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Communication Channels



Institutional Arrangement - PSC

Objectives of the Committee

- To ensure that the Standards and Labelling project is accorded the necessary priority and commitment by the institutions involved.
- To ensure that resources required for the implementation of the project as outlined in the project work-plan are made available.
- To align the project with other government priorities, facilitate collaboration and minimise duplication of efforts.
- Where possible, facilitate approval of recommendations or submissions made to government departments.



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Institutional Arrangement - PSC

Composition of the Committee

- **Executive: Project ownership and chair of the Committee**
 - DoE
 - DTI
- **Project Sponsors: Representing the interests of the parties concerned, which provide funding for specific cost and sharing projects and/or technical expertise to the project.**
 - UNDP, SECO, DOE, DTI
- **Beneficiaries and Interested: Individual or group of individuals representing the interests of those who will ultimately benefit from the project and those that will be interested and/or affected in the outcome of the project.**
- **The Project Assurance: Supports the Project Executive by carrying out objective and independent project oversight and monitoring functions.**
 - UNDP Country Office



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Working Groups

- The Committee may establish Working Groups to assist in the implementation of the project
- Each Working Group will be chaired by a Committee member or an alternate member as selected by the Committee
- The Chairperson, or his nominee, will minute the Working Group proceedings and report to the Committee
- The Working Groups will be comprised of interested parties and/or experts as the Committee may require.



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Working Groups

Proposed Working Groups

- **STANDARDS, SPECIFICATIONS AND LABELLING**
- **CAPACITY BUILDING**
- **COMMUNICATIONS AND AWARENESS RAISING**
- **INCENTIVES FOR UPTAKE OF EE APPLIANCES**



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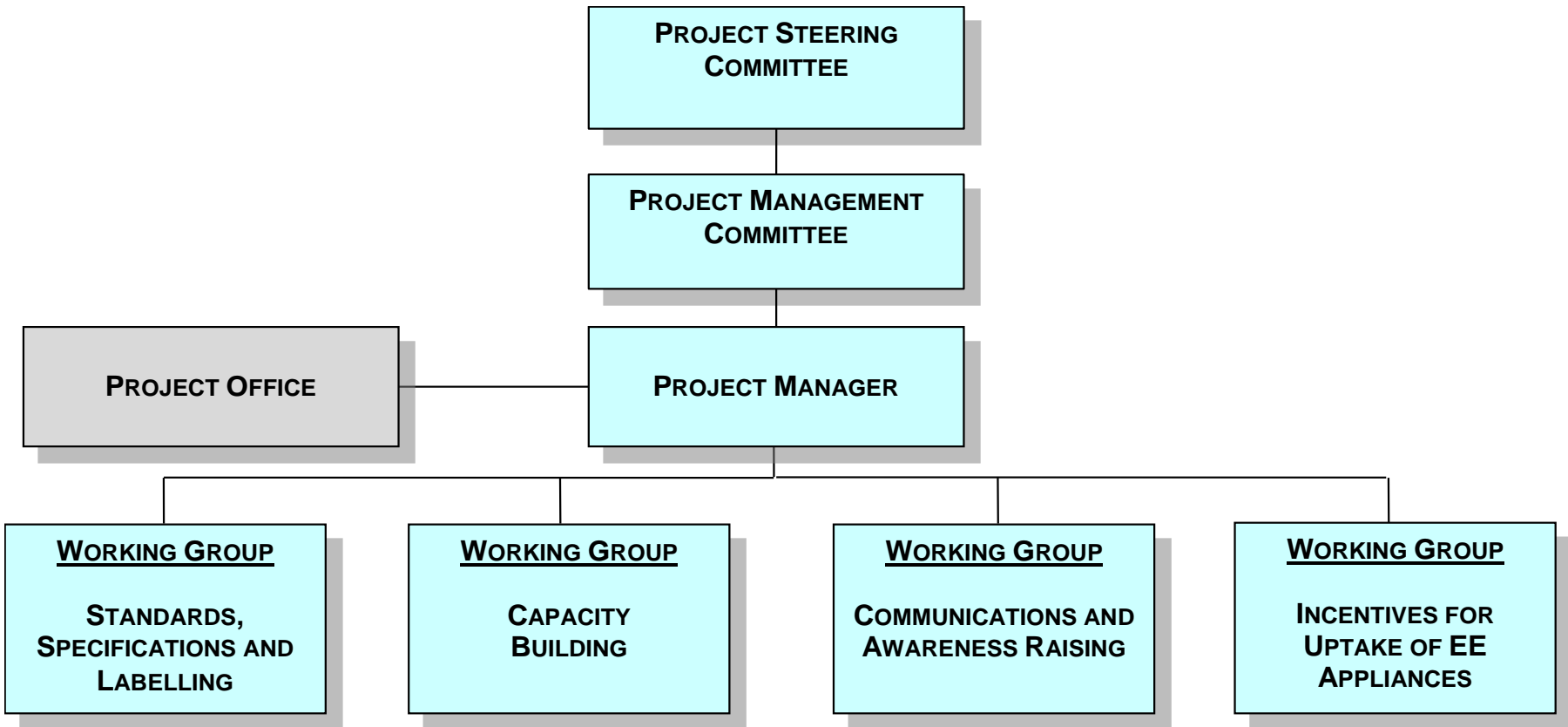
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PSC Structure



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Communications Plan

Key messages

- Objective of the S&L project
- Project impact on reducing energy demand
- Expectations and requirement for manufacturers and retailers
- Benefits to the consumer
- Thought leadership on EE for household appliances
- Creating a demand for ‘super’ efficient products



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2013 Work Plan



Work Plan

Outcome	Output	Performance Indicator	Time Frames	Resources
Policy Alignment in Favour of the S&L Project	Review policies that may impact on the project. To include comparison with international progressive policies.	A review report highlighting policy conflict and/or congruency with project objectives	July 2013	<ul style="list-style-type: none"> Policy analyst Economist
	Engaging relevant departments on review report	Comments on review report	September 2013	<ul style="list-style-type: none"> Project Manager Policy analyst Economist
	Recommendation for improving policy (if required)	Letter to DoE with recommendation/s and list of affected institutions	A month after stakeholder engagement	<ul style="list-style-type: none"> Project Management Committee



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Work Plan

Outcome	Output	Performance Indicator	Time Frames	Resources
Determining the Baseline for Selected Appliances	Creating a database (sales and projected number of products in households) of the selected household appliances	Number of appliances used in households – locally manufactured and imports	August 2013	<ul style="list-style-type: none"> Researcher/research team
	Estimation of current energy usage from listed household appliances – 2013 baseline	Report (based on number of appliances determined above) on energy usage per appliance cluster and estimated total energy consumption	August 2013	<ul style="list-style-type: none"> Researcher/research team
	Get comments on the report from stakeholders	A meeting to discuss comments and an updated report	September 2013	<ul style="list-style-type: none"> Researcher/research team Project Manager
	Determining potential reduction in energy demand attributable to implementation of the S&L project	Estimated reduction in energy demand per appliance and total reduction - based on accepted minimum performance standards	September 2013	<ul style="list-style-type: none"> Researcher/research team

Work Plan

Outcome	Output	Performance Indicator	Time Frames	Resources
Setting Standards Specification for Labelling	Draft SANS 941 ready for approval	Input from SANS 941 Working Group and draft SANS 941	August 2013	<ul style="list-style-type: none"> Working Group on Standards
	Include performance standards for water heaters under SANS 151	Input from SANS 151 Working Group and draft SANS 151	September 2013	<ul style="list-style-type: none"> Working Group on Standards
	Prepare submission for approval of compulsory specifications and tracking of approval process	Submission for approval with DTI and effective date for new standards	September 2013	<ul style="list-style-type: none"> Working Group on Standards DTI



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Work Plan

Outcome	Output	Performance Indicator	Time Frames	Resources
Strengthening Capacity of Institutions	Organise visits to testing facilities to assess capacity gaps	Two testing facilities visited. A report on resources required to upgrade local testing facilities	June 2013	<ul style="list-style-type: none"> WG on Capacity Building Working Group on Standards
	Equip SABS testing facilities as guided by assessment report	Testing instruments ready for testing of new standards	November 2013 – June 2014	<ul style="list-style-type: none"> WG - CB DTI WG - Stds
	Assess skills required for testing and monitoring new standards	Report on skills required, number of personnel to be trained and requisite accreditation of training modules	September	<ul style="list-style-type: none"> SANAS WG on Capacity Building
	Develop training modules for monitoring and enforcement	Training modules table of content and accreditation process outlined	November 2013	<ul style="list-style-type: none"> SEAD SANAS WG on



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Work Plan

Outcome	Output	Performance Indicator	Time Frames	Resources
Communication and Awareness Raising	Develop an annual communication and awareness plan that seeks to leverage on existing comms platforms and possible synergies with other institutions. The plan will, inter alia, highlight the following: <ul style="list-style-type: none"> ▪ Objective of the S&L project ▪ Project impact on reducing energy demand ▪ Expectations and requirement for manufacturers and retailers ▪ Benefits to the consumer ▪ Thought leadership on EE for household appliances ▪ Creating a demand for 'super' efficient products 	A comms and awareness plan with the following target groups: <ul style="list-style-type: none"> ▪ Manufacturers ▪ Importers ▪ Distributors ▪ Consumers ▪ Affected government institutions ▪ Relevant international institutions 	July 2013	<ul style="list-style-type: none"> ▪ WG on Comms and Awareness ▪ Communications expert
	Discuss communication plan with stakeholders	Reworked plan incorporating comments from stakeholders	August 2013	<ul style="list-style-type: none"> ▪ WG on Comms and Awareness ▪ PM
	Present communication plan to PSC for approval	Approved plan, ready for implementation	August 2013	<ul style="list-style-type: none"> ▪ Project Manager ▪ PSC
	Monitoring implementation of comms and awareness plan	Monthly review and report on plan implementation	Monthly from day of approval	<ul style="list-style-type: none"> ▪ WG on Comms and Awareness ▪ PM

Work Plan

Creating Incentives to Boost Uptake of EE Appliances	Conduct research on potential financial incentives to increase demand for energy efficient appliances	Research report with practical recommendations for the South African market. Report will include timeframe for implementation	December 2013	<ul style="list-style-type: none">▪ Researcher/Research team▪ DTI▪ NT▪ Eskom
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Thank You

