

FNADA-807



Egyptian Energy Services Business Association

Public Awareness Strategy

June, 2002

**Academy for Educational Development
GreenCOM Task Order #2905-807
US Agency for International Development**

#28

AGENCY FOR INTERNATIONAL DEVELOPMENT
PPC/CDIE/DI REPORT PROCESSING FORM

ENTER INFORMATION ONLY IF NOT INCLUDED ON COVER OR TITLE PAGE OF DOCUMENT

1. Project/Subproject Number

AED # 2905-807

2. Contract/Grant Number

IQC # GreenCOM II LAG-I-00-01-00005-00
Task order No: I-00-01-00005-00, Task Order 807

3. Publication Date

June '02

4. Document Title/Translated Title

Egyptian Energy Services Business Association
Public Awareness Strategy

5. Author (s)

1. Academy for Educational Development
2.

6. Contributing Organisation (s)

7. Pagination

8. Report Number

9. Sponsoring A.I.D. Office

EGAT/ENV/ENR
EGAT/NRM/LRM

10. Abstract (optional - 250 word limit)

The GreenCOM Egypt Project worked towards achieving USAID's SO19 goals

11. Subject Keywords (optional)

1. Energy Efficiency
2. Red Sea
3. Solid Waste Management
4. Environmental Education
5. Tourism Development
6. Improved livelihoods

12. Supplementary Notes

13. Submitting Official

Shera Bender

14. Telephone Number

202-884-8889

15. Today's Date

10/31/04

..... DO NOT write below this line

16. DOCID

17. Document Disposition

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EESBA's Public Awareness Campaign

This report outlines the initial strategy for a campaign to raise awareness, understanding and support of Energy Efficiency policies among policy makers in the governmental ministries while acknowledging the role the Egyptian Energy Service Business Association (EESBA) plays as the leader in this field. This strategy has been formulated based on a series of meetings held from March to June 2002 between representatives of Nexant, EESBA and AED.

After the submission of this draft proposal, AED will work closely with Nexant and EESBA to finalize the strategy and implement the public awareness campaign. EESBA's participation in the further design and implementation of this plan is essential. AED will continue to support Nexant and EESBA by:

- Finalizing the strategy over the course of following 4-6 weeks by presenting the ideas to key EESBA members in one-on-one meetings. AED recognizes that sufficient time is needed to work on the final strategy. It will develop an agenda/presentation by the end of August for the upcoming EESBA meeting in October.
- Presenting the final strategy at a one-day retreat meeting of EESBA in the second half of October. The consensus approval of this comprehensive strategy and a corresponding scheduled implementation plan will be decided upon at this meeting, officially launching the rollout phase of the public awareness campaign.
- Assessing the strengths and weaknesses of the campaign during its initial months (continuously until month six), according to benchmarks established at the October meeting. Through this process of measuring the expected results, EESBA will be able to evaluate success and adapt outreach accordingly.

ELEMENTS OF THE CAMPAIGN

Target Audiences

During a series of meetings held between Nexant, AED and EESBA representatives, the key audiences for the public awareness campaign have been identified as follows:

- Energy policy decision makers (Ministry of Petroleum, Ministry of Electricity & Energy, Ministry of Industry, Ministry of Environment, Ministry of Transportation, Members of Parliament)
- Press and Media
- Potential Clients: local industry and large energy end-user consumers
- Financial institutions (commercial banks, leasing companies, investment funds)
- Energy efficiency (EE) service providers (potential members)
- EESBA members
- International NGOs, local NGOs, federations, syndicates of engineers, professional societies
- Engineering professionals

Core Strategy

Based on the identification of the eight core target audiences, it is recommended that social marketing research be conducted with a select number of the target audiences. This will enable the campaign to develop and utilize those messages – and identify the most appropriate communications strategies, tools and vehicles – that will effectively reach these important audiences. This, in turn, will ensure a stronger level of compliance and appropriate response. Ideally, social marketing research and subsequent analysis would be conducted with all eight target audiences. For this report, AED based its analysis on the partner perspective of the target audiences.

The expected results, attitudinal changes and desired actions for each group targeted by the EESBA public awareness campaign has been identified. Details of the program goals can be found in the final section this report. Our core strategy reflects these expected results and is as follows:

- 1) Educate and engage current/potential EESBA members to advocate with government for policy and private industry for increased adaptation of EE practices.
- 2) Generate pride in being a member of EESBA and a clear understanding of membership standards/organization's code of ethics.
- 3) Garner a real commitment/support/recognition of EE policy measures among policy makers in the governmental ministries and an acknowledgement of the role EESBA plays as the leader in this field.
- 4) Raise awareness of EESBA with key audiences by linking the value/economic impact of EE, with EESBA as preeminent source of EE business development opportunities and a powerful lobby for EE interests.
- 5) Strategically target and attract new members (ultimately leading to financial self-sufficiency of EESBA).
- 6) Promote a greater understanding of EE issues among members of the press, encouraging ownership of EE and positive coverage of the topic.
- 7) Generate a better understanding of how EESBA can build the capacity of professionals in EE, enhance EE engineering careers and provide a strong and serious forum for intellectual discussions on EE issues.
- 8) Rally financial support and investment for EE companies, with EESBA viewed as a resourceful facilitator.

I. Identity and Brand Development

AED suggests that the core identity of EESBA be solidified in order to effectively reach targeted audiences. This means:

- Development/improvement of the existing graphic identity
- Creation of tagline, mission statement and core messages applicable to all audiences
- Finalization of customized messages for priority audience
- Creation/refinement of core identity tools, including:
 - Update of current identity brochure to include member benefits, mission statement and tagline

- Creation of EESBA information kit (for use primarily with media) that would include one page fact sheets on EESBA capabilities, policy initiatives, background on economic value of EE, best practices, case studies, press releases; policy papers as applicable, etc.
- Creation of EESBA marketing kit that would include power point presentations customized for specific audiences
- Update EESBA web site

II. Educate and Engage EESBA Members

EESBA/Nexant have agreed to initially engage a core group of members, acting as a steering committee, to help finalize the outreach strategy once AED, Nexant and EESBA representatives have done the initial development. The workshop/retreat being scheduled for October would provide the forum to:

- Provide an opportunity to present members with simple and clear membership standards and code of ethics
- Present the core objectives of EESBA through the presentation of the public awareness campaign strategy, thus coalescing support for and engagement in organizational goals
- Present and engage the members in finalization of the outreach strategy regarding audiences, messages and tactics
- Create a sense of ownership among the EESBA members for the public awareness campaign
- Agree to the comprehensive plan and allow outreach to move forward expediently

Prior to the retreat, EESBA and Nexant will provide feedback on the initial strategy. Once revisions are made, an additional small group of EESBA members will be solicited, on a one-on-one basis, to provide initial feedback before the October workshop/retreat. At the retreat, EESBA members will be asked to nominate representatives who will cooperate on their behalf in implementing the EESBA Public Awareness Campaign. These representatives will form a steering committee.

III. Raise Awareness of EESBA with Key Audiences

The tactics outlined in this section will serve to raise awareness of EESBA and EE with key audiences; increase knowledge of EE with service provider companies; and strategically target and recruit new EESBA members.

A. Media Outreach

In order to raise awareness of EESBA with key government and private sector audiences, AED suggests that coverage of EE needs to be generated. Simultaneously, EE must be linked to EESBA as being at the cutting edge of this issue vis a vis economic value. This will mean targeting print and broadcast media to:

- Establish EE as an important issue within the context of economic development (not within an environmental context – EESBA does not want to be addressing air pollution/global warming-type issues with media, which has generally been the case thus far). This will require some issue education outreach to media initially via introductory meetings between EESBA representatives and journalists, informal, small breakfast lunch roundtables, etc.
- Establish EESBA as the primary force/source of information on EE as it relates to economic development. Ultimately, the idea is to position EESBA as one of the first sources a journalist will go to when covering EE, what is often referred to as “front of rolodex” positioning.
- Identify opportunities for EESBA to utilize significant events relating to EE to raise their profile with media. For example, a government announcement relating to EE or energy policy overall provides EESBA with the opportunity to provide an industry response to media as well as to provide media with additional information on EE as it relates to economic development.
- Create media opportunities via events or the release of national poll on EE. A poll could demonstrate an unfulfilled demand for EE services on the part of both consumers and energy service companies.

AED suggests that we create the following media outreach tools designed as a family of items to speak to the informational needs of the target audiences:

- a. Information package that includes:
 - Updated identity brochure
 - Fact sheets on EE economic impacts, policy, best practices, EESBA member benefits, etc.
 - A Compact Disque (cd) introducing EESBA
 - Biographies of key EESBA representatives
 - Industry case studies, featuring EESBA members, EE best practices and bottom line impacts
 - Policy background briefs, as necessary
 - Press releases, as appropriate
- b. Marketing support package to be used by EESBA spokespersons and members. This package will include many of the items in the information package along with power point presentations customized for the different target audiences, outlines and note cards for presentations and basic guidelines (including key words) on how to market membership in EESBA.
- c. Web site: the current site should be updated to include all the information included in the information and marketing packages. A list of suggested modifications is being submitted with this report.

B. Event Sponsorship

To raise awareness among key government and private sector audiences, EESBA could sponsor monthly or bi-monthly forums with high visibility speakers (select

EESBA members, government officials, other EE experts) on issues related to EE topics. These events would attract potential EESBA members and government decision makers, generate media coverage for EESBA and raise visibility for EE overall. This could be a brunch, luncheon, dinner or the appropriate format for this type of event in Egypt?

It is also recommended that EESBA hold an annual Gala Event that is linked in some way to a prestigious cultural activity. This could be a high profile concert or a commissioned artistic event sponsored by EESBA held in honor of EE and membership.

C. EESBA Speaker Placement

Another means of getting EESBA in front of key audiences is to strategically target existing conferences, meetings, and roundtable events where EESBA members could be featured/included. This could be conferences or seminars held by energy-related associations or major business associations. EESBA members could use a customized version of the power point presentation to address the identified target audience. AED could provide assistance in preparing these presentations.

D. Sponsorship of a National Poll on Energy Efficiency

One of the best ways to attract media and stakeholder attention on an issue is to sponsor a national poll. In the case of EESBA, this might be targeted to the energy sector, polling some or all sectors of energy service to gauge the level of awareness and demand for EE services. The release of the poll results by EESBA provides a media event/coverage, and an opportunity to call on government decision makers to present and discuss the results more in-depth.

E. EESBA Bi-annual Newsletter

Targeted to the energy business community and government decision-makers, a quarterly newsletter would be a tool for reinforcing EESBA's work and objectives. It would highlight EE as an important issue for key audiences. It would also serve as an informational/education piece for media. Such a newsletter could include:

- Profiles of EESBA members
- Important statistics/studies on EE impact on economic development
- Timely policy overviews
- Features on EESBA-sponsored events, speaker placements
- Announcements of new EESBA members
- Announcements of upcoming EE-related international and local events

F. Timeline

The suggested strategy components are listed in an attached chart with recommended dates for implementation.

G. Evaluation

It is an important first step for the EESBA members to establish benchmarks from the start. These would be linked to a clear definition from EESBA objectives and goals: the passage of certain policy measures, certain percentage increase in private sector investment in energy efficiency (EE), x number of new members, etc. AED will focus on soliciting this information in the one-on-one meetings in August/September and create a final memorandum of understanding at the October meeting. Once the benchmarks are set, AED/Nexant/EESBA can then figure out the best way to evaluate work of the public awareness campaign and fine-tune the strategy accordingly.

AED suggests doing a baseline study of some sort, depending on the EESBA objectives. For example, if a percentage increase in the implementation of EE practices by the (targeted business) private sector is a goal, then a survey of current levels of EE usage among that audience will be important. If an attitudinal study measuring private sector and/or government stakeholder awareness of EE is more important, that might also be a possibility.

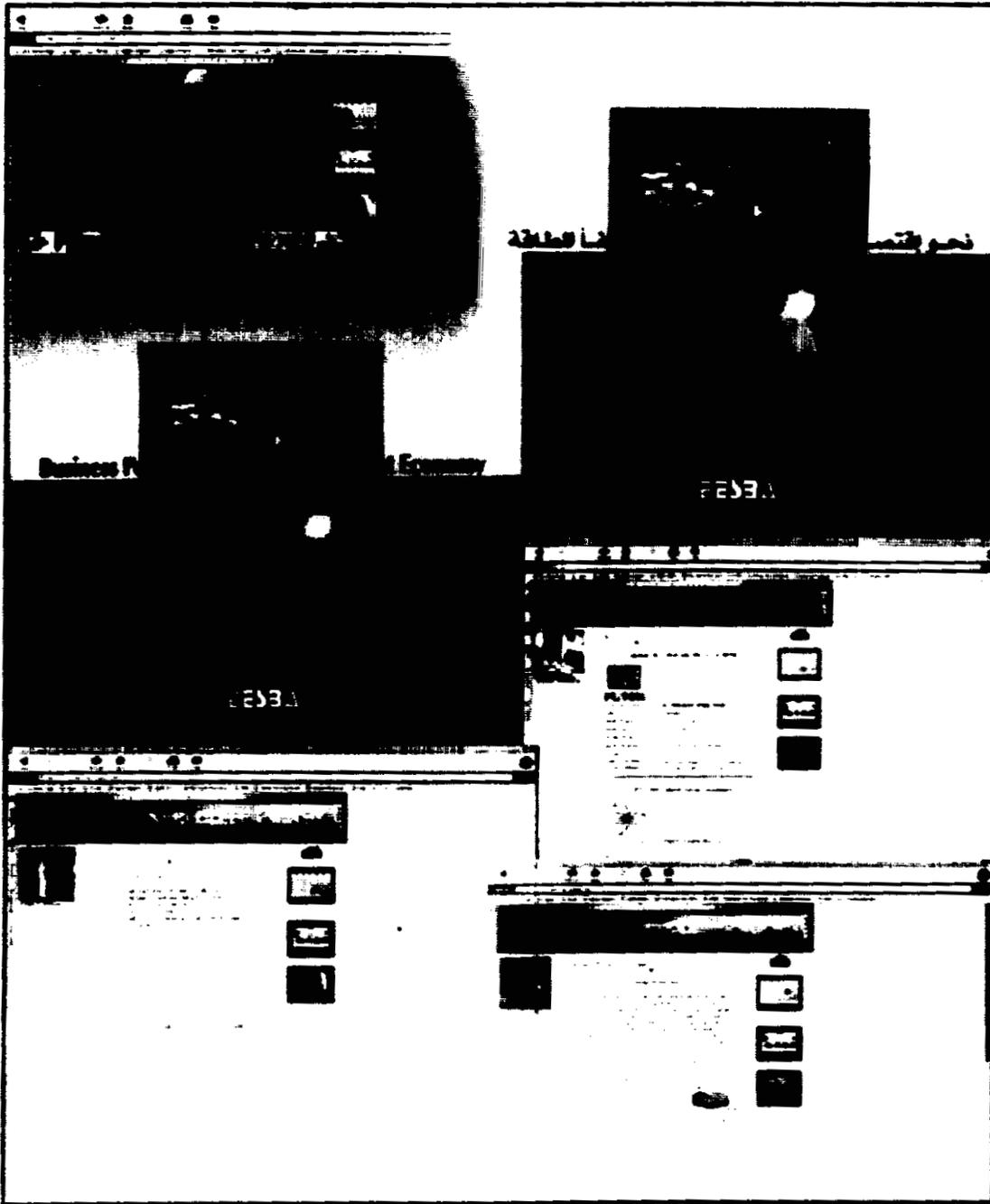
EESBA Public Awareness Campaign (2002-2003)

Tools and Activities	Target Groups								Roll-Out Schedule
	Energy Policy Decision Makers	Energy Efficiency Service Providers	Potential Clients	Press and Media	Financial Institutions	Engineering Professionals	International and National NGOs	EESBA Members	
Informational Kit Package - Folders Stationary, Fact Sheets	X	X	X	X	X	X	X		November 2002
Updated Brochure	X	X	X	X	X	X	X		November 2002
Newsletter (semi-annually)	X	X	X	X	X		X	X	November 2002 - May 2003
Speakers Program	X		X	X	X	X	X		November 2002 - March 2003
Power Point Presentation	X	X	X	X	X	X	X	X	November - 2002
Web Site	X	X	X	X	X	X	X	X	November 2002
Workshop for EESBA members								X	November 2003
Workshop for Press and Media				X					December 2003
Roundtables	X				X				November 02 - March 2003
National Poll on EE	X				X				December 2002
Evaluation								X	November 02 - March 2003
Events	X	X	X	X	X	X	X	X	November 02 - March 2003
Gala Event	X	X	X	X	X	X	X	X	February 2003
Standards of Practice								X	March 2003

Annex 1

**Egyptian Energy Services Business Association (EESBA)
EESBA Brochure and Web Site (Images)**

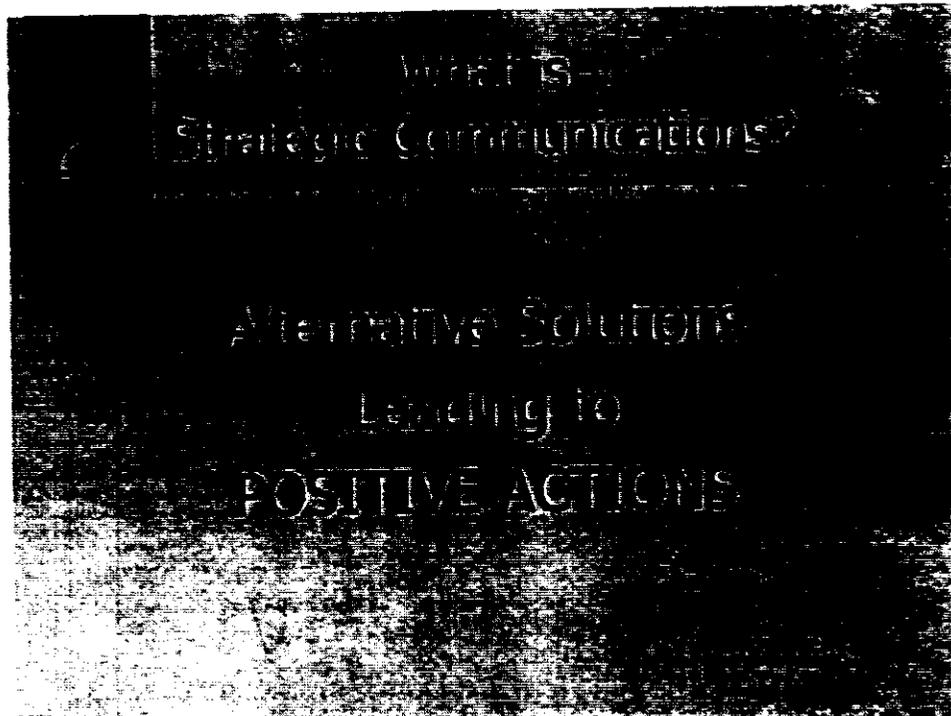
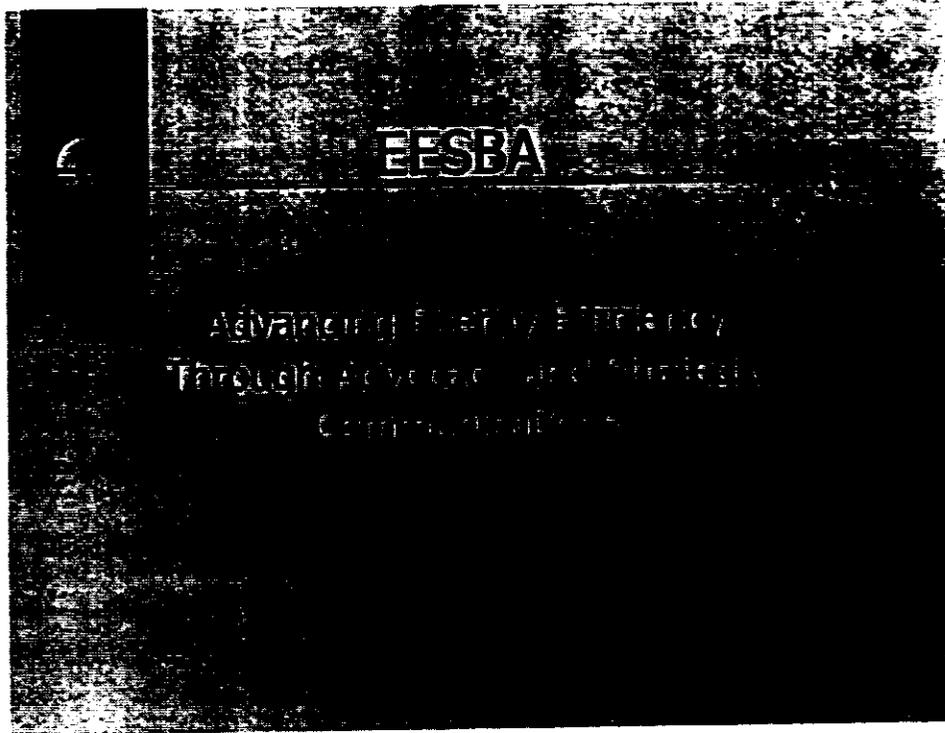
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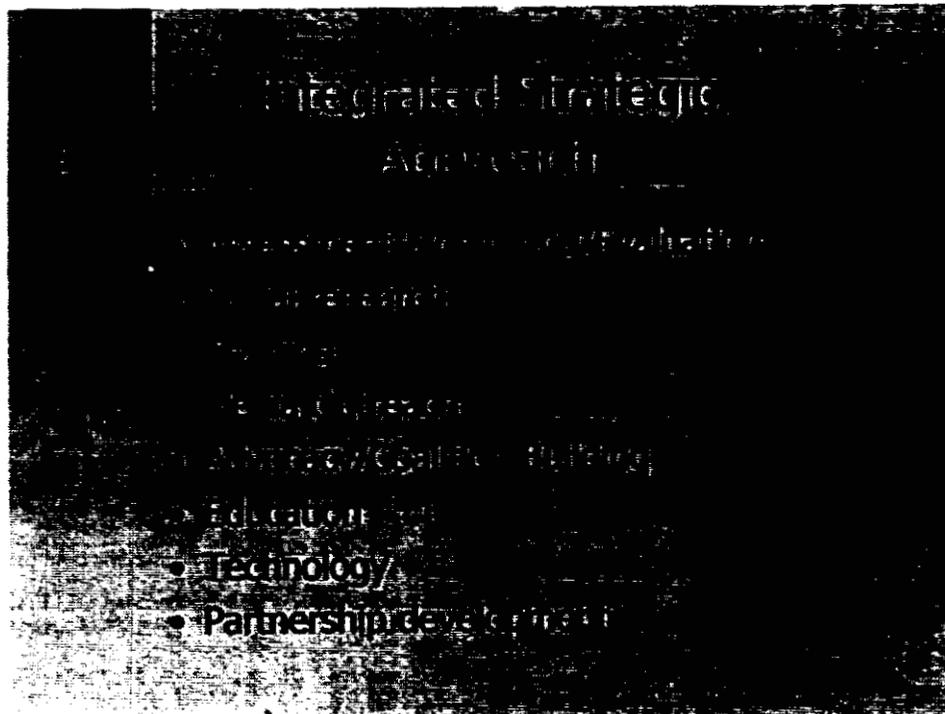
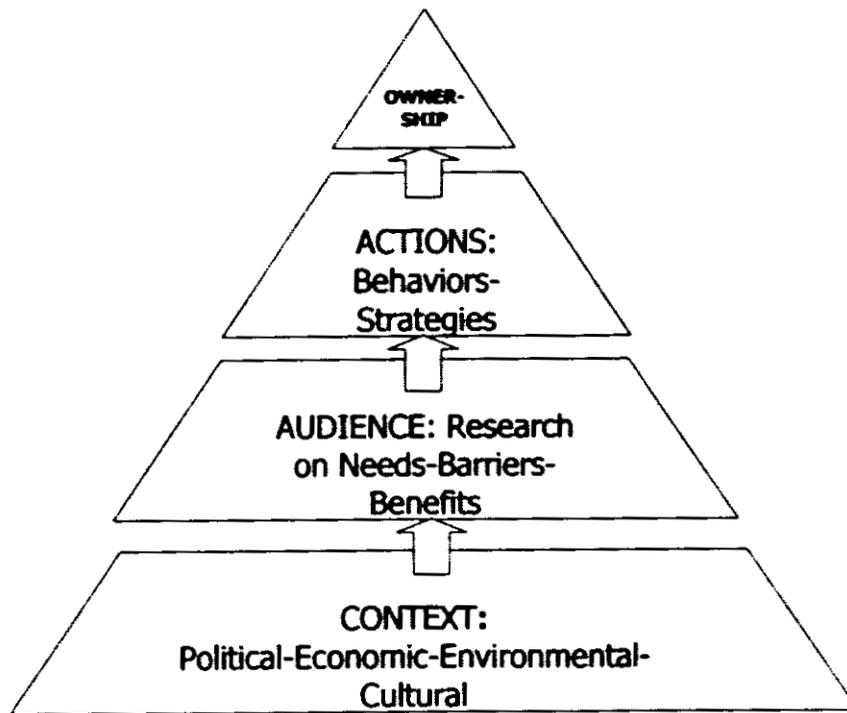


EESBA Web site and brochure.

Annex 2

Egyptian Energy Services Business Association (EESBA) Power Point Presentation





Strategic Communications & Advocacy

Is more than just

• A brochure

• A logo

• AWARENESS

It leads to action and change

It leads to change

The Power of a Unified Voice

- Increase national visibility for FE
- Advocate for FE
- Realize environmental and economic benefits
- Increase credibility with stakeholders
- Build professional capacity
- Sustain advocacy

How Does EESBA Benefit?

Visibility

Credibility

Capacity

IMPACT

IMPACT

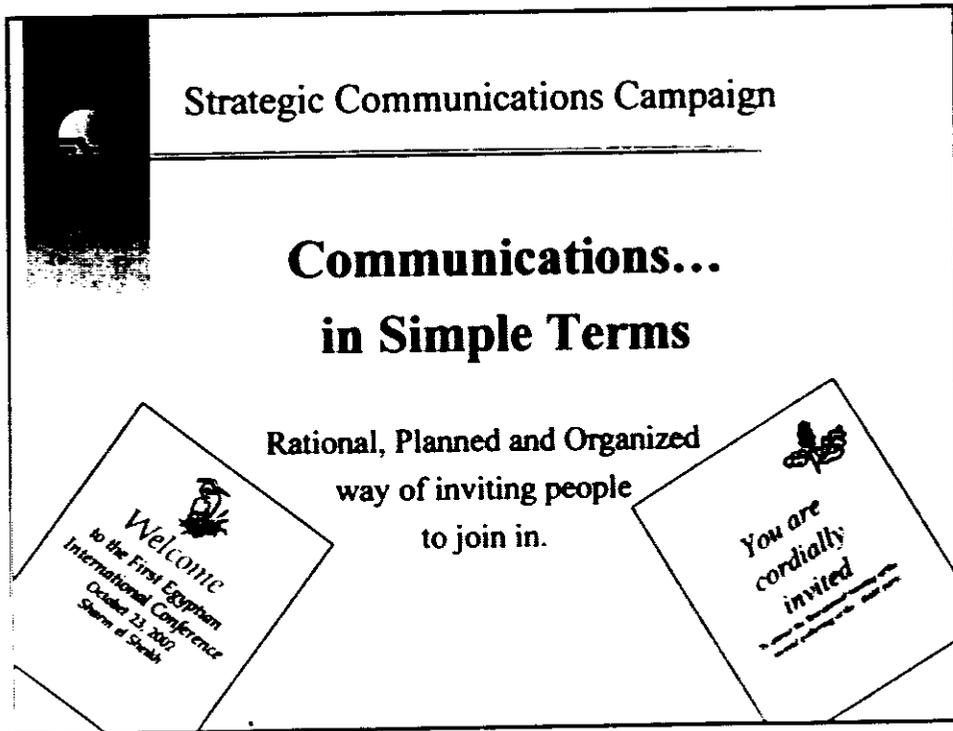
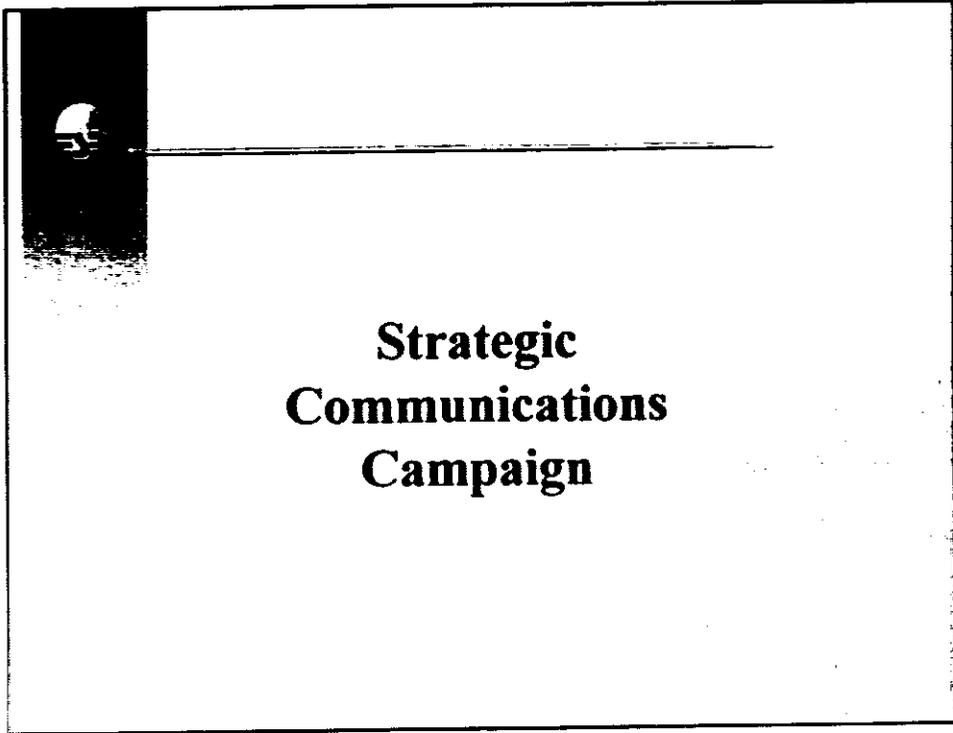
- EE established as a national priority
- Policies and regulations supporting EE
- Increased adoption of EE practices
- Strengthened professional capacity
- Creation of a vibrant EE market

Coming Next

- Overview of strategic communications plan for EESBA
- Review & discussion of target audiences
- Review and discussion of communications, including:
 - New EESBA Website
 - New EESBA Facebook page

Annex 3

**Egyptian Energy Services Business Association (EESBA)
Power Point Presentation**





Strategic Communications Campaign

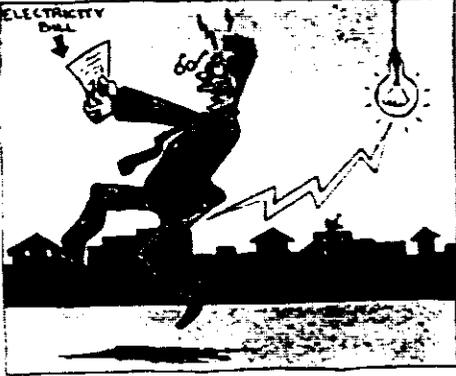
Integrated Approach

- Use Multiple Channels
- Be Active and Comprehensive
- Inform Everyone Who Needs to Know



Strategic Communications Campaign

**Energy Efficiency is the EVENT
EESBA is the HOST!!!**





Strategic Communications Campaign

The Targeted Audiences

- Policy Makers
- Press and Media
- Local Industry
- Financial Institutions



Strategic Communications Campaign

The Target Audiences (phase 2)

- EE service providers
- ESSBA members
- NGOs
- Engineering professionals



Strategic Communications Campaign

Studying the Target Group

- Social Marketing Research
- Expected Results/Attitudes/Actions
- Framing the Message
- Tools and Activities
- Measuring the Results

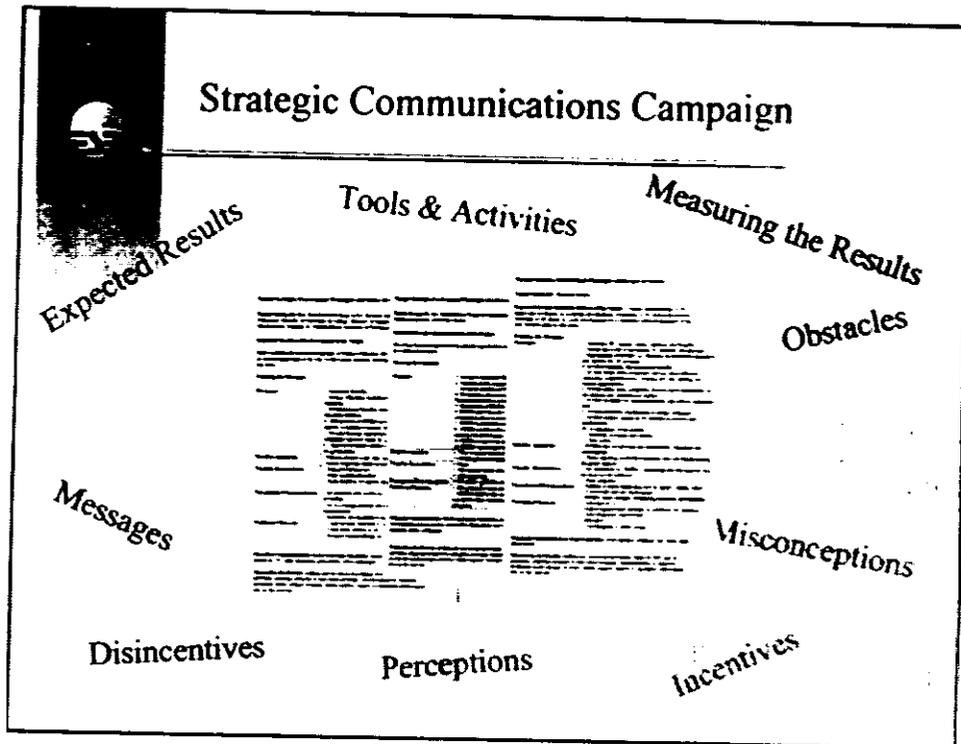


Strategic Communications Campaign

Omnibus Study - September 2000

Overwhelming majority of
respondents desire more information on EE
79% accord high priority to EE





Strategic Communications Campaign

**“RAINING”
ENERGY EFFICIENCY**

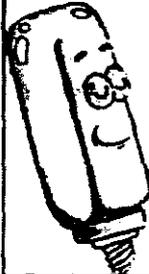
- Economic Development
- EESBA: Primary EE Force
- EESBA Always Present
- Media Opportunities



Strategic Communications Campaign

Elements of the Campaign

- OUTREACH & EDUCATION
- EVENT SPONSORSHIP
- SPEAKER PLACEMENT
- EE NATIONAL POLL
- EESBA BI-ANNUAL NEWSLETTER
- EVALUATION AND MONITORING




Strategic Communications Campaign

OUTREACH TOOLS

- a. Information Package
 - ▪ Financial Institutions
 - ▪ Press and Media
 - ▪ Local Industry
- b. Speakers' Program
 - ▪ Policy Makers
 - ▪ Financial Institutions
 - ▪ Local Industry
- c. Web site → ▪ Press and Media



Strategic Communications Campaign

EESBA SPEAKER PLACEMENT

Strategically feature/include EESBA at conferences, meetings, and roundtable events.

- Policy Makers
- Financial Institutions
- Local Industry



Strategic Communications Campaign

EESBA BI-ANNUAL NEWSLETTER

- Profiles of EESBA Members
- Statistics/Studies about EE
- Timely Policy Overviews
- EESBA-Sponsored Events
- Announcements
 - New EESBA Members
 - Upcoming EE-Related Events

*Policy Makers
Financial Institutions
Local Industry*

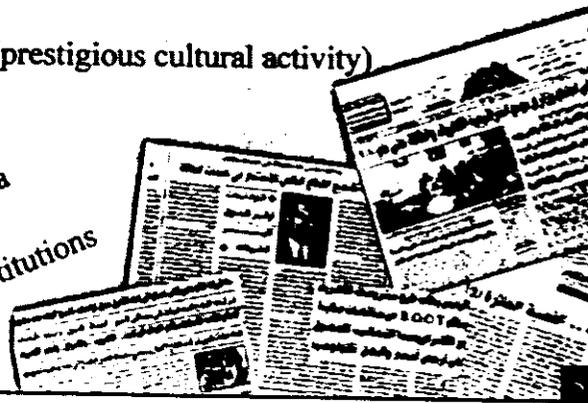


Strategic Communications Campaign

EVENT SPONSORSHIP

- Forums
- Gala Event (prestigious cultural activity)

Policy Makers
Press and Media
Local Industry
Financial Institutions



Strategic Communications Campaign

NATIONAL POLL ON EE

Attract media and stakeholder attention

Policy Makers
Press and Media
Local Industry
Financial Institutions



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Strategic Communications Campaign

EVALUATION AND MONITORING

- Strengths and weaknesses
 - Measure expected results
 - Evaluate success
 - Adapt outreach accordingly
- 



Strategic Communications Campaign

EESBA Sustaining the Campaign



Annex 3

**Egyptian Energy Services Business Association (EESBA)
Target Group Sheets**

Target Groups, Customized Messages and Lines of Action

1

The information outlined on the following Target Group Sheets was gathered based on the partner perspective. It is recommended that social marketing research be conducted with a select number of these core target audiences. This will enable the campaign to develop and utilize those messages – and identify the most appropriate communications strategies, tools and vehicles – that will effectively reach these important audiences. This in turn will ensure a stronger level of compliance and appropriate public response to this strategic campaign.

Ideally, social marketing research and subsequent analysis would be conducted with all target audiences. However, recognizing that limited resources may curtail the scope of the research capable concerning the target groups, the following are suggested as those groups most likely to yield greater understanding for PAC designers through social marketing research:

- Local Industry, Large Energy End-Users
- Financial Institutions
- Engineering Professionals

Target Groups, Customized Messages and Lines of Action

2

Target Group #1: Key Stakeholders/Energy policy decision makers (Ministry of Petroleum, Ministry of Electricity & Energy, Ministry of Industry, Ministry of Environment, Ministry of Transportation, Members of Parliament)

Expected Results/Attitudes/Actions of the Target:

Real commitment/support/recognition of Energy Efficiency (EE) policy measures and an acknowledgement of the role EESBA plays in policy advocacy and as the leader in this field.

Framing the Messages:

Messages	<ol style="list-style-type: none"> 1. Economic benefits 2. Energy efficiency increases the competitiveness of Egyptian Industries 3. Environmental benefits: preservation of natural resources Introduce EESBA. 4. Introduction of EESBA as a business service organization capable of leading to greater compliance with EE initiatives 5. Provide/increase incentives/mechanisms for EE compliant companies (activate those in Law 4) 6. Clean environment reflects on the public mood and stability of the government
Possible incentives	<ul style="list-style-type: none"> • Policies already exist, they only need to be focused on • Desire of private sector to take the lead on EE
Possible disincentives	<ul style="list-style-type: none"> • Sluggish bureaucracy • Other agendas/priorities • Weak belief in EE and its importance
Perceptions/Misconceptions	<ul style="list-style-type: none"> • EE practices will evolve in Egypt without the active leadership of EESBA • EE is a foreign concept not relevant to the Egyptian circumstances • Economic development is dependent on less regulations on EE
Problems/Obstacles	<ul style="list-style-type: none"> • Could become absorbed in other priorities • Could loose interest in EE • Decision makers change as well as agendas

Potential Communication Tools/Activities: brochures, round table discussions, talk shows on TV, radio programs, gala events, letter campaigns

Measuring the Results: polling and surveying knowledge about EESBA and its activities, clippings program to note press coverage, documentation of materials produced, noted changes in policy maker support, reports of regulation enforcement, hits on the web site

Target Group #2: Press and Media

Expected Results/Attitudes/Actions of the Target: Greater understanding of EE issues and its impact on economic development, ownership of EE issues and positive coverage of EE issues in Egypt accompanied by a consistent acknowledgement of the role EESBA plays in this sector

Framing the Messages:

<p>Messages</p>	<ol style="list-style-type: none"> 1. Introduce EE, success stories, statistics and benefits 2. Media has a role in promoting EE concepts and practices 3. Introduction of EESBA as a business development association and catalyst for EE in Egypt 4. EESBA Promotes environmental benefits 5. EESBA helps local companies become more efficient, increasing competitiveness, creating jobs and opening new market opportunities 6. EESBA helps local companies become more competitive on the national and international market 7. EESBA is where EE service providers and service consumers meet 8. EESBA promotes certification of energy managers 9. EESBA creates careers in EE through its courses and certifications 10. Explanation of the courses 11. Schedule of events and courses 12. Past events
<p>Possible incentives</p>	<ul style="list-style-type: none"> • EESBA and its activities are newsworthy, important and contemporary. • Those reporting on EESBA activities can win friends among the policy makers
<p>Possible disincentives</p>	<ul style="list-style-type: none"> • Not convinced by EESBA's leadership role (the need for it or the need for EE practices) • Other priorities
<p>Perceptions/Misconceptions</p>	<ul style="list-style-type: none"> • Nothing is really happening new in Egypt's energy sector • A lot of talk and not much action • EESBA is not actually influencing economic development
<p>Problems/Obstacles</p>	<ul style="list-style-type: none"> • Find fault in EE • Report unsuccessful attempts to convert to EE practices • Vent frustration with EESBA • Bad press • Unwillingness to cover events

Potential Communication Tools/Activities: press packets, seminars, site visits, trade show booth

Measuring the Results: polling and surveying knowledge about EESBA and its activities, clippings program to note press coverage, documentation of materials produced, noted changes in policy maker support, reports of regulation enforcement, hits on the web site

Target Group#3: (Potential Clients) Key Stakeholders/ Local industry and large energy end-user consumers

Expected Results/Attitudes/Actions of the Target: Develop awareness of the value of EE services and view EESBA as:

1. A Business Service Association that facilitates EE compliance
2. A provider of cost-effective solutions to abide with the laws
3. A center for energy service business

Framing the Messages:

Messages	<ol style="list-style-type: none"> 1. Introduce EE practices and benefits and how to comply 2. EE Statistics 3. EE success stories 4. Introduce EESBA as a source of technical and business development solutions 5. EE and EESBA can help local industries increase their national and international competitiveness, leading to economic benefits 6. Compliance with EE and EESBA membership (why and procedures) 7. Membership and compliance is prestigious 8. Training certification program is cheaper for members 9. EESBA brings more sustainability to energy end-user companies 10. EESBA has members that can help companies become EE
Possible incentives	<ul style="list-style-type: none"> • EESBA services are needed • Industry and large energy end-user staff need a leader to guide them in gaining the support of policy makers • EESBA can keep EE on "the front burner" • Need for international markets • Membership and compliance is prestigious
Possible disincentives	<ul style="list-style-type: none"> • Compliance is costly, no means of financing • Not convinced by EE. • Other priorities • Membership fees • No need for international markets
Perceptions/Misconceptions	<ul style="list-style-type: none"> • EESBA is just another association, does not concern them • Membership is too costly • EE is only for affluent companies that can afford the luxury of thinking about such expensive aspects of production. • EE does not influence the bottom line • No need for international markets, they are too difficult • Successful businessmen must stick together and lobby for their interests • They have little say in decision making • EESBA is just an organization that distracts bosses
Problems/Obstacles	<ul style="list-style-type: none"> • Management changes along with priorities and agendas • Improvement in the bottom line is not quick enough

Potential Communication Tools/Activities: brochures, round table discussions, talk shows on TV, radio programs, gala events, letter campaigns, membership drives, sponsorship of cultural activities, interactive web site, materials documenting success stories, rewards for membership (season tickets to the soccer games), events that associate EESBA with celebrities, movers and shakers, prestige building activities

Measuring the Results: polling and surveying knowledge about EESBA and its activities, clippings program to note press coverage, documentation of materials produced, noted changes in policy maker support, reports of regulation enforcement, hits on the web site

Target Group #4: Key Stakeholders/ Financial institutions (commercial banks, leasing companies, investment funds)

Expected Results/Attitudes/Actions of the Target:

Providing financial support and investment opportunities in EE with EESBA viewed as a source for projects

Framing the Messages:

Messages	<ol style="list-style-type: none"> 1. Introduce market for EE in Egypt 2. Statistics of EE companies 3. Economic profiles of EE companies 4. EE increases the international and national competitiveness of Egyptian companies (increasing revenues on investments) 5. Introduction of EESBA 6. EESBA can bring new business initiatives to the table by enhancing (acting as a catalyst) the EE market 7. EESBA is a reference for EE viability 8. EESBA maintains the quality standards in the EE sector, assuring EE performance (code of ethics/practice) 9. EESBA can generate more funds for future investment 10. EESBA is a catalyst for economic growth
Possible incentive	<ul style="list-style-type: none"> • They want and need economic growth to survive • EESBA provides rationale for investment in EE
Possible disincentives	<ul style="list-style-type: none"> • Risks • Not enough visible support from policy makers • Other priorities
Perceptions/Misconceptions	<ul style="list-style-type: none"> • EE doesn't guarantee returns on investments
Problems/Obstacles	<ul style="list-style-type: none"> • EE companies could default on loan payments • EESBA membership and EE compliance does not grow fast enough for these institutions to consider special financing programs

Potential Communication Tools/Activities: brochures, fact sheets, material documenting success stories, round table discussions, site visits, talk shows, direct mailings, phone campaigns

Measuring the Results: polling and surveying knowledge about EESBA and its activities, clippings program to note press coverage, documentation of materials produced, noted changes in policy maker support, reports of regulation enforcement, hits on the web site

Target Group #5: Key Stakeholders/ Energy Efficiency Service Providers (potential members – those who have yet to join EESBA)

Expected Results/Attitudes/Actions of the Target:

Engagement of relevant companies in EE and stimulate their interest in joining EESBA

Framing the Messages:

<p>Messages</p>	<ol style="list-style-type: none"> 1. Huge market in EE services (market driven idea) 2. Introduction of EE and how logical it is (it adds to the value of companies) 3. Statistics about the market, what is needed and in what sector 4. Introduce EESBA as a business development association 5. EESBA can act as a lobby for EE companies. will act as collective voice in representing EE industry interests in front of policy makers 6. EESBA's leadership will assist companies to be more competitive and have increased economic benefits 7. Compliance with EESBA regulations and membership code of ethics (why and procedures) 8. Membership is prestigious 9. Training certification programs and accreditation is cheaper for members 10. EESBA is a forum for capacity building and enhancing professional business practices 11. Examples of EESBA's activities and services
<p>Possible incentives</p>	<ul style="list-style-type: none"> • EESBA services are needed • ESCOs and Energy Providers need a leader to guide them • They want the support of policy makers and EESBA has the ability to take on the responsibility of keeping EE on "the front burner" • EESBA draws positive attention to them and opens the dialogue on issues that are important to them • Need for international markets • Membership and compliance is prestigious • Training certification program is cheaper for members
<p>Possible disincentives</p>	<ul style="list-style-type: none"> • Compliance is costly and no means of financing • Not convinced by EE • Other priorities • Membership fees • No need for international markets
<p>Perceptions/Misconceptions</p>	<ul style="list-style-type: none"> • EESBA is not active or effective • Membership is too costly • EE is only for affluent companies that can afford the luxury of thinking about such expensive aspects of production • EE does not influence the bottom line • No need for international markets. they are too difficult • Successful businessmen must lobby their interests

Problems/Obstacles	<ul style="list-style-type: none">• Management changes along with priorities and agendas. do not• No improvement in the bottom line quickly enough after initiating EE practices• Energy shortages confuse the benefits of EE practices
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Potential Communication Tools/Activities: brochures, round table discussions, talk shows on TV, radio programs, gala events, letter campaigns, membership drives, sponsorship of cultural activities, interactive web site, materials documenting success stories, rewards for membership (season tickets to the soccer games), events that associate EESBA with celebrities, movers and shakers, linking the organization to prestige, site visits, phone campaigns, trade show booths

Measuring the Results: polling and surveying knowledge about EESBA and its activities, clippings program to note press coverage, documentation of materials produced, noted changes in policy maker support, reports of regulation enforcement, hits on the web site

Target Group #6: EESBA members

Expected Results/Attitudes/Actions of the Target: Realize the value of being a member and create a sense of ownership through a clear understanding of the membership standards and the organization's code of ethics.

Framing the Messages:

Messages	1. Introduce EESBA code of ethics 2. Membership lists 3. Success stories
Possible incentives	Pride in what they are doing Strong belief in the organization EESBA can enhance their image
Possible disincentives	Not feeling the rewards of being involved in this organization
Perceptions/Misconceptions	Egypt isn't making much progress with EE EESBA isn't making enough of a difference in their bottom line
Problems/Obstacles	

Potential Communication Tools/Activities: brochures, fact sheets, material documenting success stories, web site, direct mailing

Measuring the Results: polling and surveying, clippings program to note press coverage, documentation of materials produced, noted changes in policy maker support, reports of regulation enforcement, hits on the web site

Target Group #7: International NGOs. Local NGOs . Federations. Syndicates of Engineers. Professional Societies. Local NGOs . Federations. Syndicates of Engineers. Professional Societies

Expected Results/Attitudes/Actions of the Target:

Support EE initiatives and view EESBA as a partner

Framing the Messages:

Messages	<ul style="list-style-type: none"> • Introduce EESBA. • EESBA is a viable partner in Egypt for EE international collaboration • Can organize workshops and provide speakers for national and international conferences • EESBA keeps EE on the table with Egyptian policy makers
Possible incentives	<ul style="list-style-type: none"> • They like to network • Good for them to know that they have a partner in Egypt pioneering EE with country specific experiences that could be helpful and instructional
Possible disincentives	<ul style="list-style-type: none"> • No relevance to their circumstances • EESBA is too young to offer success stories that will help them
Perceptions/Misconceptions	<ul style="list-style-type: none"> • Egypt isn't making much progress with EE • No organization such as EESBA exists
Problems/Obstacles	<ul style="list-style-type: none"> • Difficult to identify NGOs interested in Egyptian EE experience • No funds to sponsor exchanges

Potential Communication Tools/Activities: brochures, fact sheets, material documenting success stories, web site, direct mailing

Measuring the Results: polling and surveying knowledge about EESBA and its activities, clippings program to note press coverage, documentation of materials produced, noted changes in policy maker support, reports of regulation enforcement, hits on the web site

Target Group #8: Engineering professionals

Expected Results/Attitudes/Actions of the Target:

A better understanding of how EESBA can build the capacity of professionals in EE. enhance EE engineering careers and provide a strong and serious forum for intellectual discussions on EE issues

Framing the Messages:

Messages	<ol style="list-style-type: none"> 1. EE basic concepts 2. Importance of EE worldwide 3. International glimpse at how EE effects economies, business firms and engineering life 4. Introduce EESBA, its role in enhancing careers and business in EE 5. EESBA is a viable partner in Egypt for EE international collaboration 6. EESBA is an organizer of courses for EE certification 7. Examples/outlines of EESBA activities 8. EESBA links EE to the business side
Possible incentives	<ul style="list-style-type: none"> • Increases their knowledge through access to information
Possible disincentives	<ul style="list-style-type: none"> • Too many other immediate concerns • Not convinced that EE is a priority
Perceptions/Misconceptions	<ul style="list-style-type: none"> • EE is a foreign concept not relevant to the Egyptian circumstances • Economic development is dependent on less regulations on EE • EESBA companies are successful so EE must be viable
Problems/Obstacles	<ul style="list-style-type: none"> • Might not take EESBA seriously

Potential Communication Tools/Activities: brochures, fact sheets, material documenting success stories, round table discussions, site visits, talk shows, direct mailings, phone campaigns, trade show booth

Measuring the Results: polling and surveying knowledge about EESBA and its activities, clippings program to note press coverage, documentation of materials produced, noted changes in policy maker support, reports of regulation enforcement, hits on the web site