

“Coming to Terms with Energy Efficiency in Israel and the Palestinian Territories”

A bottom-up awareness program for energy efficiency

► Visibility

If nobody talks about it, nobody will know about it! Thus, ideas are in need to get people to **talk about energy efficiency**. Where and how? Through public events, concerts, festivals, cultural festivities etc. Moreover, it was suggested that a well known public figure be recruited as an **energy efficiency envoy**, and appear in talk shows and public events.

More options: targeted **campaigns**, ads in newspapers and on billboards, radio and TV spots, **social media tools**.

► Education

It is essential to get children interested as early as possible. If you have the **kids on board**, their parents will stay with you as well. Principals and teachers should talk about energy efficiency at schools, setting good examples of how to save energy. It is important to integrate the subject into the **curriculum** wherever possible. Material has been prepared in Hebrew and in Arabic that can be easily adapted for the PA at a very low cost for a quick integration.

► Creating incentives

Becoming more energy efficient is cost effective. Investments in the proper appliances and lights return their investment through energy bill cutting in most cases in less than 24 months. Households that cannot afford these kinds of investments should **get public assistance** or subsidised products. Such programs could easily target light bulbs, refrigerators and Air Conditioners.

Energy efficiency in public institutions

► Legislation and standards

Creating public awareness and providing incentives are only one side of the story. A legal framework is needed to supplement public awareness. This has to be by way of codes, standards and regulation. We should encourage public institutions to become **role models** of efficient energy consumption. Therefore, new public buildings like schools, hospitals or government offices ought to be designed and constructed that deserve the label “green”. Municipalities and government authorities are required to issue **common standards** for energy efficient buildings. The Jerusalem’s *White Paper on Sustainable Construction* may serve as an example. Of course, such legal regulations need to be enforced, and, where necessary, fines and penalties imposed.

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► Energy audits

To increase the energy efficiency of existing public buildings **energy audits** have to be conducted. Based on such procedures, the institutions come up with individual energy saving plans and time schedules that successively increase the energy efficiency of those buildings. Israel has such services (ESCOs) and if they do not exist in Palestine then there is room for knowledge transfer or a joint venture between an Israeli and Palestinian company to set up such a business there.

► Contests

People like **competitions**. Contests among schools and municipalities can serve to broaden the public sector’s involvement into energy saving schemes. Winners set examples and provide **good practice solutions** that other public or even private institutions can copy or adapt to their specific needs.

Energy efficiency as a means for cooperation

► Electronic devices

On the household level, **electronic devices**, especially refrigerators and ACs are the largest consumers of energy in the household. Campaigns for replacing old, energy inefficient refrigerators are in place in Israel and should be established in Palestine. There is a common interest even if for different reasons for reducing energy consumption in Palestine and increasing energy efficiency. This, however, will only prove effective, if discarded products will not end up in poorer households causing huge energy expenses for them and having a zero sum impact on the overall energy market of Israel/Palestine.

► Credit lines

Speaking of less affluent households, special **credit lines** or micro-financing instruments seem to be appropriate measures to enable people to afford energy efficient electric devices or energy audits. In that respect, the public sector, as well as private financial institutions shall be encouraged to be part of the energy saving game.

► Approaching the business sector

The industrial and business sectors are not only huge energy consumers, they also set standards. For many big corporations, **turning “green”** has become a priority, since customers are paying increasingly attention to environmentally friendly behaviour of companies (corporate social and environmental responsibility). Addressing the issue of **prohibiting standby modes** of electric devices is a matter where consumers are able to make use of their power.