

Roundtable Discussion

THE EFFICIENCY BUZZ

Leveraging Communications to Power Climate Wins



 SDG 7 Global South Pavilion
(Pavilion number G12a), Baku, Azerbaijan

 16 November 2024
11:00 - 12:00 hrs (AZT)

About the Session

Effective communication isn't just about information; it's about sparking action and transforming the market. In the urgent push toward a sustainable energy future, the way we communicate energy efficiency can make the difference between incremental progress and sweeping change. Powerful narratives capture public interest, clarify complex issues, and inspire commitment across sectors and societies. Energy efficiency is considered as the cheapest, fastest and cleanest resource for energy transitions: it is a vital but 'invisible' fuel that is largely under-prioritized in the climate agenda. As a keystone of climate action, energy efficiency needs a resonant, people-centered message—one that connects with global audiences, aligns with daily experiences as well as environmental priorities, and drives decisive action.

This roundtable convenes the Mission Efficiency Narrative Task Force - a group of energy efficiency and communication experts - to elevate the message at COP29. The event unites journalists, digital media experts, and campaigners to reshape and amplify energy efficiency narratives. Led by AEEE, SEforALL and Mission Efficiency, the session will explore how energy efficiency is communicated and exchange strategic approaches to embed energy efficiency as an essential part of the climate conversation, building momentum for lasting impact.

Target Audience

- Communications professionals (journalists, digital media experts, campaigners)
- Professionals working in the area of energy efficiency
- Climate policy influencers and public relations specialists
- Members of the Mission Efficiency Narrative Task Force and COP29 delegates interested in energy efficiency communication strategies

Outcomes

Enhanced Narrative Strategies: Participants exchange strategies for impactful energy efficiency storytelling for varied audiences to increase visibility and resonance.

Collaborative Action Plan: Agreement on a joint action plan for communicators to strengthen energy efficiency narratives and incorporate them into broader climate action messaging, supporting sustained audience engagement.

Network Building: Creation of a cross-functional network of communicators and professionals, committed to ongoing collaboration and information-sharing on effective communication approaches for energy efficiency.

Format of the Roundtable Discussion

Duration	Action
10 mins	Opening Remarks Brief introduction framing the importance of energy efficiency narratives in climate action.
30 mins	Roundtable Discussion Communicators and professionals share real-world experiences, challenges, and strategies for communicating energy efficiency. <ul style="list-style-type: none">- Moderated by Supriya Gulati, Manager Communications, AEEE
15 mins	Action Planning Agreement on an action plan, identifying key messages, next steps (social media and stories), and collaborative opportunities for ongoing work.
5 mins	Closing Remarks Closing thoughts and vote of thanks.

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