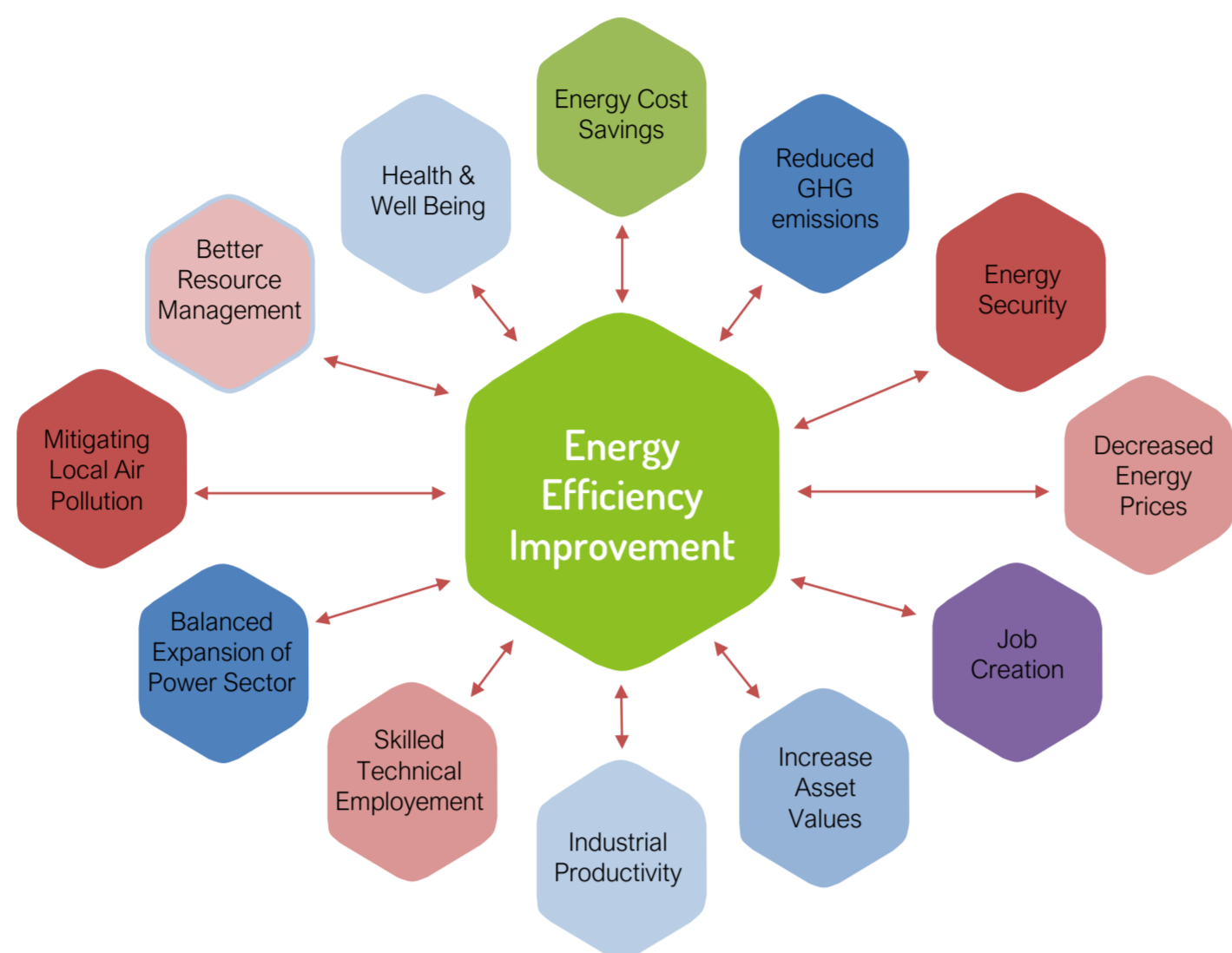


# Pushing Energy Efficiency in Cambodia, Phnom Penh

ITC & Sevea (in partnership with EnergyLab, EuroCham, Ifpeb and the Liger Leadership Academy)

## Background

- 52% of energy consumed in Cambodia comes from the Building & Construction sector
- At a global level, around 30% of that energy is wasted
- Opportunity & need for energy efficiency in Cambodia, especially in buildings
- Target of 25% of energy savings in the building sector by 2035 (Draft of the NEEP, 2017)
- Most of the efforts so far have focused on industry



## Objectives

The objective of the program is threefold:

- 1) The creation of a **self-sustaining, multi-year contest** that will use gamification and capacity building to improve the awareness and trust of the private sector on EE in Cambodia
- 2) The development of **awareness and capacity** on climate change mitigation and adaptation **amongst the youth**
- 3) A **policy advocacy work** to push for the development of EE in Cambodia

Specific targets:

- 20 private buildings participating
- 5 public buildings
- 7% of energy savings
- 10 students from 3 teams
- 3 videos created by students
- 1500 likes on social media

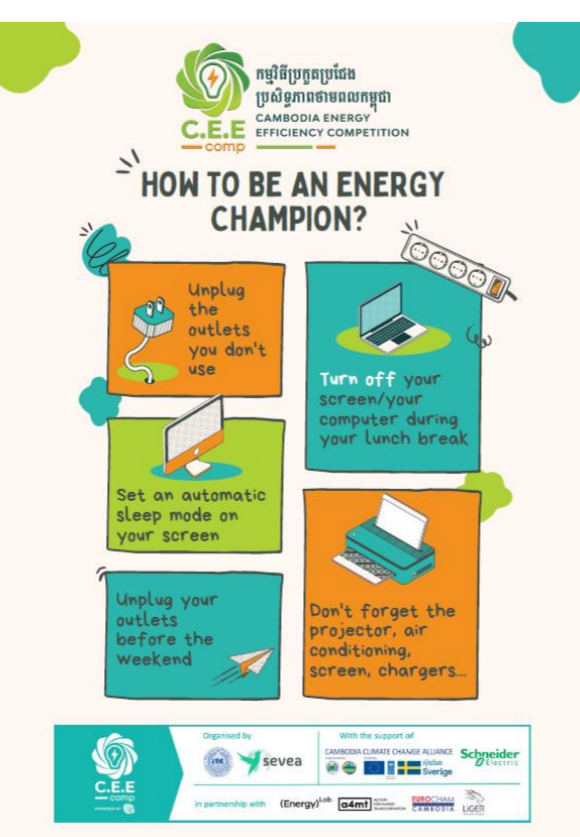
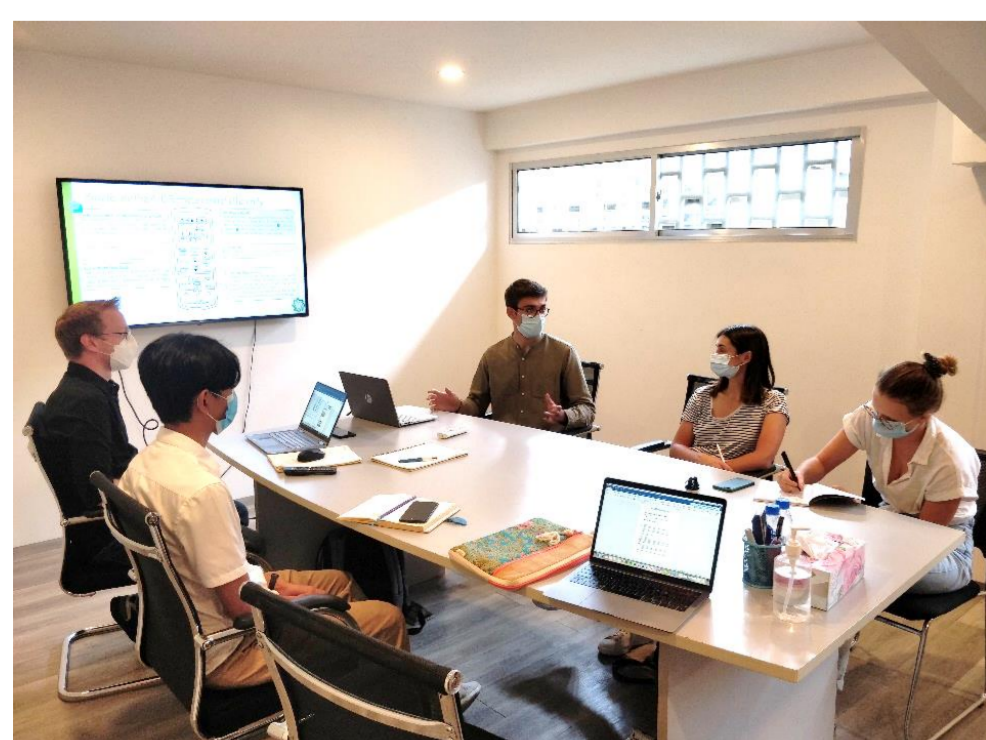
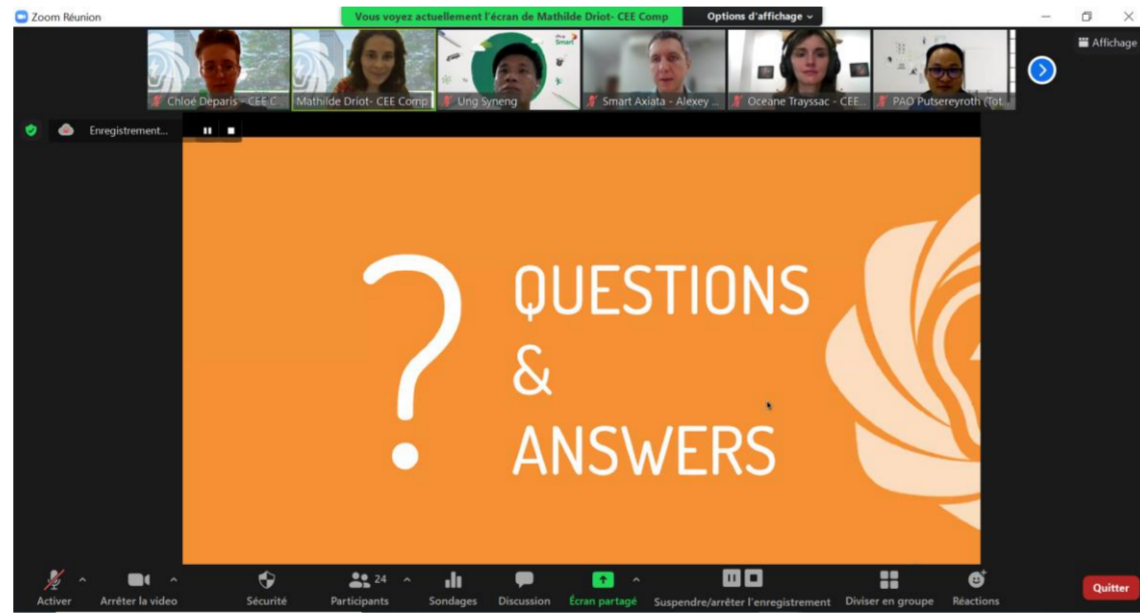


## Key technologies and approaches introduced

Approaches of the project:

**CEE Comp: How to support participants in their energy savings?**

- **Onboarding process:** at least 2h call with the Project Leader + organization of 4 rounds of 3 Green Team sessions online
- Creation of a **Participant Kit**, the toolbox of participants to support the management of the competition
- Creation of a **Communication Kit** to support the participants in raising awareness
- 2 **Technical Training Sessions** conducted by the ITC
- Project Team goes to the participants' internal Green Team meetings to review the action plans and help answer questions



## Outputs and key activities

### 1) Cambodia Energy Efficiency Competition: CEE Comp

- ⇒ Creation & Implementation of the 1<sup>st</sup> energy efficiency competition between commercial buildings in Cambodia
- ⇒ A 1-year competition between public & private buildings,

### 2) University Program

- ⇒ Creation & Implementation of an Energy Efficiency competition amongst university students
- ⇒ Specific video competition as part of this university program to foster the inventiveness of students

### 3) Awareness Raising

- ⇒ Raise the awareness of the general public on Energy Efficiency and the importance to reduce our energy consumption

### 4) Policy Advocacy

- ⇒ Use all the data collected during building & student competitions to produce a policy advocacy report and inform policy making around energy efficiency in Cambodia

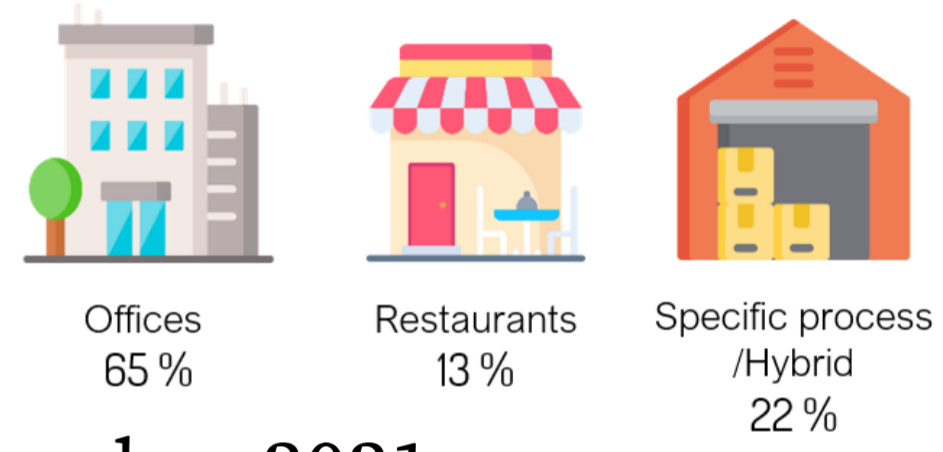
## Implementation progress

### 1) CEE Comp

- Launched in September
- 23 registered buildings from 15 companies
- 2400+ people reached



- Opening Ceremony on December 2<sup>nd</sup>



### 2) University Program: the Youth Energy Games

- Successfully implemented between May and September 2021
- 90 students from 30 participating teams (60% female)
- 8 videos created by students
- 3 winning teams have been given their rewards



### 3) Awareness Raising

- 1380 likes on Social Media
- 2 videos created to promote the program

## Key challenges and lessons learnt

**Key challenge: COVID & its impacts.**

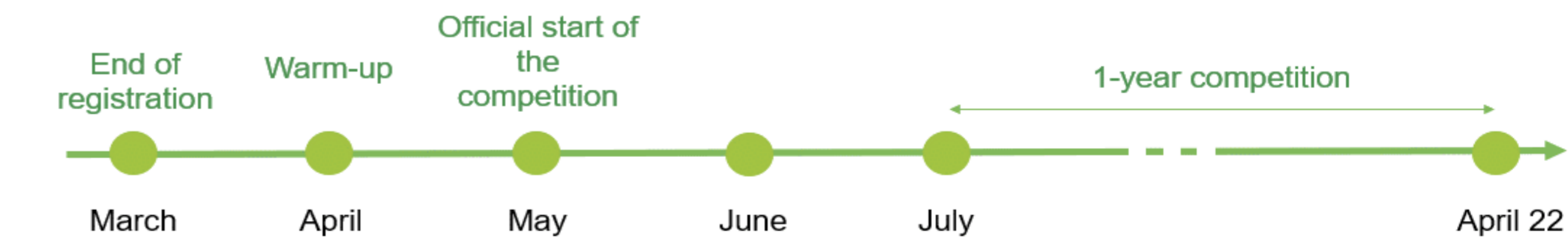
**Why?**

- Most companies started fully or partly working from home = no employees left in the office, while CEE Comp is specifically meant for energy savings in Commercial buildings
- Companies have been economically impacted and the projects they stop in priority are those like CEE Comp
- All public buildings & universities have closed
- ⇒ Hard to recruit both public and private participants

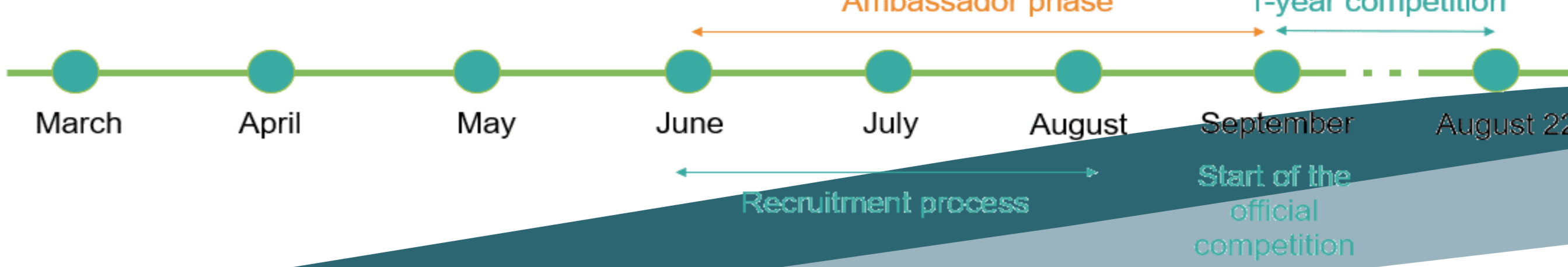
**What mitigation strategy?**

- Postpone the competition to September 21 – August 22
- Start with a group of 6 motivated companies: the Ambassadors. Will help test our support strategy with them, and have role-models that can ease the recruitment
- For public buildings: wait until they reopen, and create a 90 Day Challenge, rather than a 1-year competition
- For the university program: create a fully digital program

Initial timeline



New timeline



CAMBODIA CLIMATE CHANGE ALLIANCE



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