

"DIVIDE BY 2"

ENERGY EFFICIENCY CAMPAIGN IN THAILAND

Presented at

**The UN Forum on
Energy Efficiency and Energy Security for Sustainable
Development: Taking Collaborative Action on
Mitigating Climate Change**

By..

**Mr. Tanongsak Wongla
Ms. Dharinee Jotikasthira**

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What is "Divide by 2"

**United Force to
reduce energy
use by one half**

**A conceptual
measurement**

United Force






คิดก่อนใช้



Think before Use

“Divide (Energy) by 2”

OBJECTIVES:

-  **To stimulate energy conservation consciousness among the general public**
-  **To create understanding of the importance of conserving energy**
-  **To encourage more efficient use of energy through behavioral changes that will not affect the overall quality of everyday convenience**

"Divide by 2"





"Divide by 2"

STRATEGIES:

Integrated Marketing Plans with various communication tools: public relations, advertisement, direct marketing and event marketing.

Key Driver : Proud of being a part to help the Nation



"Divide by 2"



PHASE I : 1996 - 1999

Strategies

- Create awareness on energy conservation
- Encourage perception and behavioral changes in their energy consumption beliefs and habits

Approach

- providing knowledge and understanding and elementary methods to conserve energy
- making people recognize their roles and ability to join the national efforts to use energy efficiently



"Divide by 2"



PHASE II : 2000 - 2005

Strategies

- Provide various energy-saving tips
- Involve wider target groups and more segmented.
- Emphasize benefits to both oneself and the society

Approach

- Creating wide range of activities suitable for each target group
- Offering incentives for electricity saving



"Divide by 2"

PHASE III : 2006 - 2007 Strategies



- Create more partnership with various stakeholders
- Promote the use of renewable and alternative energy e.g. biogas, biomass
- Encourage the use of gasohol, biodiesel and NGV

Approach

- Providing clear & accurate understanding and awareness of renewable and alternative energy
- Making the public realize the oil crisis situation and its consequences
- Holding on the philosophy of Sufficiency Economy bestowed by HM the King pertaining to energy efficiency

"Lead a balanced life, without excess."



คิดก่อนใช้

"Divide by 2"

แบบโปสเตอร์

เพราะราคาน้ำมันแพงลิ้นแยมลงมือง Oil Price Change

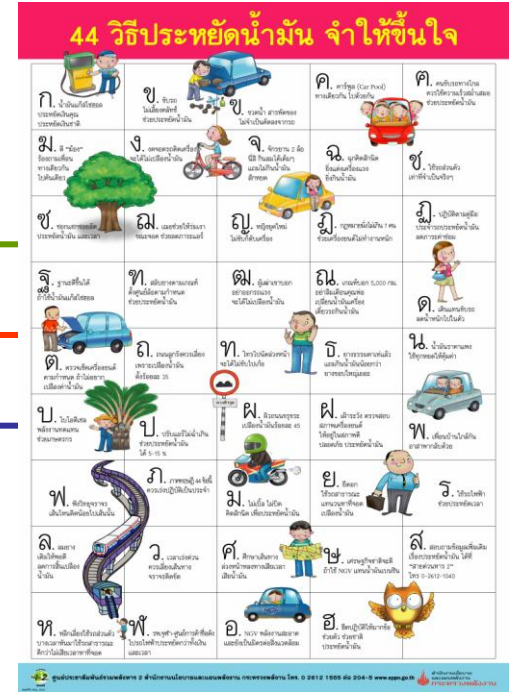


วิธีง่ายๆ ก็ช่วยทุกคนประหยัดได้

คุณรู้หรือไม่ว่า... จากเกณฑ์ของกรม

12/11-2 กรมส่งเสริมการค้าระหว่างประเทศ กระทรวงพาณิชย์ โทร. 0-2612-1555 ต่อ 224-225 www.thaigreen.go.th / www.thaigreen.go.th

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"Divide by 2"





"Divide by 2"

Next Stride : 2008 **Strategies**

- Expand the knowledge and understanding of renewable and alternative energy as well as the importance of energy security
- Create acceptance & confidence in alternative energy
- Promote extensive use of renewable energy

Approach

- Raising real understanding of the energy crisis situation, especially soaring oil prices
- Reinforce benefits for oneself and the society

Key Driver : Awakening approach advertising



"Divide by 2"

WHY SUCCESS:

- ✉ The first most influential government public relations campaign
- ✉ Strong core brand with a variety of sub-brands



- ✉ Easy to remember mass media
- ✉ Carried out continuously
- ✉ Program implementation evaluated throughout the campaign for further development

Thank You..



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MINISTRY OF ENERGY

www.eppo.go.th

www.energyfantasia.com

www.thaienergynews.com