

***Round Table Discussion:
“The Prospect Of The Energy Efficiency
And Demand Side Management (DSM)”***

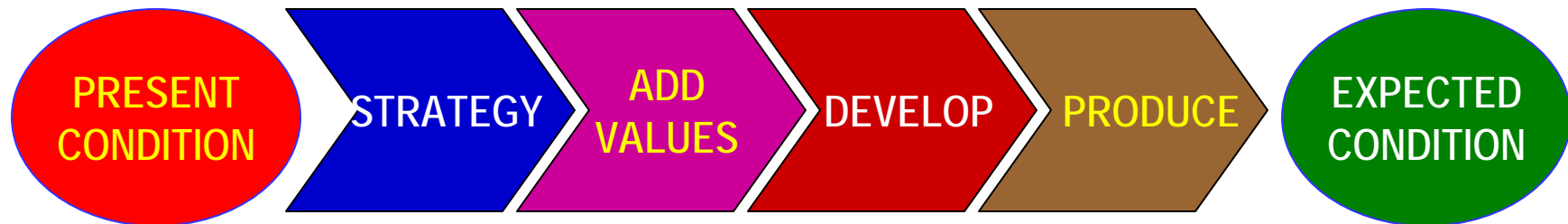


Session 3: Community Action Initiative In Energy Saving Behavioral Culture

**Driving Community Awareness Toward
Energy Conservation Behavioral Culture**

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Driving Community Awareness Toward Energy Conservation Behavioral Culture ⇒ Changing the Lavish Culture to Conservation Culture



ENERGY LAVISH (WASTEFULL) CULTURE	STRATEGY TO DRIVE CHANGE EFFORTS	ADDED VALUES GAINED	DEVELOPMENT PLAN	PRODUCTION AND MONITORING	ENERGY CONSERVATION CULTURE
<ul style="list-style-type: none"> • Indonesia Energy Elasticity > 2.02 • Energy Intesity ~ 470 • Energy Consumption per Capita 0.467 • Energy Price & Consumers are partially subsidized 	<ul style="list-style-type: none"> • Implant energy conservation culture since basic education • Industry/Commercial: Change Energy Management Approach • Community: Sociological & effective communication media approach • Regulatory Advocacy • Energy Audit • Set Priority 	<ul style="list-style-type: none"> • Transparent and fair reward and penalty scheme • Make energy conservation and efficiency become attractive business propositions (ESCO) • Allow participation of NGO and Educational Instituions. 	<ul style="list-style-type: none"> • Develop req'd regulations • Energy Conservation Education Package • Standar Energy Saving Label • Media promotion package • Workshops and Sminars • Communication package for NGO • Inventory of energy saving potential in each sector 	<ul style="list-style-type: none"> • Conduct energy audits by certified Energy Auditors • Change energy price subsidy to subsidy to poor consumers • Eliminate subsidy step by step • Active promotion of energy conservation culture thru workshop, talk-show, media advertisement 	<ul style="list-style-type: none"> • Energy Elasticity ~ 1 • Energy Intensity ~ 150 (?) • Energy Consumption per Capita 2.5 • Limited Subsidy to poor consumers or no subsidy

ENERGY CONSERVATION CULTURE

- **Culture – the learned ways of behaving and adapting to behavior pattern or instincts in the society to produce and sustain life ^{*)}**
- **Energy Conservation Culture can be developed through education and training, exemplary, change management and effective communication campaign on energy efficiency and conservation. The Demand Side Management of energy conservation activities include, among others :**
 - **Use minimum energy to meet individual and common needs**
 - **Increase efficiency of energy usage**
 - **Utilize energy efficient appliances and equipment**
 - **Reduce electricity consumption during peak hours**
 - **Utilize efficient energy mass transportation facilities**

**) Encyclopedia Americana*

BENEFITS OF ENERGY CONSERVATION

- **Significantly reduce energy cost. The money saved from energy payment can be used for other needs – education, health, recreation, etc**
- **Reduce the growth rate of energy supply needs**
- **Help elevate the energy supply capacity to avoid electricity curtailment and improve the electricity quality**
- **Help the Government to reduce energy subsidy and financial burden to develop new energy infrastructure so the Government could allocate the funds for other noble needs**
- **Help the spread of access to energy for other people**
- **Set aside energy resources, particularly the non-renewable fossil fuels for future generation**

STRATEGY TO DRIVE COMMUNITY AWARENESS ON ENERGY CONSERVATION (1)

- **Implant energy conservation culture since early education stage with curricula complexity level started from the simplest and most attractive to the children by taking involvement of the family at home. Use popular communication media, such as comic**
- **For industry and commercial organization: Use change management approach to evolve paradigm shift and behavioral change on energy – that energy is getting expensive and scarce, and therefore it should be well managed by applying good energy management best practice. Energy audit should become the “way of life” in each energy extensive business activities.**
- **For the nation wide community, sociology approach is utmost importance to change the value system and the paradigm on energy, that energy is expensive and limited. Use attractive public communication media, such as TV soap opera, popular songs, including “dangdut”, “campursari”, and pop-rock; and writing attractive articles in the electronic or written media.**

STRATEGY TO DRIVE COMMUNITY AWARENESS ON ENERGY CONSERVATION (2)

- **Regulatory advocacy – To take proactive role in regulatory advocacy, including but not limited to preparing draft implementing regulations for Law No. 30/2007 Energy and Gov. Regulation No. 70/2009 on Energy Conservation, to promote national energy conservation drive – including reward & penalty and incentive for conducting energy efficiency business activities, manufacturing efficient energy appliances and equipment; and outline of energy conservation objectives in the national energy policy**
- **Energy Audit shall become mandatory to assess the efficient usage and supply of energy – including best practice of energy management, use of energy efficient system, etc.**
- **Give priority to energy intensive sector and identify the potential energy saving and efficiency improvement. E.g. In transportation sector – mass transportation, utilization of gas fuel; electrical power sector – reduction of peak load, use energy saving lamps; industrial & commercial sector – energy saving illumination, efficient cooling system, etc.**

STRATEGY TO ADD VALUE IN DRIVING COMMUNITY AWARENESS ON ENERGY CONSERVATION

- **Transparent, clear and fair reward and penalty system – provide individual and business entities for efficient usage energy with fiscal and non-fiscal incentives, including certain tax exempt, no import duties for energy saving equipment, etc.**
- **Make energy saving activities as business opportunities for private entities (Energy Services Company – ESCO). Government and MKI with support of World Bank, Asian Development Bank, and other similar institutions facilitate establishment and capacity building of national ESCO, and industry awareness of the value of improved energy efficiency**
- **Involve Non Government Organizations (NGO) and Educational Institutions as trusted partners of the community to bridge the communication needs for driving community awareness of energy conservation**

DEVELOPMENT PLAN TO PROMOTE ENERGY CONSERVATION CULTURE

- **Draft required regulations on energy efficiency and conservation**
- **Prepare education package for energy efficiency and conservation for elementary, secondary and high schools**
- **Prepare regulation and the Indonesian National Standard for energy saving labels**
- **Develop promotional package for energy efficiency and conservation on electronic and printed media**
- **Develop plan and budget for focused workshops to enhance the capacity of people & organization in the industry and commercial business, candidates for ESCO, and other energy conservation stakeholders**
- **Develop energy efficiency and conservation promotion packages for NGO and public**
- **Make Inventory of energy saving potential in each users' sector transportation, industry / commercial, electricity.**

IMPLEMENTATION / PRODUCTION

- **The Government Directorate General of Electricity and Energy Utilization has prepared National Competency Standard for Energy Auditors in the Building and Industry Sectors. This will be followed with Energy Auditors Competency Certification Program and development of competent ESCO**
- **The Government shall accelerate the drafting of implementing regulations on cross-sectoral energy efficiency activities as well as on the respective sector**
- **The Government shall issue a sort of Government Regulation or Decree in due time to replace energy price subsidy with subsidy directly awarded to poor consumers**
- **Gradually eliminate Government subsidy in the energy sector through a Government Decree**
- **Prepare plan in cooperation with NGO and other entities to promote energy saving culture conducting seminars, talk-show, publications, etc**
- **Monitor performance of the energy efficiency and conservation promotional efforts on periodical basis, compare with legitimate benchmark and standards in other countries**

THE ROLE OF



- The priority of MKI 2008-2011 Board of Directors Programs are:
 - To focus on Energy Business Reform to ensure security and availability of energy supply and efficient energy utilization toward the fulfillment of electricity demands in “*affordable*), *well spread*, *brighter and firmer*” manner for achieving the prosperity of the people
 - To facilitate the realization of energy efficiency and conservation through minimization of grid losses, improvement of power quality, enhancement of the Indonesian power business competitive edge and optimization of the energy mix
- In cooperation with the Indonesian Chamber of Commerce and Industry (KADIN), and the National Energy and Water Conservation Team (TIMNASHEA) form a Working Committee on Energy Efficiency to facilitate energy efficiency and conservation campaign in the electrical power sector by involving educational, business, community and policy makers.
- To facilitate the establishment of Energy Services Company in Indonesia, including conducting competency certification, business advocacy, and workshops
- In cooperation with NGO’s to promote energy efficiency and conservation awareness, particularly in the electricity sector, by publishing newsletter, comics, articles in newspaper/magazines, and conducting seminars.

RESULTS OF PLN ELECTRICITY SAVING SLOGAN COMPETITION 2008

So watt-nya dihemat gitu lho ...
(Petrus Maryata)

**Hemat Listrik – mudah caranya,
hemat bayarnya** (Firdha R Zarni)

**Tiap watt yang dihemat, pasti
bermanfaat** (Eka Marliana Putri)

**Kunang-kunang aja – kalo
siang matiin lampu** (Dina Ariani)

Listrik irit, bayar dikit ...
(Evi Hartati)

**Yang penting ... matiin yang
nggak penting!** (Lukman)

Awas bahaya tagihan tinggi ! ...
(Rifi Ratika Putri)

**Nyalakan seperlunya, matikan
selebihnya** (Muh. Albasim)

Listrik Irit, hemat duit ...
(Hayuningrum Raharjo)

Listriku irit ... tagihanku sedikit
(Andiana Subagio)

**Genematik ... “Generasi Hemat
Listrik** (Arsila Mahandari)

Listrik dihemat, manfaat didapat
(Sutarsih)

Ngirit listriknya ... dikit bayarnya
(H. Samsul Hadi S. Pd)

**Listrik itu mahal, pakainya
jangan obral** (Rifi Ratika Putri)

MKI ENERGY CONSERVATION COMICS



THANK YOU



1. Jangan menumpuk stop kontak pada satu sumber listrik.
2. Jangan pernah menggunakan listrik (sangat) yang sesuai dengan daya dan kapasitasnya, jangan menggunakan alat-alat listrik yang sudah tua.
3. Kabel listrik yang terdapat di rumah jangan pernah digigit, jangan pernah diinjak, jangan pernah digigit oleh hewan-hewan, jangan pernah digigit oleh anak-anak.
4. Jangan pernah menggunakan alat-alat listrik yang sudah rusak.
5. Biasakan menggunakan material listrik, seperti kabel, saklar, stop kontak, steker (kontak tusuk) yang telah terjamin kualitasnya dan berlabel SNI (Standar Nasional Indonesia), LMK (Lembaga Masalah kelistrikan) atau SPLN (Standar PLN).
6. Pangkaslah sebagian daun, ranting, dan cabang dari pepohonan yang berada di halaman rumah, jika bagian pohon itu sudah mendekati atau menyentuh jaringan listrik.
7. Hindari pemasangan antena televisi yang terlalu tinggi yang bisa mendekati atau menyentuh jaringan listrik.
8. Gunakan listrik yang memang hak untuk bangunan atau rumah kita. Jangan sekali-kali mencoba mencantol listrik, mengutak-atik KWH Meter atau menggunakan listrik secara tidak sah.
9. Biasakanlah untuk bersikap hati-hati, waspada dan tidak ceroboh dalam menggunakan listrik.