

## Success Story

# Raising Awareness on Energy Efficiency

The industrial sector in Egypt currently consumes about 45% of the national energy consumption. In confronting the energy crisis and climate change, the optimal and efficient use of energy resources is one of the most important areas that requires policy-making by the state and is indeed prioritized in Egypt's 2030 Sustainable Development Strategy. Priorities are not about increasing the production of energy sources or diversifying energy sources, but are about using energy better; using it in the optimal way. Through efficiency measures, energy intensive industries can save up to 20% of their energy consumption, making it the cheapest energy resource, as there are lots of strategies that can be implemented that do not require big investments.

In this endeavor, the UNIDO Industrial Energy Efficiency Project (IEE) launched Kafa'a, a national campaign to raise awareness on the importance of energy efficiency and the energy savings that could be achieved by adopting the Energy Management System (EnMS). The campaign was launched by H.E the Minister of Environment, Dr. Khaled Fahmy, in May 2015, who stated that awareness is an integral factor in industrial energy efficiency, and how the Kafa'a campaign aims to promote EnMS and energy efficiency concept. In the launching event, Giovanna Ceglie, the UNIDO Regional Office Representative and Director, addressed the issue by saying that "energy is important to Egypt and the survival of its economy... [and IEE] helps the industrial sector develop opportunities and options in order to increase its efficiency in energy consumption". Building on the factors of "awareness" and "energy saving opportunities", General Ismail Gaber, Head of the Industrial Development Authority (IDA) encouraged the industrial sector to participate in the Kafa'a campaign in order to receive the technical assistance provide by IEE.



The campaign was launched by The Ministry of Environment, The Industrial Development Authority & UNIDO

## Reaching out to Industrial Cities

Through the Kafa'a campaign, there was outreach to 4 industrial cities in cooperation with the Industrial Modernization Center (IMC), and through the Investment Associations of Borg Al Arab, El Obour, 10th of Ramadan, and El Sadat. The series of sessions reached out to over 700 participants, and raised awareness on how energy efficiency guarantees a fast payback period through no and/or low cost interventions, which have the potential to reduce emissions, increase productivity and optimize operations.

## Kafa'a Campaign Info-Unit

Through the Kafa'a campaign, messages are communicated through an information unit to raise awareness on the importance of energy efficiency and encourage factories to participate in the campaign. Through the info-unit communication tools, the Kafa'a campaign reached out to more than 550 factories, and a database has been developed for sharing with IEE partners. More than 150 factories registered in the Kafa'a campaign received direct awareness on the potential savings and opportunities for energy efficiency.



Presenting the Kafa'a Certificate of Participation to the Arabian Cement Company

## Campaign Instruments Tools

The campaign has designed creative tools to raise awareness on energy efficiency, reaching various target groups ranging from energy experts in the partner organizations, government officials, and decision makers to business owners, management, and employees of the industrial sector.

Info-graphs were designed to simplify technical information, data, and facts and figures. They include information on the impact of energy efficiency policies, how much energy the industrial sector consumes and how it can be reduced. The info-graphs also highlight the impact of energy intensive industries at the national level, for example the Cement, Iron & Steel, Fertilizers & Nitrogen, and Lime & Plaster industries. Furthermore, information on energy system optimization was provided, underlining energy efficiency opportunity areas of crosscutting technology, like motor, compressed air, and steam systems.



Posters were developed to raise awareness among workers in factories, disseminating messages on energy efficiency, climate change, and implementing the EnMS

Documentary films were produced to address different topics targeting business owners, management, workers, government officials and policy makers. The following topics were addressed:

- ‘Capacity Building and Training,’ presents how the project succeeded in building local expertise and transferred knowledge from international to local experts, as well as the success of the peer-to-peer network.
- ‘Benchmarking as a Policy Tool,’ shows how benchmarking studies were developed in three heavy industry sectors and the benefits of benchmarking as an effective policy tool
- ‘Building an Energy Team,’ exhibits interviews with energy managers from the participating factories in Kafa’a, as well as with local experts working as energy experts.
- ‘Energy Savings Opportunities to Increase Competitiveness,’ presents companies’ feedback on EnMS implementation and showcases examples of no and low cost opportunities.
- ‘The Importance of Energy Efficiency in Relation to Climate Change,’ is an animated info-graphic which includes facts on Egypt’s energy status, highlights climate change phenomena, and the role and opportunities of the industrial sector in energy efficiency.

Success stories and case studies were developed to showcase impact, and highlight the role of Egyptian industries adopting energy efficiency measures, and complying with ISO 50001. The cases and success stories highlight the commitment of the companies to improve their energy performance and reduce their overall costs.

## Capacity Building & Media Coaching

The campaign has carried out capacity building for the partners’ media representatives, by looking at untraditional approaches to advocate for energy efficiency in the media. This media coaching emphasized the changing dynamics of the Egyptian media and its’ journalists, and the appeal of crowd-sourcing, human interest, and visualizing data. “It is very different and useful to talk about participatory media,” said Hisham Eissa, Head of Central Department for Climate Change, EEAA.



*A media coaching session was carried out for the project partners’ representatives*

## Contact Information

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