

Final Report as per SSNC Format

1. **Name and country of organisation:** Consumer Unity & Trust Society (CUTS) India
2. **Project Title:** 'Save to Survive' an awareness campaign on Energy Efficient products.
3. **Objectives of the project:**
 - To generate awareness among consumers about energy efficient products
 - To foster policy and practice for promoting the use of energy efficient products for better demand side management and in turn to contribute towards sustainable consumption of energy.
 - To showcase the project outcomes for replication/institutionalization.
 - To advocate for promotion of energy efficiency as a tool to fight climate change.

4. Summary of project activities:

4.1 Launch cum awareness event

A launch event was organised, on 14th September, 2011, at Rotary club Jaipur. This event was organised for formally introducing the campaign. More than 100 participants from different civil service organisation (CSOs), officials from RREC and media persons from both print and electronic media participated in the event and there was elaborative coverage of the event. *(Separate report of the event along with media clippings is enclosed as Annexure-1)*

4.2 Street plays on energy efficient products

Five different market places of Jaipur city were identified for street plays where consumers were made aware on the energy efficient products. Posters, handouts are distributed. These street plays were performed by the local theater artists of *Goonj Sansthan*. All plays were also accompanied with signature campaigns for getting spontaneous responses from the people. *(Separate report of the activity is enclosed as Annexure-2)*

4.3 In-house awareness camps:

Five In-house awareness camps were conducted at five different places of Jaipur with the help of local community based organizations to make general community aware of energy efficient products and to influence their buying habits. Posters, handouts, multi-media etc. were used for the purpose. *(Separate report of the awareness camps along with media clippings is enclosed as Annexure-3)*

4.4 Stakeholders' Consultation:

Stakeholders' consultation was organised on October 24, 2011 at hotel Jaipur Palace, Jaipur for discussing various policies and schemes as well as the hindrances in enhanced use of energy efficient products by consumers. Concerned Government officials, consumer and representatives of community-based organizations, social action groups, institutions and media were invited to this consultation meeting. Group

discussion was conducted to derive recommendations for enhancing the use of energy efficient products. *(Separate report of the stakeholders' consultation along with media clippings is enclosed as Annexure-4)*

5. Summary of project impact

The campaign has following impact upon the targeted people:

- Through the street plays the message was disseminated among the mass, as market places have people from different class.
- Signature campaigns helped in getting on the spot reactions from the people and catch the attention of the people over the issue.
- In-house awareness camps were helpful in interacting with housewives, students, Institutions entrepreneurs and industrialists.
- Participation of concerned Government officials ensured their consent over the issue, and will be helpful in formulating the policies and laws that will lead to sustainable use of energy.
- Participation of CSOs, NGOs, media, schools, institutions and other working on the same issue helped build the advocacy strong
- Print media coverage spread the message in general public and created the awareness.

6. Publicity

Please refer the Annexure-5 for two types of posters and one handout developed under the campaign. News clippings of the activities are pasted in the attached activity reports.

7. Coordination

The campaign further supported the other ongoing campaigns on energy efficient products, which are being implemented by CUTS CITEE and CUTS CCIER (Two different centers of CUTS). Details can be viewed through the below mentioned links:

<http://www.cuts-citee.org/CONBEE/>

<http://www.cuts-ccier.org/DREC/>

8. Summary of any challenges faced and how they were overcome

During the implementation we have not faced with any problem. However it was difficult to convince the people to change their consumption patterns and behavior, especially with regard to energy consumption. It was also a difficult task to convince about the long term benefits and cost efficiency of energy efficient products.

9. Financial statement

Please see separate attachment as Annexure-6 for financial statement and Annexure-7 for scanned copies of bills.

10. Conclusion

The impact created during the campaign period by generating awareness among common consumers and sensitizing government officials should be replicated from time to time.