Transformational Changes in Energy Efficiency Perception

Marianna Arzangulyan
Energy Efficiency Projects, Climate Change Program, UNDP Armenia

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Definition by UNDP

• Transformational change is the process whereby positive development results are achieved and sustained over time as an integral element of a country’s regular processes.

• These results need to be institutionalized – reflected in national strategies and policies, programmes and workplans.

• Furthermore, these results need to be institutionally sustained, producing consistency of achievement over time – to exclude short-term, transitory impact.
Transformation Agents

• National and local state authorities, NGOs and CBOs
• Private sector actors
• Project progress responsibles

Transformation Context

• Business: organizational culture upgrade/renewal
• Public: assertion of common values
Criteria by UNDP

• Real and sustained improvements in the lives of people, households and communities with at least a sub-national impact in a time-frame of 10 to 20 years

• National ownership of the development agenda by the key stakeholders and beneficiaries

• Positive development results are sustainable after the completion of their vehicle projects: various replication options

• Positive external evaluation of the said vehicle projects, per both programmatic and administrative matters: lessons learned

• Inter-project synergy: cluster-based, topic-driven approach
Institutionalizing the Transformation (1)

- Improvement of legal and regulatory framework introduces **precise instructions** on energy efficiency for municipalities, building envelope and lighting system designers, producers and importers of insulation materials and lighting devices.

- **Curricula revision** by the profile universities with inclusion of literature on modern relevant developments in energy efficiency contributes to a higher quality of alumni body and strengthens the capacities of the faculty members.
Institutionalizing the Transformation (2)

• Testing laboratories for insulation materials and lighting devices introduce **new culture**: test and certify a produce before purchasing, selling or using it, specifically, test its energy performance parameters.

• **Community development** is effectively aided by ensuring sustainability of targeted demonstration projects on energy efficiency improvement, their expansion and replication.
Institutionalizing the Transformation (3)

**Municipal revolving funds - an effective energy efficiency targeting financial instrument**

- **Innovation and transparency**: redistribute the available resources in favor of energy performance improvement projects on sub-national and local levels.

- **Continuity and cultural impact**: a relatively small amount of resources from initial demonstration project savings are always at hand of executives for energy performance upgrades.
Communicating the Transformation (1)

for accurate perception and practical solutions

• Direct sales: meetings with state officials and private and public sector actors to clarify the targeted issues and ensure support, trainings and study tours for the relevant professionals and representatives of the principal stakeholders

• Sales stimulation: professional, educational, informational publications, e.g. textbooks, manuals, databases, analytical reports and thematic notes
Communicating the Transformation (2)

*for accurate perception and practical solutions*

- **Advertising**: social ads and thematic documentaries on selected demonstration projects and on overall progress in the sector, representation in professional and other relevant expos and widely acknowledges events

- **Publicity**: regular coverage of the projects’ news and success stories, sector-related local and international news via local and regional UNDP platforms, via YouTube and social media

"Regulatory Framework to Promote EE in EAEU" UNDP-RTF regional project
**Public Perception Surveys: Armenia**

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2015</th>
<th>2018</th>
</tr>
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<tbody>
<tr>
<td><strong>Number</strong> of respondents</td>
<td>2,600</td>
<td>2,098</td>
</tr>
<tr>
<td>Awareness of energy efficiency <strong>advantages</strong></td>
<td>62%</td>
<td>67%</td>
</tr>
<tr>
<td>Concern of relatively higher <strong>prices</strong> for LED</td>
<td>50%</td>
<td>20%</td>
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<tr>
<td><strong>Use</strong> of LED lamps and luminaries</td>
<td>6%</td>
<td>13%</td>
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</tbody>
</table>

*Concern of LED lamp and luminaire **quality** did not change: 6%*
## Business Perception Survey: Forbes

<table>
<thead>
<tr>
<th></th>
<th>Catalysts Driving Transformation</th>
<th>Greatest Factors in Success</th>
<th>Biggest Barriers to Overcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regulatory changes</td>
<td>Assigning the right employees to implement the project</td>
<td>Conflicting visions among executive leadership or decision makers</td>
</tr>
<tr>
<td>2</td>
<td>Increasing competition</td>
<td>The need to appropriate adequate resources from the start</td>
<td>Lack of internal talent to spearhead or execute business change</td>
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<td>3</td>
<td>New or changing technology</td>
<td>Gathering data for metrics during the process</td>
<td>Resource/budget constraints</td>
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<td>4</td>
<td>Changing customer needs/ expectations</td>
<td>Accurate timely feedback from employees executing the program</td>
<td>Inefficient execution or lack of formal process</td>
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<tr>
<td>5</td>
<td>Consolidation within industry or sector</td>
<td>Forming the right executive team to oversee the project</td>
<td>Lack of adequate technology</td>
</tr>
</tbody>
</table>

According to 106 executives of companies with revenues of more than $100 million, 2014

"Regulatory Framework to Promote EE in EAEU" UNDP-RTF regional project
References

• Supporting Transformational Change: Case Studies of Sustained and Successful Development Cooperation, UNDP, 2011
• Transformational Change: What Works – and What Can Doom the Initiative, Forbes Insights in association with Medidata, 2014
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• Public perception survey in Yerevan city, performed by Economic Development and Research Center, 2015
• Lessons Learned Reports of Energy Efficiency Projects of Climate Change Program of UNDP Armenia of various years
THANK YOU!

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