



GOVERNMENT OF PAKISTAN  
 MINISTRY OF SCIENCE & TECHNOLOGY  
 NATIONAL ENERGY EFFICIENCY & CONSERVATION AUTHORITY  
 NEECA BUILDING, G-5/2, ISLAMABAD, PAKISTAN  
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**NEECA’s Energy Talks Series – 04**

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| <b>Topic</b>         | Behaviour Change for Energy Efficiency and Conservation  |
| <b>Guest Speaker</b> | Mr Sardar Mohazzam – Managing Director NEECA<br>Mr Munir Ahmad – Director General Policy & Planning, NEECA |
| <b>Venue</b>         | Multipurpose Hall – NEECA Building   |
| <b>Date</b>          | 09, June 2022  |





## Behaviour Change for Energy Efficiency & Conservation in Pakistan

Provision of reliable, affordable, efficient, secure, and clean energy has become the primary driver for sustainable economic growth of a country. In contrast, Pakistan energy sector is facing the challenges of high energy losses, higher energy prices, heavy reliance on imported oil, increasing circular debt, reliance on obsolete technologies and lack of research and innovation. This year peak demand of summer has worsened the situation. To address the challenge of seasonality, capacity additions for peak demand days resulted in capacity payment for the spinning reserves.

Energy efficiency and conservation (EE&C) emerged as an important component of all kinds of policy and planning for energy sector. Pakistan's current energy saving potential is approximately 10-12 Million Ton of Oil Equivalent (MTOE). NEECA with the support of Federal and Provincial Governments must *"take all measures necessary to create awareness and disseminate information for efficient use of energy and its conservation"* as mentioned in section 10 sub clause (t) of the NEECA Act 2016.

National Energy Efficiency & Conservation Authority (NEECA) has taken certain initiative as a part of its mandate to exploit this energy saving potential to curb the energy sector challenges. NEECA believes that there is realization about the importance of EE&C but lack of awareness about the technical information and energy consumption behaviour has become a missed opportunity. Further, by not including EE&C practices in daily life caused the energy saving potential untapped.

NEECA believes that energy conservation at national level is possible through behaviour modification and realizing a sense of responsibility of use in daily life. NEECA is inculcated in the social fabric. Therefore, NEEC policy instruments shall be designed in such a way that prescribed energy conservation actions focus on the behaviour modification covering entire spectrum of stakeholders in the EE&C implementation at the national level. The behaviour change strategies and best practices shall be adopted and communication plans based on these strategies shall be made an integral part of all the future EE&C program development. The human behavioral aspects of Responsibility of Use through information, training, and capacity building, are central to EE&C basic principles.

**توانائی کا تحفظ ہماری ذمہ داری**

- ایک یونٹ بجلی بنانا ایک یونٹ بنانے سے سستا ہے۔
- ہمیشہ NEECA کے لیبل والے زیادہ معیاری اور کم بجلی استعمال کرنے والے برقی آلات استعمال کریں۔
- توانائی کے تحفظ کے لیے دن کی روشنی کا زیادہ استعمال کریں۔
- کمرے سے نکلنے سے پہلے کمرے کے تمام برقی آلات بند کر دیں۔
- ایندھن کے استعمال کو کم کرنے کے لیے اپنی گاڑیوں کی ٹیوننگ بروقت اور باقاعدگی سے کروائیں اور زیادہ سے زیادہ پبلک ٹرانسپورٹ کا استعمال کریں۔
- اپنے گیزر میں ٹائمز ڈیوائس اور کوئنگ بیٹل کا استعمال کریں تاکہ گیس کی بچت ہو سکے۔

However, NEECA believes that behavior modification to save the energy is not a simple task. It involves continuous efforts to inform the various stakeholders to adopt the best practices to save energy. The importance of EE&C measures through digital media platforms,



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educational institutions, industrial associations, civil society networks, and women lead energy saving initiative, research & documentation of best practices, interactive theaters, and advocacy & lobbying activities with different stakeholders to conserve the energy and use it efficiently requires resources.

To scale up the existing awareness raising initiatives and to implement other behavior modification strategies, NEECA developed a PC-1 with an aim to create a culture of energy efficiency & conservation was submitted (March 2022) for allocation in FY 2022-23. In this reference, NEECA has initiated various behavior modification activities at national level to create a culture of conservation for sustainable development.

- ✚ Initiated Energy Talks/ Thursday Series to cover the key dimension of EE&C in key sectors of the economy to highlight its importance.
- ✚ Behavior modification through social media platforms in the form of short videos, visuals and facts about various EE&C measures and strategies.
- ✚ NEECA is organizing community engagement programs in various localities of Islamabad
- ✚ Awareness sessions with different stakeholders including but not limited to; Schools, Colleges, Universities, Media, Industrial Associations, Training Institutes

It is important to translate the findings of the technical reports about energy saving potential in different sectors, causes of wasting energy resources and energy performance standards of different equipment and appliances in simple language needs massive awareness raising to contribute to national level energy saving targets. Integration of EE&C in school, colleges, polytechnic institutes, madrasas, and universities courses and curriculum to sensitize the young generation is another important aspect of behavior change. NEECA in collaboration with relevant stakeholder is designing various capacity building programs and revision of courses and curriculum at different grades level to raise awareness.

National Energy Efficiency & Conservation Policy 2022 aims to channelize the information regarding the importance and benefits of energy efficiency and conservation measures to common citizens. NEECA is developing and executing strategies with a focus on norms and behaviors of the society and the participation of women is considered as priority due to their role at household level energy consumption.

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