**PCREEE Regional RE and EE Awareness Campaign**

**CONCEPT NOTE**

1. **Background:**

The Pacific Centre for Renewable Energy and Energy Efficiency (PCREEE) was established as a regional vehicle to support the Energy Sector in the PICTs to provide; (i) improved access to modern, affordable and reliable energy services, (ii) energy security and (iii) mitigate negative externalities by promoting the RE technologies and EE investments. PCREEE has been a focal point for PICTs and private sector organizations, seeking support and expertise in RE and EE activities and projects with potential of replication in other PICTs.

The needs assessment conducted as part of the preparatory work for the establishment of the PCREEE identified knowledge and awareness challenges with regards to sustainable energy developments in the PICTs.

At the 4th PCREEE Steering Committee Meeting, NGOs raised the issue that they are not aware of the existence of the PCREEE and therefore the promotion of the PCREEE should be strengthened.

Outcome 3 of PCREEE is about strengthening the awareness and knowledge base of local key institutions and stakeholder groups on RE and EE. Output 3.2.3 is on the design and implementation of at least one regional RE and EE awareness campaign targeting the residential, commercial or industrial sectors.

The PCREEE RE and EE Awareness Campaign will be conducted in Member Countries to complement National events. This approach is to encourage interaction and dissemination of information to a wider community. As PCREEE is hosted by Tonga, the Tongan PCREEE RE and EE Awareness campaign will also feature the Tonga EU-Pac-TVET programme during the campaign to supporting the adoption of the EU-PacTVET regional programme.

1. **Overview**

PICTs face challenges with respect to energy for sustainable development due to the (i) population structure (ii) lack of significant economies of scale in the markets (iii) low electricity accessibility rate in some countries, (iv) varying ecosystems with marine being predominant and (v) varying availability of petroleum resources.

The Regional Energy Policy was developed from special concerns faced by PICTs. RE stands as a pillar to support Regional Energy Sector Policy and Planning (besides Transport, Power and Petroleum). As an integrated approach, the basis for achievement of energy security for PICTs is to focus on; (i) rural and remote areas, (ii) the environment of which the livelihoods of PICTs are dependent, (iii) strengthening capacity and (iv) RE and EE.

The PCREEE Regional RE and EE Awareness Campaign is a step forward to raise awareness and secure national interest in RE and EE to counteract the PICTs challenges with respect to energy for sustainable development from the Community to the National Level. Specifically, the Tongan RE and EE Awareness Campaign will also promote the Tonga EU Pac-TVET Programme.

1. **Objectives**

The objective of the PCREEE Regional RE and EE Awareness Campaign are to;

1. Raise the awareness at the national level about the need to accelerate the progress on RE and EE to meet national energy and GHG ambitions
2. Promote PCREEE and its activities in supporting PICTs energy and GHG ambitions
3. Education and Awareness on RE & EE entrepreneurship, industrial development and innovation
4. Promotion of the EU-PacTVET activity in Tonga
5. **Targeted Outputs**

The annual target outputs includes participation in two (2) National Awareness and Promotional events whereby;

* 400 individuals and groups visiting the PCREEE booths
* 400 leaflets and 200 posters are produced and distributed to the private sector
* 6 Schools and a minimum of 800 students or more are visited
* 100 VIPs are offered promotional packs

**5. Expected Outcome**

The Awareness Campaign is expected to achieve the following;

* Improved National and Regional Awareness on RE and EE
* Creation of platform for showcasing success stories on RE and EE
* Establishment of links between DoEs, PCREEE and national development partners for future collaborations
* Improved exposure of PCREEE and its activities
* Improved National visibility of the Tonga EU-PacTVET program and its supporting activities.

1. **Awareness Campaign Strategy and Content**

The awareness campaign is aimed at complementing national public events in Member island countries. The strategy is to conduct the following;

* Identify major National and Regional public events (e.g regional energy / climate change events, national environment weeks, civil service demonstration week, etc);
* Identify National and Regional partners to jointly conduct the event
* Prepare / compile the promotional materials – leaflets, gadgets, short documentaries of success stories, posters, pull up banners, etc

The content of the Awareness campaign include the following activities;

* Promotion of PCREEE and its activities through distribution of leaflets/pamphlets and promotional gadgets with the PCREEE logo (See Annex 1)
* Awareness on RE and EE through messages printed on promotional gadgets
* Showcase of success stories of RE and EE in the PICTs through use of demonstration boards and posters
* Provide pointers/advise for Interested Individuals/Groups

The promotional gadgets and boards prepared are to suit the target audience as mentioned in 4 and specifically identified in section 11 (I and II).

**7. Target Participants**

The target audiences range from entrepreneurs, government and private sector entities, agriculture and produce sector services, public servants, government officials, diplomatic corps, technical institutions, secondary TVET providers, students and the general public in the PICTs.

**8. Possible Partners**

In terms of possible partners, this promotional activity can partner with the national DoE’s or national key players in the Energy Sector for co-financing of promotional gadgets for a wider awareness campaign. However, promotional gadgets are recommended to be distributed by the PCREEE team.

**9.** C**omplementarity and Replicability:**

The activity can be conducted in various PICTs as it is inclusive through promotional activity with use of awareness gadgets and informational activities that encourages participation through interaction. Once the stock runs out, PCREEE can re-print and change the statements suit other training and workshops aligned with PCREEE goals and objectives. The promotion and awareness campaigns will also complement PCREEE’s National Energy Dialogues and National Investment Forums.

**10. Budget:**

a) The cost of items for the PCREEE RE Regional RE and EE Awareness campaign is provided below.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Awareness Target Groups** | **Items** | **Quantity** | **Cost**  **(TOP)** | **Comments** |
| *VIPs* | Pin Tags | 100 |  |  |
| Umbrellas | 50 |  |  |
| *Schools* | Stickers | 200 |  |  |
| Pens | 200 |  |  |
| USBs | 100 |  |  |
| *General Audience* | Caps | 100 |  |  |
| T-Shirts | 100 |  |  |
| Mugs | 50 |  |  |
| Lanyard | 200 |  |  |
| *Private Sector* | Leaflets | 200 |  |  |
| Posters | 100 |  |  |
| Demonstration Boards | 2 |  |  |
| Pull-Up Banners | 2 |  |  |
| **Total** | | |  | |

b) The EU-PacTVET program promotional campaign list of materials and its costs are provided below.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Awareness Target**  **Groups** | **Items** | **Quantity** | **Cost**  **(TOP)** | **Comments** |
| *VIPs* | Coffee Mug | 20 |  |  |
| Umbrella | 20 |  |  |
| Shirt | 20 |  |  |
| *Technical Schools and*  *Secondary TVET*  *Providers* | Pens | 50 |  |  |
| USB | 50 |  |  |
| Umbrella | 30 |  |  |
| School bags | 50 |  |  |
| *General Audience and*  *Private sector* | Caps | 30 |  |  |
| Shirts | 30 |  |  |
| Mug | 30 |  |  |
| Leaflets | 50 |  |  |
| T-shirt | 30 |  |  |
| **Total** | | |  | |

**11. Preparatory Work**

The Awareness Campaign Preparatory Work will be conducted in the following manner:

1. **Preparation of Promotional Gadgets**

The proposed promotional materials are asset tags, pens, umbrellas, teacups, USB, stickers, and caps. These materials can also serve different purposes, for example, asset tags can also carry the actual registry number of a PCREEE asset as in the asset registry, others carry entrepreneurship or RE & EE educational quotes and the stickers can be energy conservation reminder messages used in offices. Similarly, different gadgets can be used at different activities, such as shirts and caps during school awareness, pens and USB during workshops and energy conservation tips during EE awareness programs by the DoE.

* Design the layout of each promotional item and messages to be imprinted (1.5 weeks);
* Get feedback from PCREEE (1 week);
* Collect quotes (1 week); and,
* Production (depends on company)

1. The items required for the PCREEEE awareness component are listed below. The RE and EE Quotes are listed under Annex 1 for selected promotional gadgets.

|  |  |  |  |
| --- | --- | --- | --- |
| **Awareness Target Groups** | **Promotional Gadget** | **Quantity** | **Promotional Messages** |
| *VIPs* | Pin Tags | 100 | PCREEE Logo |
| Umbrellas | 50 |
| *Schools* | Stickers | 200 | RE and EE Quotes |
| Pens | 200 |
| USBs | 100 | PCREEE Logo |
| *General Audience* | Caps | 100 |
| Mugs | 50 |
| Lanyard | 200 | RE and EE Quotes |
| T-Shirts | 100 |

1. The items required for the Pac-TVET featured awareness component are as listed. The Pac-TVET Promotional Messages are listed under Annex 2 for selected promotional gadgets.

|  |  |  |  |
| --- | --- | --- | --- |
| **Awareness Target**  **Groups** | **Items** | **Quantity** | **Promotional Messages** |
| *VIPs* | Coffee Mug | 20 | Pac-TVET Logo or other promotional Messages |
| Umbrella | 20 |
| Shirt | 20 |
| *Technical Schools and*  *Secondary TVET Providers* | Pens | 50 |
| USB | 50 |
| Umbrella | 30 |
| School bags | 50 |
| *General Audience and*  *Private sector* | Caps | 30 |
| Shirts | 30 |
| Mug | 30 |
| T-shirt | 30 |

1. **Preparation of Demonstration Boards / Leaflets/ Posters**

This serves to showcase success stories on RE and EE in theresidential, commercial & industrial sectors and will encompass;

* Productive Uses of Energy
* Energy Efficiency
* E-mobility
* RE and EE Innovation
* Entrepreneurship in RE and EE

The items required for this awareness component are as listed below.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Awareness Target Groups** | **Items** | **Quantity** | **Awareness** |
| *PCREEE* | *Private Sector* | Leaflets | 200 | PCREEE Support Initiatives in the Region |
| Posters | 100 |
| Demonstration Boards | 2 |
| Pull-Up Banners | 2 |
| *Pac-TVET* | *General Audience and*  *Private sector* | Leaflets | 50 | EU-PacTVET Initiatives |

* **Identify major public events in the region and in member countries where the PCREEE promotion and awareness can be conducted**
* Tonga Royal Agriculture, Tourism and Industrial Show (around July / Aug)
* Fiji Hibiscus
* Samoa Environment Week
* Vanuatu – Port Vila Day, Agriculture Week or Environment Week
* PNG – Waigani Seminar or World Environment Week (Late June/July)
* Solomon Islands – Agriculture Show
* Pacific Power Association Annual Conference
* National Energy Dialogues
* National Energy Investment Forums

The preparatory work requires identified personnel to conduct duties to ensure that all preparation tasks are accomplished within set dates. The Preparatory Summary simply outlines the task and completion dates for the preparation phase.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Preparatory Activity Summary** | **Identified Leader** | **Completion Date** |
| I | Preparation of Promotional Gadgets | Darlen/Paea | 24/04/20 |
| II | Preparation of Demonstration Boards/Leaflets/Posters | Darlen/Jesse/Paea | 24/04/20 |

The promotional materials once received should be safely stored and kept by the Programme Assistant. A log sheet shall be used to take stock of the items used and the current stock of each promotional item. Any use of these promotional items must have the approval of the PCREEE Manager.

**ANNEX 1**. Messages/Quotes for Selected PCREEE Awareness Items

|  |  |  |
| --- | --- | --- |
| **Items** | **Quantity** | **Messages/Quotes** |
| Sticker (200) | 50 | EE is on my priority list |
| 50 | The cheapest energy is that energy you don’t use |
| 50 | RE a clear Winner for Sustainable Energy |
| 50 | Think Green, Think RE |
| Pens (200) | 50 | Be Energy Conscious, Be Energy Efficient |
| 50 | Think Green, Thing RE |
| 50 | Choose RE, Choose Economic Advantage |
| 50 | For Cost Savings, Use Energy Wisely |
| PaShirts (100) | 25 | With RE comes transformational changes to make a difference |
| 25 | High Energy Cost calls for Greater Conservation, Greater Energy Efficiency |
| 25 | Transition to Better Solutions, Choose Energy Efficiency |
| 25 | I’m Shifting from Brown Energy to Green Energy |
| Lanyard (200) | 50 | Switch off the Lights to keep the Future Bright |
| 50 | Power your home with RE sources |
| 50 | RE a clear Winner for Sustainable Energy |
| 50 | Save Energy and Gain Energy Independence |

**ANNEX 2**. Promotional Messages/Quotes for Selected Pac-TVET Awareness Items

|  |  |  |
| --- | --- | --- |
| **Items** | **Quantity** | **Promotional Messages** |
| Coffee Mug | 20 |  |
| Umbrella | 20 |  |
| Shirt | 20 |  |
| Pens | 50 |  |
| USB | 50 |  |
| Umbrella | 30 |  |
| School bags | 50 |  |
| Caps | 30 |  |
| Shirts | 30 |  |
| Mug | 30 |  |
| T-shirt | 30 |  |

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