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“20 Ways to 20%” Everyone’s Energy Saving Game

WWF China

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Content

1. Introduction of “20 Ways to 20%” campaign
2. First phase: Energy Saving is Child’s play
3. Second phase: Efficiency Games
4. Third phase: Celebration
5. Re-cap





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Why launch “20 Ways to 20%” campaign?



- **Background & issues:**

- Rapid economic growth and soaring energy demand;
- China’s eco-system and economy being impacted by climate change;
- Central government policy: 20% energy efficiency increase by 2010
- Everyone can make a difference.



“20 Ways to 20%” campaign is developed to educate and engage the public and selected sectors into saving energy in daily life.

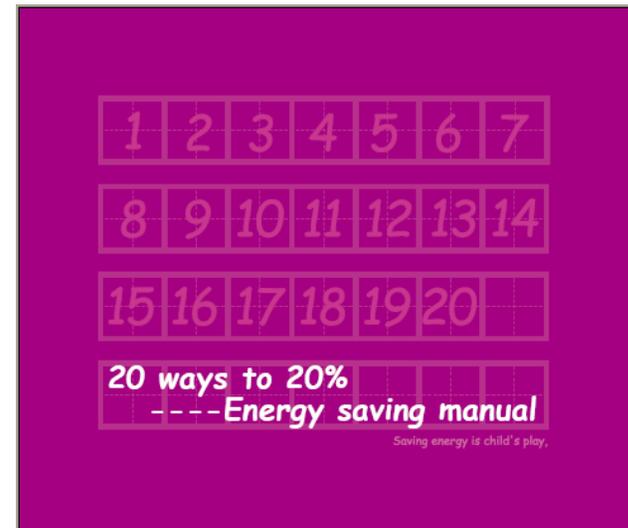




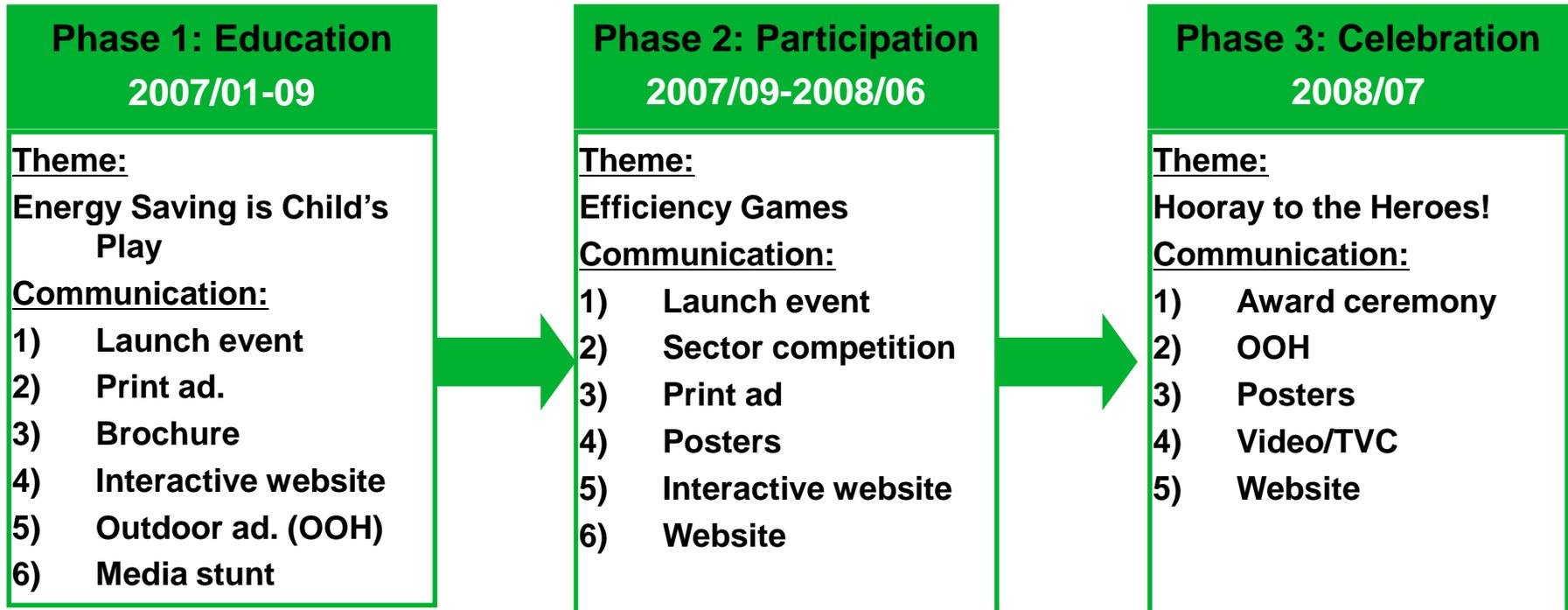
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Objectives for “20 Ways to 20%”

- **Objectives:**
 - To contribute to China’s goal of improving energy efficiency by 20% by 2010;
 - To increase public awareness on the serious impacts of climate change and the importance of energy saving;
 - To call for public’s participation and engagement in energy-saving activities.
- **Target audience:**
 - Community residents in cities
 - School teachers and students
 - University students
 - Responsible companies and employees
- **Where:**
 - Beijing, Shanghai, etc



3 Phases of the Campaign





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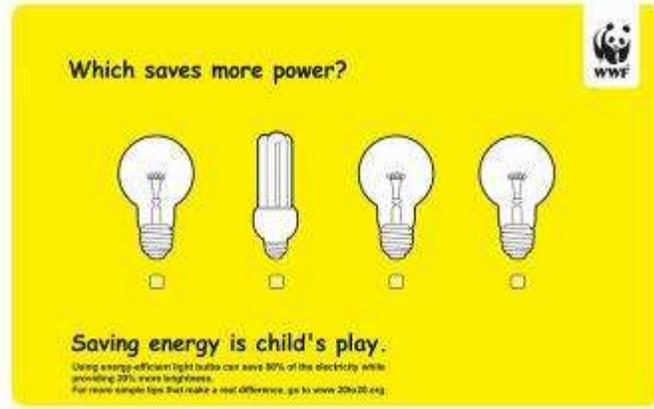
Phase 1: Education---Energy Saving is Child's Play





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Phase 1: Activities



National adverts campaign



Community outreach



Interactive website



On-line poster competition





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Phase 1: Outcome

- Media clipping
- Ads placement
- Partners:
 - 50 NGOs
 - More than 10 government organizations and research institutes
 - Companies: HSBC, ECCO, Carrefour, etc.

With more and more getting committed to the campaign, it evolved into a broader movement, in which all parties were willing to take ownership of the campaign and pursue the results with their own resources





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Phase 2: Competition --- Efficiency Games





Phase 2: Consortium



More than 100 organizations become consortium member of the campaign.





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Phase 2: The launch



Phase 2: Activities



Schools



Universities



Community



Website



Co-op with portals



Phase 2: Timetable of the Competition

Sector	2007							2008					
	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
Official launch													
Community													
School													
University													
Online													





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Phase 2: Outcome



Energy Saving Heroes





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Phase 3: Celebration --- Efficiency Heroes

Towards Beijing Green Olympics

Gold medal



Silver medal



Bronze medal





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Re-cap

Strategy:

- Goal
- Target audience
- Key messages
- Tools

Outcome:

- Media coverage
- Social movement
- Awareness building
- Green lifestyle for all
- Energy saving for the country
- Good practice on how NGO contributes to national goal





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Thank you!

