut and Istanbul.*

Awareness raising of pupils and students	
2.1: *Designing awareness raising campaigns, preparation of contents and materials*	*Materials and tools developed for Schools:* • *Children's Energy Book* • *Teacher's Guide* • *Energy Detective Card and Rosette* • *CD/DVD ROM: Distribution to high schools*
2.2: *Choosing three primary and high schools in Ankara*	
2.3: *Implementation and management of education programmes oriented to pupils and students*	

Findings in the Turkey Public Awareness Raising project:

If a change is to be made on an individual through campaign, mass communication activities and interpersonal communication should be implemented at the same time. In this case, in all the energy efficiency campaigns, face-to-face communication, mass communication activities should be observed, and the information should be used and applied in coordination.

When preparing information through face-to-face communication, meaning education, and when designing mass communication materials when transferring messages, the most important points/concepts are

- the target group's interest/attention level,
- cognitive integrity,
- discussion and continuity talent and
- dissemination theory.

These elements were considered when planning the campaigns, as well as during the training of personnel. This way the efficiency of the mentioned activities was implemented at a maximum level.

Example Spain (IDAE): "Training Plan on Energy Labelling for White Goods Salespersons"

The behaviour of intermediaries such as architects, manufacturers, designers, salespersons, etc. is as important as the behaviour of the final consumer in pursuing energy efficiency.

The objective of the Project is to disseminate information contained on the Energy Label (EEC Directive 92/75) for various appliance groups. It was considered unacceptable that after ten years of existence the consumers were unaware of the labelling scheme and what it means. However, it is increasingly common for a purchaser to be interested in various product characteristics that compromise the environment: its consumption, materials, components, waste, recycling, etc. and very often the sales personnel can answer these questions.

Based on the principle that more information gives greater freedom of choice, the efforts were focussed on getting the information on the energy label to the Spanish consumer through the most important contact at the time of purchase of these appliances: the salesman. Who better than a salesman to sell an idea or explain a concept? Especially if, as in this case, the information is good, this will work as one more sales argument, as it gives added value to the product he is selling, and in addition, it gives a favourable impression to the purchaser. Naturally, one also must depend on the well-informed purchaser then deciding to factor in the efficiency criteria when buying an electrical appliance.

The plan was designed in 3 modules:

4. attendance (training the trainers and organising onsite training)
5. teletraining (e-Learning course)
6. publication in magazines

The first step in the attendance module was for IDAE to train a group of 31 trainers, with a technical profile, most them (85%) being staff members from the regional government and the remainder (15%) from consumer associations or energy consultancy firms. Subsequently, these trainers were those responsible for delivering the courses to electrical appliances sales personnel. The results from this module were:

- 2,200 sales students trained in 13 autonomous regions.
- 300 consumer students trained in 2 autonomous regions

In the teletraining module, an e-Learning course was designed, resulting in 170 e-Learning teletraining students successfully completing the Internet course, plus another 510 from El Corte Inglés and Alcampo, where, at the request of these large companies to IDAE, this course was installed on their internal training networks.

Finally, for the written module for publication in magazines, which remains on the IDAE website, the results were:

- 50 students took the course through the magazine Tecno-Digital (the only one to offer its publication for no personal gain).
- Another 100 students have taken the written version of the course through the IDAE website.

In total, more than 3,000 sales electrical appliance sales people have received training on the energy label and obtained the consequent IDAE training certificate. IDAE: The E.P.E. Institute for the Diversification and Saving of

Energy (IDAE), M.P., is a body assigned to the Spanish Ministry of Energy, Tourism and the Digital Agenda through the Spanish Secretary of State for Energy.

Example Ghana: "Mother's Helper"

The Global Alliance for Clean Cookstoves and the Accra-based Ghana Alliance for Clean Cookstoves launched a new campaign to help change the way people cook. In Ghana, more than 80 percent of the population burns solid fuels like wood and charcoal for cooking, producing harmful emissions and a wide variety of environmental problems including deforestation, air pollution, and climate change. The Campaign for Improved Cookstoves, dubbed "Obaatan Boafo" or "Mother's Helper" locally, encouraged urban and peri-urban dwellers who depend on biomass and charcoal for cooking to switch to improved cookstoves that burn fuels more efficiently and effectively. As a result, the improved stoves can help cut smoke emissions, reduce the amount of money people spend on fuel and to protect the environment.[22]

Campaign focused on a clear message of clean, healthy and easy cooking

The campaign, focusing on the message 'Cleaner, healthier, easier cooking, every day,' will have three key components:

- Women's Advocacy Campaign,
- Community Market Activations, and
- Radio Awareness Campaign.

As part of the campaign, advocates will visit homes within their communities and several urban markets during road shows and market activations with the aim of raising awareness and increase knowledge amongst the target audience on cleaner cooking solutions, their importance and benefits. The advocates will encourage women to register for an "improved cookstove hotline" so they can continue to receive information about the benefits of cleaner cooking through their mobile phones. These market events will also be an opportunity for the public to purchase improved cookstoves at friendly rates. The campaign will also be implemented through radio talk messages and programmes to educate the public on benefits of adopting the stoves.

Background of the campaign Ghana[23]

Through studies on consumer segmentation and a nationwide mapping of stakeholders in the cookstove sector, a baseline was established for the improved cookstove awareness level in Ghana. This served also to highlight the areas in the sector that require immediate awareness campaign programs to augment the uptake of improved cookstoves in the country[24].

Target groups / actors in the clean cookstoves market

The actors within the cook stove value-chain were categorized into seven main groups as shown below:

- Consumers (End-users)
- Stove manufacturers (household, institutional)
- Fuel Producers
- Financial institutions and international donor agencies
- Distributors and retailers of stoves and fuels
- Raw material suppliers
- Training and research institutions

[22] http://cleancookstoves.org/about/news/04-18-2016-campaign-kicks-off-to-promote-improved-cookstoves-in-ghana.html
[23] http://cleancookstoves.org/country-profiles/focus-countries/1-ghana.html
[24] Cookstove Sector of Ghana: A Baseline Study and Survey of Stakeholders, Julius Cudjoe Ahiekpor, Centre for Energy, Environment, and Sustainable Development, www.ceesdghana.org (2014), http://www.energycom.gov.gh/files/Merged_Cookstove_Report_FinalFinal.pdf

Messages on clean cookstoves to influence the market

The messages tested revolved around a different benefit:

1. Savings: The ability to save fuel and money thanks to improved Cook stoves
2. Modernity: The pleasure of cooking with comfortable, high-quality equipment
3. Health: Enjoying a cleaner and healthier kitchen due to smoke reductions

It was observed that messages which focused on "savings" and to some extent "Cleanliness" as a key benefit was by far the most relevant and the most appealing to most respondents.

The following key messages were proposed for use to win target market over:

1. Clean and Prestigious
2. Fast and Easy to use
3. Saves fuel and money

For all the proposed communication strategies, reassurance on weight, durability, stability and safety was recommended to be provided as background to the main message.

Product aesthetics was also seen as an important factor and was recommended to be shown through well-selected visuals.

Media

Strategies seen as successful in promoting other policies and products:

1. Sustained and continuous radio and television advertisement highlighting the benefits of using clean cook stoves.
2. Outdoor campaign and demonstration through public announcement in vans and community forums. This could be done at commercial centres (traditional markets) where it is likely to have many people.
3. Display of posters and billboards at vantage positions and the use of car stickers.
4. Collection of feedback on performance of stoves from end-users.
5. Reward for consumers through raffles.

Example Uganda: "Keep my kitchen clean"

In Uganda, an action research project on improved cookstoves led a campaign using the slogan "keep my kitchen clean".

The campaign was promoted through

- radio talk shows,
- radio drama,
- bulk texts on mobile phones and toll-free lines, and
- street art exhibitions.

Training for construction and maintenance of improved stoves

The project also trained youths in the construction and maintenance of improved stoves for poorer households. Social support was built by tasking local government to perform a mediating role, by sensitising and mobilising low-income households, and by ensuring that they made their agreed contribution to providing onsite materials in kind and providing support and guidance to the local youths who constructed the stoves.

Improved cookstove: comparisons with traditional methods

The cookstove design was such that local material could be used to reduce the cost. Further, comparisons of the benefits of improved stoves to that of traditional three-stone fires were used to make persuasive arguments for showing clear pros and cons of both technologies to the users.

Stakeholders:

The Ministry of Energy and the Uganda National Alliance for Clean Cookstoves, UNACC

Source:
What boosts cookstove uptake? A review of behaviour change approaches and techniques, SEI, 2018
https://cleancookstoves.org/binary-data/CMP_CATALOG/file/000/000/149-1.pdf