

Background and Purpose

In the midst of the political and security happenings in the Middle East, the issues of energy efficiency and renewable energy sources are given less attention. Whilst most of the world tends to make greater use of various renewable energy sources while maintaining rationality and efficiency in energy use, the Middle East is still far from listing these concepts on its top prioritized issues.

Like most of the Middle East countries, Egypt suffers from the lack of societal awareness regarding the importance of the efficient use of energy. Moreover, it suffers from the limited use of renewable energy sources, despite being privileged with natural resources that are considered important sources of energy, such as solar and wind power. As a result, Egypt has been suffering from frequent electricity outages for several years, which reflects negatively on all production processes in the country, lowers the levels of citizens' satisfaction and disrupts their everyday life.

These factors demonstrate an evident need to raise the societal awareness regarding the importance of energy matters, which include energy efficiency and conservation as well as the use of renewable sources of energy. In addition, it is necessary to formulate a comprehensive strategy for sustainable energy policy, by a network representing civil society, government and business actors. Accordingly, the main goals of the project are:

1. Raising awareness of the public concerning energy efficiency and consumption.
2. Formulating a strategy for sustainable energy policy by a diverse network of civil society actors and other actors.



Duration and Phases

The project will be implemented in two partially overlapping phases. Phase one, starting in 2015 and taking about 18 months, will concentrate on awareness raising of the public concerning energy efficiency and consumption. Several activities will take place to achieve this goal:

- Production of a series of animated videos on relevant topics. (e.g. rational consumption of electricity)
- Seminars on energy efficiency and consumption. The seminars should feature experts, professors and founders of energy-related SMEs. The seminars aim to raise the awareness of the public on the different energy-related topics and to develop their mindset to become more responsible and rational in their consumption. The seminars will take place in Greater Cairo region, Upper Egypt region, Delta region, and Suez Canal region.
- Publication of a citizens' guide for efficient and rational use of energy.
- Production of a board game, a fun, engaging and interactive board game that aims at raising the players' awareness and knowledge on energy efficiency and renewable energy topics and at changing their behaviors. Several promotional and awareness events, as well as competitions, will be held to promote and distribute the game.
- Production of a mobile application, encouraging behavior change through the development of a crowd-sourced application that uses gamification tools to motivate users to use it. The application will include tools that enable users to report any misuse of energy resources, and to report their own behavior change.

Phase two, starting in late 2015 and lasting for three years, will concentrate on the formulation of a strategy for sustainable energy policy by a diverse network of civil society and other actors. It will include:

- A mapping of stakeholders to create the network that will work to formulate the strategy for sustainable energy policy.
- Orientation sessions that should address the current status of energy, the government energy strategy, contribution of NGOs and private sector, prospects for using renewable energy in Egypt, showcases, needs for the future... etc.
- Roundtable discussions, aiming to develop a comprehensive and mutually agreed-on strategy for sustainable energy policy.

Target groups

- Energy-related Civil Society Organizations
- New and Renewable Energy Authority
- Citizens living in MENA
- Teenagers living in MENA
- Ministry of Electricity and Renewable Energy
- Energy-related SMEs
- Political parties
- Think tanks
- Media figures
- Academic institutions

Partners

Key Partner: Regional Center for Renewable Energy and Energy Efficiency (RCREEE)

Phase	Time / Period	Step / Activity	Result and Use
One	2 nd quarter of 2015	Developing the board game	Raising societal awareness and knowledge on energy topics in an innovative way
	3 rd quarter of 2015	Developing the mobile application	Engaging users in the energy efficiency efforts and showcasing their changing behaviors
	1 st quarter of 2016	Production of a series of animated videos on relevant topics	
	Throughout 2016	Seminars on energy efficiency and consumption	Raising awareness of the public in order to become more responsible and rational in their consumption
	2016	Publication of a citizens' guide for efficient and rational use of energy	
Two	2 nd quarter of 2015	Mapping of stakeholders	Identifying the network to work on formulating the strategy for sustainable energy policy
	2016	Orientation sessions that should	Current status and perspectives of the energy strategy, contribution of NGOs and private sector, prospects for using renewable energy in Egypt
	2016-2017	Roundtable discussions	A comprehensive and mutually agreed-on strategy for sustainable energy policy