

“20 Ways to 20%” Everyone’s Energy Saving Game

WWF China

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Content

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Why launch “20 Ways to 20%” campaign?



- **Background & issues:**

- Rapid economic growth and soaring energy demand;
- China's eco-system and economy being impacted by climate change;
- Central government policy: 20% energy efficiency increase by 2010
- Everyone can make a difference.



“20 Ways to 20%” campaign is developed to educate and engage the public and selected sectors into saving energy in daily life.



Objectives for “20 Ways to 20%”

- **Objectives:**

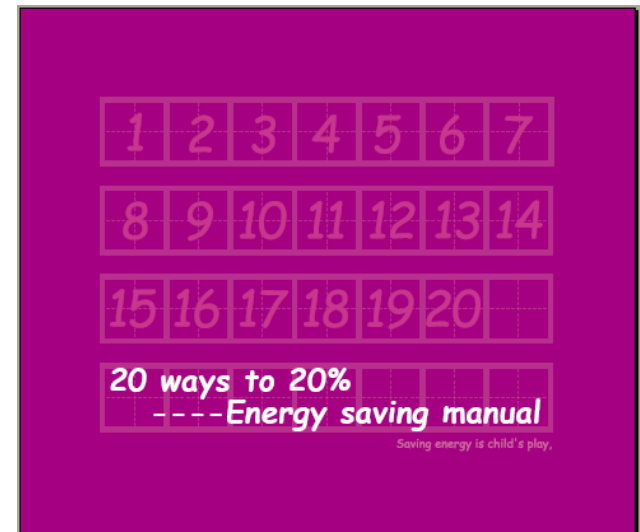
- To contribute to China’s goal of improving energy efficiency by 20% by 2010;
- To increase public awareness on the serious impacts of climate change and the importance of energy saving;
- To call for public’s participation and engagement in energy-saving activities.

- **Target audience:**

- Community residents in cities
- School teachers and students
- University students
- Responsible companies and employees

- **Where:**

- Beijing, Shanghai, etc



3 Phases of the Campaign

Phase 1: Education 2007/01-09

Theme:

Energy Saving is Child's Play

Communication:

- 1) Launch event
- 2) Print ad.
- 3) Brochure
- 4) Interactive website
- 5) Outdoor ad. (OOH)
- 6) Media stunt

Phase 2: Participation 2007/09-2008/06

Theme:

Efficiency Games

Communication:

- 1) Launch event
- 2) Sector competition
- 3) Print ad
- 4) Posters
- 5) Interactive website
- 6) Website

Phase 3: Celebration 2008/07

Theme:

Hooray to the Heroes!

Communication:

- 1) Award ceremony
- 2) OOH
- 3) Posters
- 4) Video/TVC
- 5) Website





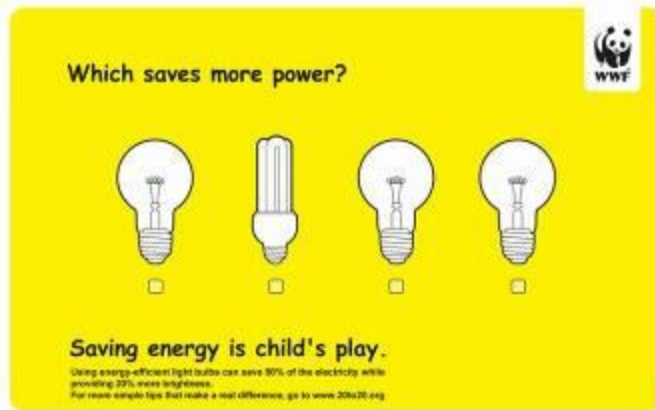
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Phase 1: Education---Energy Saving is Child's Play





Phase 1: Activities



National adverts campaign



Community outreach



Interactive website



On-line poster competition





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Phase 1: Outcome

- Media clipping
- Ads placement
- Partners:
 - 50 NGOs
 - More than 10 government organizations and research institutes
 - Companies: HSBC, ECCO, Carrefour, etc.

With more and more getting committed to the campaign, it evolved into a broader movement, in which all parties were willing to take ownership of the campaign and pursue the results with their own resources





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Phase 2: Competition --- Efficiency Games



Phase 2: Consortium



More than 100 organizations become consortium member of the campaign.



Phase 2: The launch



Phase 2: Activities



Schools



Universities



Community



Co-op with portals

Website



Phase 2: Timetable of the Competition

Sector	2007							2008					
	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
Official launch													
Community													
School													
University													
Online													



Phase 2: Outcome



Energy Saving Heroes



Phase 3: Celebration --- Efficiency Heroes

Towards Beijing Green Olympics

Gold medal



Silver medal



Bronze medal



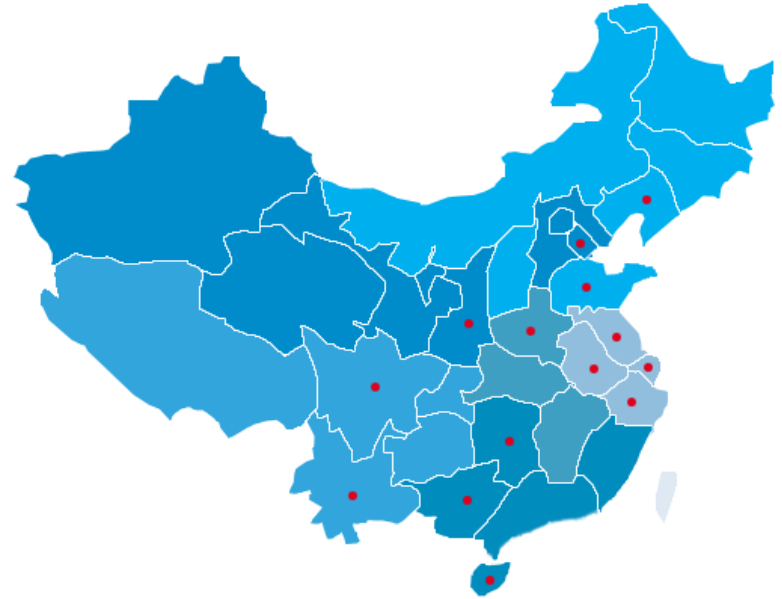
Re-cap

Strategy:

- Goal
- Target audience
- Key messages
- Tools

Outcome:

- Media coverage
- Social movement
- Awareness building
- Green lifestyle for all
- Energy saving for the country
- Good practice on how NGO contributes to national goal





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Thank you!

