

# National Conservation Campaign

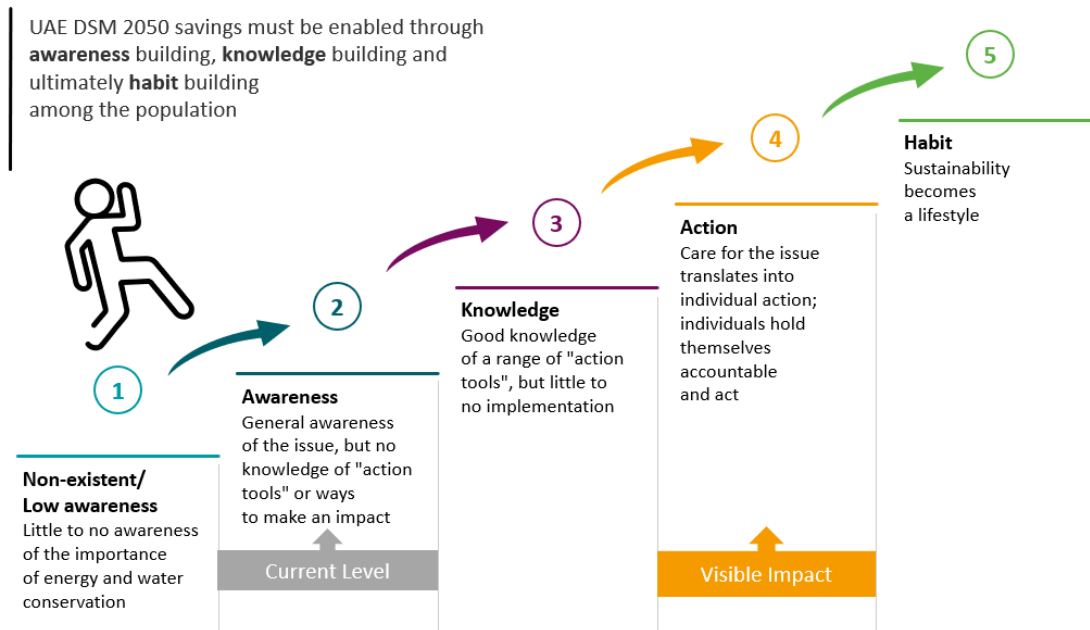
## “Save to sustain”

Awareness and behaviour of the Emirati society in the field of rationalizing electricity and water consumption, from awareness and knowledge to behaviour:

Community awareness and behavior is the first message to the world about its commitment to sustainable practices in various sectors and its sustainable achievements. For this reason, the Ministry of Energy and Infrastructure is keen to raise the level of awareness and behaviour of the Emirati community in the field of rationalization, through the implementation of awareness and educational initiatives and programs that contribute to this and to reach this must be done. Studying the current situation of the community's level of awareness and behaviour in the field of rationalization helps in developing a correct plan for the awareness and education program as needed.

In 2018, the Ministry of Energy and Infrastructure conducted a questionnaire to study the level of awareness and behavior of the Emirati society in the field of rationalizing electricity and water consumption as a proactive measure to launch the national campaign for rationalization in a new way that is more effective and impactful on society, which comes as an enabler of the National Program for Energy Demand Management and Water in the country. The goal was From this questionnaire, there is a study of the knowledge gaps in rationalization among a number of groups of society with the aim of developing a tripartite plan for the national campaign for rationalization through awareness and educational activities and programs to raise the level of awareness and behavior of each group separately according to its needs, which contributes to obtaining more effective results and a greater impact on the levels of society. Electricity and water consumption. A general framework for the study and a mechanism for measuring results was developed based on five levels of cultural maturity in the topics of rationalizing electricity and water consumption, and the groups participating in the questionnaire were identified according to the target groups in the national campaign for rationalization, namely: students - families - employees - workers - tourists, the figure shows The following is the level of awareness and behavior of the Emirati society in the field of rationalization in the consumption of electricity and water.

<p><b>Community awareness:</b> is the extent to which the community is aware of what is happening around it.</p> <p><b>Community culture:</b> It is the extent to which the community knows how to properly deal with what is around it.</p>
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Approximately 7,000 individuals from the target groups participated in the questionnaire, 58% of females and 42% of males. More than two-thirds of the participants were between 14-28 years old, and the rest of the participants were from 28 to 45 years old. Looking at the general results of the study, the following is evident:

- More than 40% of the segment is aware that the average consumption in the country is higher than the global average.
- 80% of the participants believe that they consume less water and energy compared to others.
- 65% of employees reported that they do not know or do not have a monitoring system in the workplace.
- Only 3% of workers reported feeling encouraged to save energy and water at their workplace (low sample).
- More than 70% of families, employees and students feel their national responsibility to provide energy and water.
- 70% of respondents are familiar with sources of advice on saving energy and water.
- More than 70% of participants are interested in donating and volunteering their time in energy and water conservation campaigns.

By analyzing the results of the questionnaire, the needs of the various target groups are clarified, which are as follows:

- At the level of all emirates, there is a need to raise the awareness of families of the importance of rationalizing energy consumption in particular, and it is clear that this group is working on implementing some energy and water conservation measures without awareness of the importance of what is being implemented, which causes a knowledge gap.
- The student category needs to focus on educational programs in the procedures of rationalizing electricity consumption in all emirates, as they have awareness of the importance of rationalizing water without knowing the means and procedures of rationalization.
- The employee category possesses a moderate level of awareness and culture of the importance and means of rationalization in most emirates.

- There is a need to implement programs to raise the culture of the category of tourists to rationalize the consumption of electricity and water in all Emirates.
- Severe weakness in the awareness of workers on the importance of rationalizing electricity and water consumption.

These data come as a basis for developing the programs and activities of the national campaign for rationalization that the Ministry is working on in cooperation with partners from the local authorities concerned with electricity and water, with the aim of unifying and focusing the efforts of these authorities to contribute to making a positive change by raising the awareness and behavior of the UAE community in rationalizing electricity and water consumption.

### **National conservation campaign:**

Within the UAE National Demand Side Management program, the ministry of energy and infrastructure will launch the national energy conservation campaign with new aspects and tools to meet the needs of the society which will be as on of the DSM enablers in targeted sectors: buildings-transport- manufacturing- agriculture. The awareness campaign target 5 society segments: students-families- employees- workers- tourists.

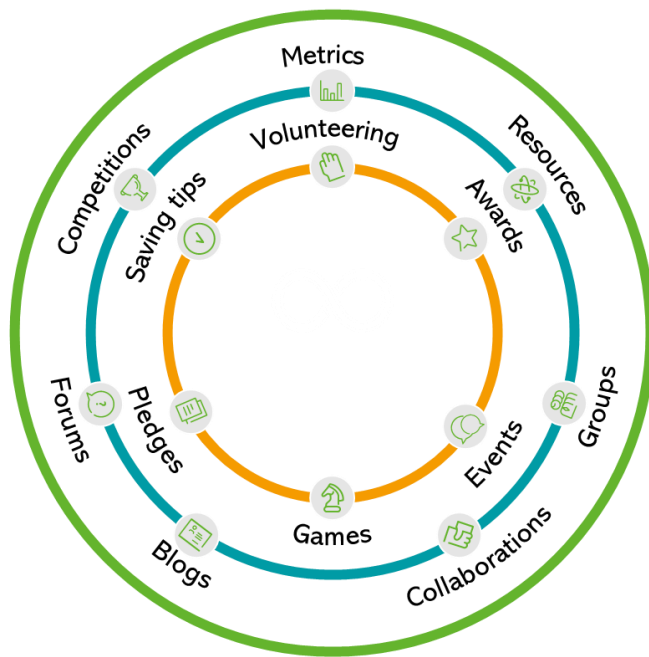
UAE DSM 2050 program savings are significantly driven by the public end users which comprise residents and non-residents of the UAE, including all targeted segments as families, students, employees, laborers, and tourists. Awareness campaign will focus on targeting these groups with an integrated program to enable lasting behavioral change. Awareness, as a term, is used to raise awareness of the public in certain problem. While education is used to make a behavioral change of our 5-step framework.

An analysis process for the survey findings were done to understand unique behavioral mechanisms and help develop tools to encourage actions. 17 programs were introduced for all segments. Implementing these initiatives will bring out one strong message to the public in energy and water conservation.

### **National Conservation Campaign Electronic Platform**

#### **Save to Sustain:**

Save to sustain is the slogan of the National Conservation Campaign Electronic Platform. The National energy conservation platform were developed to have an easy access for all initiative done in the UAE for energy and water conservation. All stakeholders are part of building the informative side of the platform by uploading their initiatives on the platform with conservation tips, challenges, and awards. The platform will be as a reference tool for all people to know about conservation tips and initiatives in addition they will be able to share and participate with their stories as well.



**What is Save to Sustain?**

It is a multi-purpose online platform

**Who is targeted by Save to Sustain?**

Initiative owners (entities) and the public

**Why does Save to Sustain were developed?**

To enable behavioral change towards responsible consumption of energy and water.

**How Save to Sustain is working?**

Through a collection of tools to activate value exchange between users and motivate them to take action.

**Users of the National energy conservation platform will get many opportunities:**

- Learn: Articles and games to learn about sustainability, understand personal consumption and receive personalized saving tips
- Connect: Use circles to connect with others to find local events.
- Engage: Participate in challenges and apply for sustainability awards.
- Contribute: Find volunteer opportunities of interest and connect with the organizers.
- Share: Use forums to share opinions, ideas, and tips for saving energy and water with others.

Platform Link:

<https://ncc.moei.gov.ae/>

