

## Shaping the Discourse: Effective Energy Efficiency Storytelling

### CONCEPT NOTE

**Date:** July 5, 2023

**Time:** 10:00 AM – 5:00 PM

**Venue:** Tamarind Hall, India Habitat Centre, Lodhi Road, New Delhi-110003

#### **Introduction**

Energy efficiency is a key driver in meeting India’s environmental, socio-economic, and climate goals. Widely considered as the “first fuel,” it focuses on minimizing energy consumption while performing the same tasks or generating equivalent outputs. Regarded as a cost-effective strategy for mitigating climate change, energy efficiency also plays a vital role in minimising energy loss/wastage. Realising the pivotal role that it can play in accelerating decarbonisation, enhancing energy security, and steering an upward trend in social and economic mobility, several countries have included it in their net-zero commitments.

With an aspiration to become a USD 5 trillion economy by the middle of this decade, India is one of the fastest developing countries and has its unique challenges of ensuring economic growth and energy security to its vast population while ensuring clean energy transitions. Energy costs form almost a quarter of India’s industry annual operating cost. This calls for making energy usage more efficient by adopting energy-efficient technologies. Meeting these goals requires a transformation of existing India’s energy systems. A developing country with the world’s eyes set on it, India today stands at a critical juncture of forging developmental pathways that ensure just economic growth for its people while staying committed to its climate and sustainability goals. This makes it pivotal for India to tap into the potential of energy efficiency. From policy interventions and technology development to advocacy and lifestyle changes, there is an urgent need to mainstream energy efficiency discourse in India.

Media then serves as a key agent in realising this goal of mainstreaming energy efficiency, energy security, just energy transition and allied benefits in the public discourse. Due to the perception that energy transitions only entail decarbonising the electricity supply sector with renewable energy, energy efficiency has often been under-prioritised in the domain of energy transition. While much of this views energy efficiency as a means of achieving industrial efficiency, there is a need to broaden the discussion and include other vital sectors like MSMEs, transport and households.

In this context, TERI aims to strengthen stakeholder engagement and capacity building needed for energy efficiency progress in India, consistent with the Energy Efficient LiFE program and India’s national climate and developmental goals through a day-long media workshop.

## **Rationale**

While renewable energy takes up a chunk of the public narrative space on climate action and clean energy transitions, there exists an imperative need to create a similar understanding on energy efficiency. A key agent in realising this goal is the media. Due to the perception that energy transitions only entail decarbonising the electricity supply sector with renewable energy, energy efficiency is under-prioritised in the energy transition discourse. While much of this views energy efficiency as a means of achieving industrial efficiency, there is a need to broaden the discussion and include other vital sectors like MSMEs, transport, households, and agriculture. In this context, The Energy and Resources Institute (TERI) aims to strengthen stakeholder engagement and capacities needed on energy efficiency for meeting India's national climate and developmental goals.

The primary audience of this event will be journalists and representatives from media houses. This carefully curated one-day long workshop will bring together experts from BEE, TERI, IEA, SEforAll, EESL, Shakti and AEEE to provide journalists with a holistic and nuanced understanding on energy efficiency. The day-long workshop will engage journalists through strategically designed brainstorming sessions and build their reporting and storytelling capabilities on energy efficiency and its implications in India.

Brief presentations at the workshop from experts from the domain of energy efficiency and senior journalists reporting on it would serve as guideposts as the media fellows embark on the journey of consistent, effective, engaging, and powerful reportage on the need for mainstreaming energy efficiency. With the focus on integrating both supply-side perspectives and demand-side perspectives when reporting on energy efficiency, the lectures will also aid the media fellows in moving away from a myopic understanding of energy efficiency. The ultimate objective of the workshop, then, is to help expand the scope and quality of the stories that the media fellows and, consequently, the media fraternity develop on energy efficiency.

## **Key areas to discuss during the brainstorming session**

- (i) What are a few possible story ideas you could attempt?
- (ii) How can one pitch a story on energy efficiency considering specific sectors such as industry (including MSMEs), agriculture, transport, and residential/buildings?
- (iii) How can one pitch a story on energy efficiency considering the macro picture by linking it to the climate goals and sustainable development goals?

## **Format**

The workshop will see experts from TERI and supporting organizations provide technical perspectives on the energy efficiency landscape in the country. This will be followed by a panel discussion with experts and senior researchers where they can brief the participating media fellows on energy efficiency and how and why it is a key driving force in meeting India's environmental and climate goals. Following the panel discussion will be a breakout session where the media fellows will be asked to brainstorm on strategies and tools to best report on energy efficiency in India, the policies around it, and the ways in which it can be mainstreamed in the public discourse. Key topics that the breakout session would aim to touch upon include energy efficiency, industries, MSMEs, and more. Upon the culmination of the breakout session, the media fellows would be asked to report back and highlight their takeaways from the day-long workshop and how they would now work towards approaching the subject of reporting on energy efficiency in India.