

AUDIENCE MAPPING AND ANALYSIS

PUBLIC AWARENESS CAMPAIGN ON ENERGY
TRANSITION ON MULTIMEDIA CHANNELS



2024

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Executive Summary

Vietnam's energy transition aims not only for environmental sustainability but also societal well-being, empowering communities through inclusive participation. A just and equitable approach is crucial to ensure widespread benefits while mitigating disruptions to individuals and communities. The government's focus on this approach underscores the importance of equitable outcomes in the energy transition process.

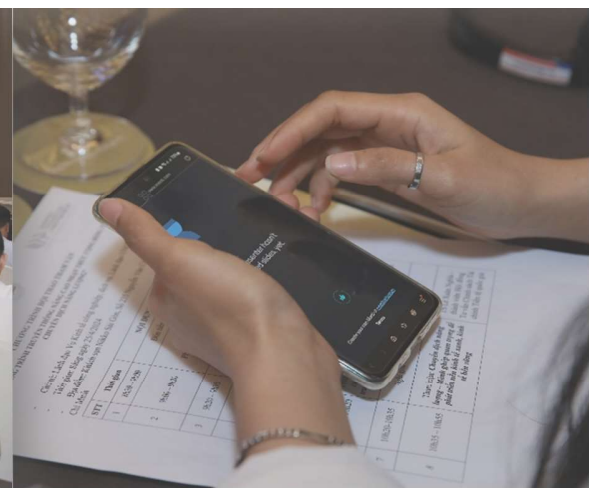
There are several challenges in facilitating the energy transition in Vietnam, including reconciling green economy goals with entrenched fossil fuel practices and overcoming inconsistent perspectives and NIMBY (Not in My Backyard) attitudes. Success requires integrating top-down policies with bottom-up engagement to empower citizens as active participants. Ensuring robust community support and adopting a people-centered strategy are key to maximizing socio-economic development.

Significant disparities exist in the distribution of energy-related information across demographic groups, which necessitates targeted interventions. Tailored communication strategies using accessible language and inclusive campaign approaches are essential to ensure all segments of Vietnamese society benefit equitably from sustainable energy practices.

The "Public Awareness Campaign on Energy Transition on Multimedia Channels"

Technical Assistance, a collaborative effort between the Energy Transition Partnership (ETP) and the Department of Industrial and Services Economy, Ministry of Planning and Investment (MPI), aims to bridge knowledge gaps on energy transition and foster greater social buy-in for this critical aspect of green growth. The consortium of Art Times, Hanoi Cable Television Joint Stock Company (HanoiCab), and Energy and Environmental Investment Consulting Company (E3 Vietnam) was selected to be the implementing partner of this Technical Assistance.

To support with the effective design of the public awareness campaign, we conducted a comprehensive stakeholder mapping and analysis. This process enabled targeted engagement strategies tailored to the needs and preferences of diverse stakeholder groups. By understanding stakeholder dynamics and priorities, we can then inform the design of the public awareness campaign to effectively communicate key messages, address barriers, and leverage support for renewable energy initiatives across governmental, private sector, community, and public spheres.



We conducted two consultation workshops in Hanoi and Ho Chi Minh City, as well as a nationwide survey to garner insights. These extensive stakeholder engagement processes also served as a means to increase outreach and potential engagement with the public awareness campaign once implemented.

1. Consultation workshops: These sessions featured discussions and interactive surveys aimed at identifying barriers and opportunities for public awareness campaigns on energy transition. The participants attending the workshops were active and interested in the energy transition and communication fields such as governmental entities, academic representatives, private sectors, journalists, and associations.

2. Structured survey: A nationwide survey was administered to gauge public engagement, knowledge gaps, and preferences regarding energy transition and obtained 516 responses. This quantitative approach gathered inputs from the public, particularly *those not engaged in the energy transition discourse*. The findings complemented the qualitative insights from the workshops and offered a comprehensive view of public sentiment and readiness for renewable energy initiatives.

We structured the consultation workshops and survey to address the following key parameters:

- i. Current behavior insights regarding energy transition initiatives
- ii. Interest to participate in energy transition initiatives after the campaign
- iii. Current energy literacy
- iv. Preferred topics
- v. Media consumption
- vi. Preferred content presentation
- vii. Suggested targeted audience
- viii. Expectations for public awareness campaign
- ix. Barriers for information absorption

For data analysis, we categorized the findings based on these parameters to help structure the public awareness campaign. Additionally, we stratified the data by gender (male and female) to determine whether gender influences people's behaviors and preferences regarding communication and energy transition. Our analysis showed that gender does not significantly influence preferences among study participants. When designing a public awareness campaign targeting these preferences, in-depth gender segmentation may not be necessary.

Audience Mapping and Analysis

Public Awareness Campaign on Energy Transition on Multimedia Channels

From the consultation workshops and the survey, we derive the following key findings:

CURRENT BEHAVIORAL INSIGHTS REGARDING ENERGY TRANSITION INITIATIVES

Workshop participants demonstrated increasing awareness of renewable energy benefits yet identified regulatory gaps and infrastructure deficiencies as critical impediments. The survey revealed widespread public unfamiliarity with energy transition concepts and highlighted a clear need for tailored communication and educational interventions.

INTEREST TO PARTICIPATE IN ENERGY TRANSITION INITIATIVES AFTER THE CAMPAIGN

Sustaining public interest post-awareness campaign hinges on effective communication of economic incentives and sustainable development impacts. Success stories and case studies to be effective motivators. Uncertainty, however, remained among a significant portion of participants and they mentioned a need for more information.

ENERGY LITERACY

Both workshops and survey results underscored substantial knowledge gaps among stakeholders and the public regarding renewable energy technologies and policy frameworks. This necessitates targeted communication and educational efforts to bridge informational divides and foster informed decision-making.



PREFERRED TOPICS

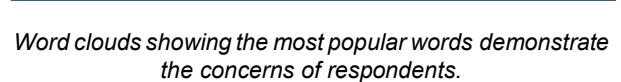
- 1 Renewable energy sources
- 2 Energy efficiency
- 3 Green transport
- 4 Climate change mitigation strategies
- 5 Policies and regulations on energy
- 6 Investment and finance
- 7 Green jobs
- 8 Green lifestyle



MEDIA CONSUMPTION

PREFERRED CONTENT PRESENTATION

9, 1, 9, 9, 9,



SUGGESTED TARGETED AUDIENCE

.....

EXPECTATIONS FOR PUBLIC AWARENESS CAMPAIGN

BARRIERS FOR INFORMATION ABSORPTION

The following table provides a detailed audience mapping and analysis and categorizes the key audiences based on the key parameters. This comprehensive analysis aims to inform the design and implementation of public awareness campaigns tailored to the specific needs and preferences of each stakeholder group. By understanding and addressing the unique challenges and motivations of different audiences, we can enhance the effectiveness of communication efforts and inform the upcoming design of the public awareness campaign. The process of audience mapping also supports wider outreach to increase engagement with our public awareness campaign.

Consolidated audience mapping and analysis table

Parameters	Government Entities	Private Sector Businesses	Community Leaders	Educational Institutions	Journalists, Communicators	General Public
Characteristics	Includes Government officials from all levels.	Comprises large corporations, SMEs, and start-ups.	Influential figures within local communities	Schools, colleges, and universities including faculty, students, and administrative staff.	Professionals working in various media outlets, including print, broadcast, and digital media.	Individuals from various walks of life with varying degrees of interest and knowledge about energy transition.

Current Behavioral Insights	Awareness and understanding of energy-related policies among Government agencies, especially at provincial and district levels, need to be enhanced.	Lack of awareness and understanding hinders broader adoption of sustainable practices.	Demonstrate growing awareness but face barriers such as regulatory gaps and infrastructure inadequacies.	Increasing interest in renewable energy education but requires more structured and comprehensive curriculum.	Varying levels of understanding and awareness of energy transition issues; often influenced by current news trends.	Majority have not been involved in energy transition initiatives; significant portion is less familiar with the concept.
Interest to Participate	Requires clear demonstrations of long-term benefits and economic opportunities to sustain interest.	Highlighting financial and operational benefits can drive broader adoption of renewable energy solutions.	Motivated by the health and environmental benefits of reducing air pollution and economic advantages of energy security.	Engagement can be sustained through educational and communication programs and involvement in energy transition projects.	Attracted to stories that have a strong public interest angle, exclusive insights, or impactful narratives.	Positive outlook for future participation but requires more information to overcome uncertainty and lack of engagement.

Energy Literacy	Needs comprehensive training on renewable energy benefits and policy implications, together with on-the-job training.	Requires strategic focus practical implications of energy transition for business operations and guidelines for issues such as supply chain, carbon border adjustment mechanisms (CBAM), environmental-social-governance (ESG)	Requires targeted education to enhance understanding and capacity to advocate for energy transition initiatives.	Requires foundational knowledge and advanced understanding to integrate into educational and communication programs and curricula.	Needs clear, concise information and access to expert sources to accurately report on energy transition topics.	Bridging knowledge gaps and enhancing public understanding are crucial for effective engagement.
Preferred Topics	Policies and regulations, investment and finance, renewable energy strategies.	Innovation and technologies, production methods, business risk management, supply chain, financing, trade	Health and environmental benefits, community impacts, local renewable energy projects.	Renewable energy education, clean energy technologies, environmental science, sustainable development.	Data-driven stories, human-interest angles, technological advancements, policy impacts	Renewable energy sources, energy efficiency, green transport, lifestyle changes, policies and regulations.

Media Consumption	Traditional media (TV, radio) to ensure broad reach.	Digital platforms (social media) for engaging content and fostering dialogue.	Traditional media (TV, radio) and community meetings to ensure reach within local communities.	Digital platforms (social media, online portals) for interactive and engaging educational content.	Regularly consume industry reports, press releases, news briefs, and digital media for the latest updates.	Traditional media (TV, radio) for broad reach, digital platforms (social media) for engaging younger audiences.
Preferred Content Presentation	Clear, succinct, accessible information; case studies; success stories; international experiences	Detailed case studies showcasing financial and operational benefits; practical applications	Success stories, community impact stories, practical applications, visual and interactive content.	Educational modules, interactive tools, real-life case studies, success stories, visual content such as videos and infographics.	Fact sheets, expert interviews, press releases, data visualizations, infographics.	Clear, fundamental information; practical suggestions; diverse topics; international experiences; real-life examples; visual content.
Barriers for Information Absorption	Misinformation, technical jargon, lengthy and complicated resources, and lack of	Skepticism towards new technologies, perceived complexity, and lack of accessible information	Misinformation and technical jargon create confusion. Limited access to clear, concise information	Lack of structured curriculum and resources for renewable energy education.	Complexity of topics, lack of access to reliable sources, deadlines that limit in-depth reporting.	Lack of accessible information, lack of time, perceived complexity, and lack of interest hinder information absorption.

	accessible guidelines	impede understanding.	hampers engagement.	Technical jargon creates barriers to understanding.		
Engagement Strategies	Provide clear, transparent communication and personalized support. Provide policy briefs or succinct guidelines. Engage via government-linked newspapers/ platforms	Use evidence-based communication and showcase tangible benefits to build trust and support. Provide practical examples.	Simplify complex information, use plain language, and provide practical examples. Engage through community-focused content.	Develop comprehensive educational programs and provide accessible resources. Simplify complex concepts using visual aids and interactive tools.	Facilitate access to expert interviews, provide clear, concise press materials, offer exclusive insights or data, provide training	Provide clear, accessible information using plain language. Use a mix of traditional and digital media to reach a broader audience. Simplify complex concepts and highlight practical benefits.

Based on data-driven recommendations and the audience mapping and analysis results, our upcoming public awareness campaign on energy transition strategically **utilizes diverse approaches to maximize impact**.

Emphasizing mass communication, the campaign leverages television, radio, newspapers, and social media to ensure broad dissemination across all demographics. This inclusive approach fosters a collective understanding of the urgency for transitioning to sustainable energy sources.

Our campaign employs **evidence-informed communication** to enhance public awareness and understanding of the technical, economic, and environmental aspects of energy. By using the available evidence, we ensure accurate and reliable information through diverse materials like infographics, videos, and articles.

Moreover, the campaign integrates **behavior change communication principles**. Beyond informing, it aims to inspire and facilitate shifts in public energy consumption habits. Messages emphasize the benefits of renewable energy, and actionable steps individuals can take.

Additionally, employing **social mobilization techniques**, the campaign empowers communities to actively participate in the energy transition. We have conducted consultation workshops and stakeholder engagement activities to ensure broad involvement and encourage community advocacy for renewable energy solutions.

For the next step, we will create a detailed plan for energy transition communication outlining specific objectives, strategies, proposed contents, media platforms, and tactics. It will serve as a roadmap for implementing targeted and impactful communication strategies that effectively engage and mobilize the public towards embracing and advocating for sustainable energy solutions.



INTRODUCTION



The energy transition is a global movement aimed at reducing greenhouse gas emissions and mitigating climate change impacts by mid-century. The 2023 World Energy Transition by International Renewable Energy Agency (IRENA) predicts a significant decline in global fossil fuel demand over the next thirty years, potentially dropping from around 80% to 55% or less of the primary energy share by 2050. This shift will be driven by the rapid growth of renewable energy sources, including wind turbines, solar panels, and electric vehicle batteries. The COP28 agreement highlights the urgency of this transition, calling for the tripling of installed clean energy capacity to at least 11,000 gigawatts (GW) by 2030.

The energy transition is not solely about environmental benefits; it also focuses on societal well-being. Particularly, for communities transitioning from fossil fuel dependency, the process is about empowerment and inclusive participation. The Vietnamese government has also placed an emphasis on the need for a just and equitable approach, ensuring that the benefits are widespread and that potential disruptions to individuals, communities, and regions are minimized.

Nonetheless, addressing the divide between the burgeoning green economy and traditional fossil fuel practices while safeguarding traditional livelihoods is a pressing challenge. While the energy transition offers the promise of millions of new jobs, it also faces hurdles such as inconsistent perspectives and NIMBY (not in my backyard) attitudes. A successful transition requires a combined top-down and bottom-up approach, recognizing citizens as co-creators in the process. Ensuring robust community support and adopting a people-centered strategy are vital for maximizing job creation and enhancing social and economic development. It is crucial to ensure that all voices are heard and that marginalized groups have equitable access to the benefits of clean energy.

However, a pronounced disparity exists, marked by a distinct challenge in achieving an equitable distribution of information related to energy. This divergence is evident across various demographic groups, emphasizing the importance of targeted interventions to ensure a just energy transition in Vietnam. Engaging the public throughout the whole process, tailoring content to the public's needs, utilizing comprehensible language, and considering different target groups and contexts in campaign strategies can contribute to a more inclusive approach and ensure that the benefits of sustainable energy practices are accessible to all segments of Vietnamese society.

BACKGROUND OF THE PROJECT

The **"Public Awareness Campaign on Energy Transition on Multimedia Channels"** Technical Assistance, a collaborative effort between ETP and the Department of Industrial and Services Economy (DISE), Ministry of Planning and Investment, aims to fill the knowledge gaps on energy transition among various social groups in Vietnam and foster greater social buy-in for this critical aspect of green growth. This goal will be accomplished through the following objectives:

- i. Inform the public on the different facets of the energy transition, including renewable energy technologies, policies, and regulations to support the transition, and energy efficiency practices;
- ii. Enhance the public's comprehension of their roles in the energy transition process and how they can make effective contributions; and
- iii. Motivate the public to embrace energy-conscious practices and take an active part in the energy transition.

This **Audience Mapping and Analysis** report has been prepared within the scope of the project. It aims to map and analyze the audience's understanding, opinions, and preferences regarding the energy transition in Vietnam, thus informing the development of a tailored public awareness campaign. This analysis seeks to identify key segments within the population, their level of awareness, and their attitudes towards renewable energy initiatives.

By doing so, the report aims to provide insights into how best to deliver messages that resonate with different segments of the population, ultimately fostering greater public engagement and support for energy transition efforts. We also consider demographic and socio-economic aspects, such as age and gender, to understand more in-depth the perspectives of different participants. The research goals can be broken down into the following questions:

- i. What attitudes and understanding do people usually have regarding energy transition?
- ii. With regard to communication platforms and methods, what are people's preferences?
- iii. What are people's expectations regarding the public awareness campaign on energy transition?
- iv. What are the recommended and tailored strategies for different age and gender groups

ROLES, FORMS, AND TYPES OF COMMUNICATION

Information seeking and knowledge significantly influence the formation of attitudes and corresponding behaviors regarding energy transition. As knowledge about energy transition increases and deepens, it reinforces existing values, which can subsequently influence beliefs and norms, thereby supporting social buy-in and environmentally-friendly behaviors¹.



In the context of Vietnam, communication plays a crucial role in policy and law implementation and is considered a powerful tool for fostering national unity. In today's era of information explosion, communication remains vital, and the media landscape in Vietnam is particularly dynamic. Vietnam boasts 808 media agencies, encompassing 138 newspapers and 670 magazines. Among these, six major multimedia agencies—Nhan Dan Newspaper, People's Army Newspaper, People's Police Newspaper, Vietnam News Agency, Vietnam Television (VTV), and Voice of Vietnam (VOV)—play pivotal roles. Within this group, 15 media agencies, including 11 newspapers, 3 magazines, and VTC Digital Television, receive special attention for development and direction. Overall, Vietnam has 127 newspapers and 670 magazines covering a wide range of topics from politics and science to literature and the arts. In addition to traditional media, Vietnamese people are actively engaging with social media. In January 2023, a notable 89.8 percent of Vietnam's internet users, irrespective of age and gender, actively engaged with at least one social media platform.

¹ Art, D., Schumann, C., C Wolling, J. (2023). What does the public know about technological solutions for achieving carbon neutrality? Citizens' knowledge of energy transition and the role of media. *Frontiers in Communication*, 8. <https://doi.org/10.3389/fcomm.2023.1005603>

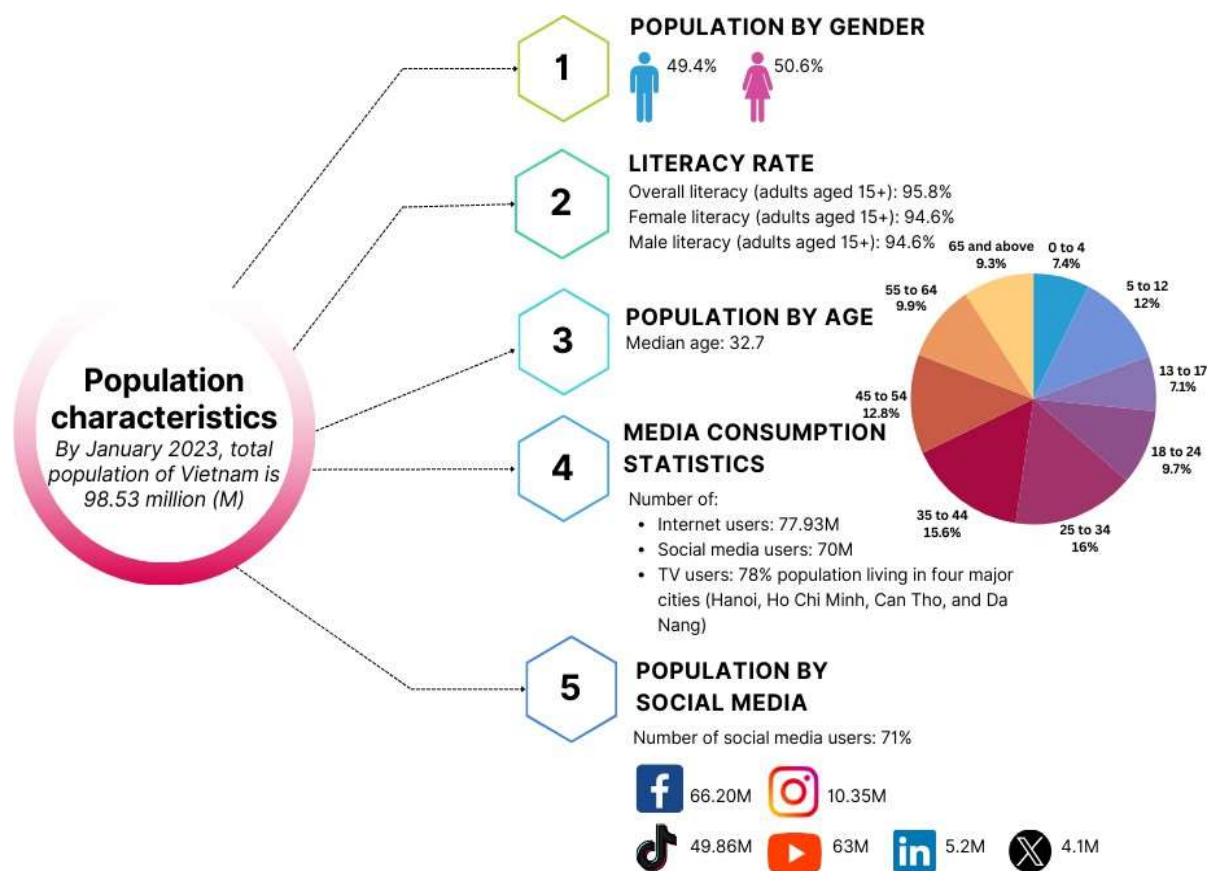


Figure 1: Overview of the Vietnamese demographics and media landscape. *Source:* Consultant's compilation based on Datareportal

Types and forms of communication are essential concepts used to distinguish between various models, methods, and organizational structures of communication activities. These distinctions enable the formulation and implementation of communication plans based on specific criteria, which subsequently serve as the foundation for monitoring, supervising, and evaluating communication strategies or campaigns. Understanding these classifications allows communicators to tailor their approaches to the unique needs of their target audiences, ensuring more effective message delivery and impact.

In the diverse spectrum of communication forms, public communication stands out due to its extensive reach and influential power over large audiences and we aim to tailor the public awareness campaign to this type. Public communication functions as both a medium and method for societal information and interaction and encompasses various media channels that aim to impact a broad audience, playing a pivotal role in shaping the nature, strength, and direction of the media landscape. Among these channels, journalism – through print, radio, television, and online platforms – serves as the cornerstone of public communication. This form of

Audience Mapping and Analysis

Public Awareness Campaign on Energy Transition on Multimedia Channels

communication is essentially a network of media channels targeting large segments of the population to inform, share, and mobilize people to address economic, cultural, and social issues.

Communication occurs at various levels, including interpersonal, family, group, and mass communication. Effective communication at any level requires certain conditions: the necessary skills, purpose, and means of communication. These conditions depend on societal development levels, encompassing human, cultural, technical, and technological advancements, providing individuals with the environment and understanding of their roles and societal needs for communication.

Communication often encompasses various methods, including speeches, writings, broadcasts, and diplomatic efforts. It adheres to three key aspects: purpose and content, clarity and simplicity, and relevance to psychological and social characteristics.

Aspect of communication	Description
Purpose and content	Clear, concise, and impactful messaging that resonates with the audience
Clarity and simplicity	Messages should be easy to understand and act upon, tailored to the audience’s comprehension level
Relevance to psychological and social characteristics	Understanding the audience’s social and psychological traits to craft appropriate messages

Table 1: Communication principles

Several key elements, including source, content, channels, recipients, feedback, and noise, are crucial to ensure communication is tailored effectively.



Figure 2: Elements of effective communication

Overall, public awareness campaigns should align with these communication components. The effectiveness of such campaigns hinges on their capacity to deliver straightforward and accessible information to the intended audience, ensuring that the message is comprehended, accepted, and motivates behavioral shifts. Success in these campaigns is measured by their ability to address informational deficits, heighten awareness, and influence attitudes and behaviors within the target demographic. Therefore, a thorough understanding of the socio-economic context, cultural intricacies, behavioral tendencies, and preferences of the audience is pivotal in crafting a compelling and impactful public awareness campaign focused on energy transition.

METHODOLOGY

DATA COLLECTION PROCESSES AND KEY PARAMETERS

To complete this report, we employed both qualitative and quantitative methods, including public consultation workshops and a nationwide survey. To maximize the impact and enhance information gathering, we developed key parameters to guide the design of the public consultation workshops and the nationwide survey. These parameters provide useful information for tailoring the public awareness campaign. The parameters are as follows:

Parameter	Rationale	Consultation workshops	Survey
<i>Demographic</i>	<i>Demographic factors</i> , including age and gender serve as foundational pillars for audience segmentation. The nuances within demographic groups influence the reception and interpretation of messages, thus necessitating tailored campaigns to address the specific needs and preferences of distinct segments. Tailoring the message and medium to the specific demographics ensures higher engagement and effectiveness.		o
<i>Current behavioral insights regarding energy transition initiatives</i>	Current behavioral insights provide a baseline understanding of how the target audience is already interacting with energy transition initiatives. By understanding these behaviors, the campaign can address existing gaps, reinforce positive behaviors, and tailor messages that resonate with the audience's current experiences	o	o

	and motivations.		
<i>Interest to participate in energy transition initiatives after the campaign</i>	This parameter helps to assess the campaign's effectiveness in inspiring action and commitment among the target audience.	o	o
<i>Energy literacy</i>	Assessing the existing level of energy literacy within the target audience is a pragmatic approach supported by educational research (Bhattacharjee et al., 2020). It is important for the campaigns to cater to diverse literacy levels and bridge existing knowledge gaps. This parameter helps to assess the campaign's effectiveness in inspiring action and commitment among the target audience.	o	o
<i>Preferred topics</i>	Identifying preferred topics for the target audience allows the campaign to focus on areas of greatest interest and relevance. Preferred topics might include renewable energy sources, energy efficiency, climate change strategies, policies and regulations, investment and finance, green jobs, and green lifestyles.	o	o
<i>Media consumption</i>	Using the lens of communication theories, we explore people's consumption habits. Understanding whether the audience prefers social media, websites, television, radio, or print media allows the campaign to allocate resources efficiently and optimize outreach efforts. It ensures	o	o

	that the campaign messages are delivered through the most consumed and trusted media sources, enhancing the likelihood of engagement and retention.		
<i>Preferred content presentation</i>	Knowing how the audience prefers to consume content—whether through videos, infographics, articles, webinars, or interactive tools—allows the campaign to present information in the most engaging and accessible format. This increases the likelihood that the audience will engage with and absorb the content.	o	o
<i>Suggested targeted audience</i>	Identifying specific segments within the broader audience that should be targeted more intensely can enhance the campaign's effectiveness. For instance, focusing on community leaders, educators, or young professionals who can act as multipliers and influence others can amplify the campaign's impact.	o	
<i>Expectations for public awareness campaign</i>	Understanding the expectations of the target audience for the public awareness campaign helps in designing a campaign that meets their needs and preferences. These expectations might include desires for clear, concise, and actionable information, practical suggestions, real-life examples, and international case studies.	o	o
<i>Barriers for information absorption</i>	Identifying barriers that hinder information absorption is crucial for developing effective communication		o

strategies. These barriers can include complex technical jargon, lack of accessibility to information, cultural differences, and mistrust of sources.

Table 2: Key focus of the data collection and analysis

Initially, we organized **two consultation workshops** in Hanoi (April 24) and Ho Chi Minh City (April 26) to gather expert input on structuring the public awareness campaign. These workshops featured free-flow discussions and a Menti survey focused on four key areas: assessing participants’ understanding and engagement in energy transition communication programs, identifying targeted groups, recommending communication forms and themes, and proposing methods to reach vulnerable groups. These workshops yielded a total of 500 responses.

To complement the consultation workshops, we conducted a comprehensive **nationwide survey distributed to the wider public**, including governmental officials, energy industry professionals, academia, and particularly local community members rarely engaging in energy transition discourses, etc. to capture a different range of perspectives. This survey assessed demographics, focusing on age and gender, and covered various aspects of the energy transition, including knowledge, opinions, and preferences regarding energy-related topics, as well as preferred media platforms and communication methods (see Annex). The survey was designed to be user-friendly and could be completed within 5 minutes to improve the response rate.

Our initial goal was to survey 385 people across different regions and age groups in Vietnam to ensure a sufficiently large sample size to provide statistically reliable and generalizable results¹. The survey was conceptualized based on a review of relevant literature and the results of the workshops. Conducted from June 1 to June 30, 2024, we used a snowball method² and leveraged our networks to obtain responses. Invitation to participate in the survey was sent through email, posted on our social media platforms, and advertised in local community centers and districts. MPI also provided support in terms of survey distribution to help achieve a good response rate. Instead of striving for a representative sample of the population, we aimed for an equal percentage of each age and gender group.

¹ A sample size of around 385 allows researchers to achieve a confidence level of 95% with a margin of error of $\pm 5\%$. This means that if the survey were repeated multiple times, the results would fall within the margin of error 95% of the time. In addition, with a randomly selected sample, a sample of 385 is typically sufficient to represent the diversity of a population.

² A snowball sampling method involves starting with a few initial participants and asking them to refer others to gradually expand the sample size through these referrals.

DATA ANALYSIS APPROACHES AND PARAMETERS

For data analysis, we applied several methods. First, we analyzed the frequencies to provide a straightforward overview of preferences percentages and numbers and the conducted descriptive analysis to offer a more nuanced understanding through highlighting the distribution and variability of these preferences within the sample. In terms of descriptive analysis, we focused on the **mean values** that can provide implications for the central tendency of the data and the **standard deviation values** that reveal the variability or consistency of preferences among respondents.

We also segmented the results based on gender categories and performed comparative analyses to explore associations between data and gender using **Mann-Whitney U Test** and/ or **Chi-Square Test for Independence** when suitable. Mann-Whitney U test is used to compare differences between two independent groups on an ordinal scale or non-normally distributed data, while the Chi-Square test is used to assess relationships between categorical variables or to compare observed data with expected data. The key insights are structured to answer the main research questions and adhere to the key parameters listed in Table 2.

NOTABLE FINDINGS FROM
CONSULTATION WORKSHOPS



ACTUAL PARTICIPATION AND WILLINGNESS TO PARTICIPATE

The Menti results show a strong existing base of engagement in energy-related initiatives among participants. Out of the total respondents, 291 reported having participated in such activities, indicating a substantial level of involvement and a potential pool of individuals who can be further mobilized for future initiatives. However, 87 respondents indicated that they have not participated in any energy-related activities, revealing an area of untapped potential. Understanding the barriers to their participation could provide insights into how to engage this segment more effectively. A very small group of respondents (13) expressed no intention to participate in energy-related initiatives, which may reflect either a lack of interest or other personal or contextual barriers. These findings suggest that **while there is a solid foundation of engagement, there remains significant room for increasing participation, particularly by addressing the barriers faced by those currently uninvolved.**

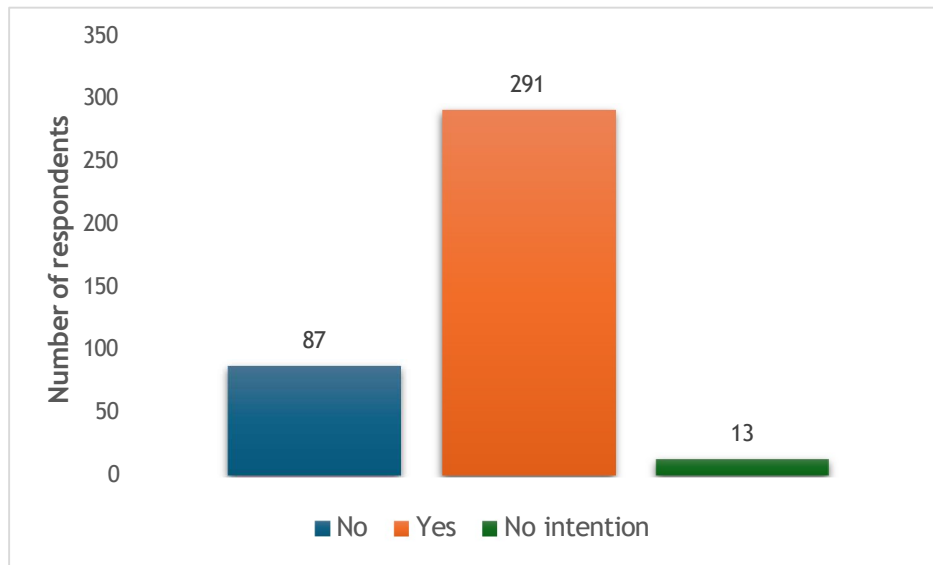


Figure 3: Prior participation in energy-related initiatives among participants in the consultation workshops

KNOWLEDGE ON AND PREFERENCES REGARDING ENERGY TRANSITION TOPICS

The insights from the consultation workshops reveal a diverse range of knowledge levels on energy-related topics among participants. A significant portion of respondents (125 individuals) reported having no knowledge at all, highlighting a substantial gap that public awareness campaigns or other communication initiatives need to address. This lack of basic knowledge indicates a critical need for foundational awareness programs. Conversely, a notable number (131 respondents) have heard about energy concepts but have not studied them, which suggests a level of passive awareness but a lack of formal education or detailed understanding. This group represents a potential audience for structured learning opportunities that can deepen their engagement.

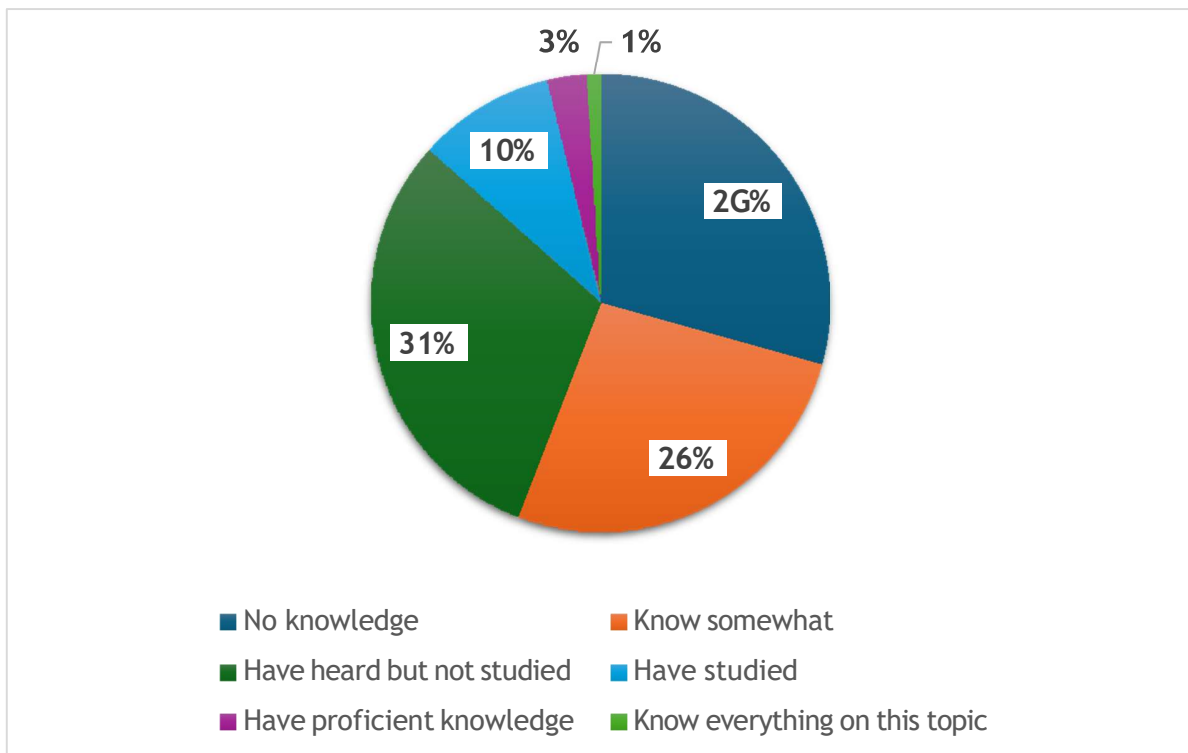


Figure 4: Participants' level of knowledge regarding energy transition

Additionally, 113 participants indicated that they know somewhat about the topic, indicating a basic understanding that could be further developed. Only a small fraction of respondents (41) has actively studied the topic, and an even smaller group (12) reported having proficient knowledge. The survey identified just 4 individuals who consider themselves to know everything about energy transition topics.

The data from the consultation workshop survey provides an interesting juxtaposition between participation in energy-related activities and the participants' self-reported knowledge levels on these topics. Of the 378 respondents who participated in the workshop, a significant majority, 291 individuals, reported having engaged in energy-related initiatives or activities. This indicates a high level of involvement and willingness to participate in efforts related to energy transition. However, this **active participation does not necessarily correlate with high levels of knowledge about energy-related topics**. This disparity between participation and knowledge has several implications. Firstly, it suggests that while individuals are willing and eager to engage in energy-related initiatives, they may not have sufficient understanding to fully appreciate the complexities and nuances of energy transition. This lack of knowledge can affect the quality and effectiveness of their participation. For instance, individuals with limited understanding may not be able to advocate effectively for meaningful changes or may not recognize the full impact of their

actions within the broader energy transition framework.

Secondly, the high level of participation combined with low knowledge levels highlights a critical opportunity for targeted educational and communication interventions. Providing comprehensive, accessible education on energy-related topics can enhance the participants' ability to contribute more effectively to initiatives. This education should focus on bridging the gap between basic awareness and proficient understanding, ensuring that participants can engage in informed discussions, make informed decisions, and potentially inspire others within their communities. Lastly, the data underscores the need for continuous engagement and support. Participants who are already involved in energy-related activities should be provided with ongoing learning opportunities to deepen their knowledge and keep abreast of the latest developments in the field.

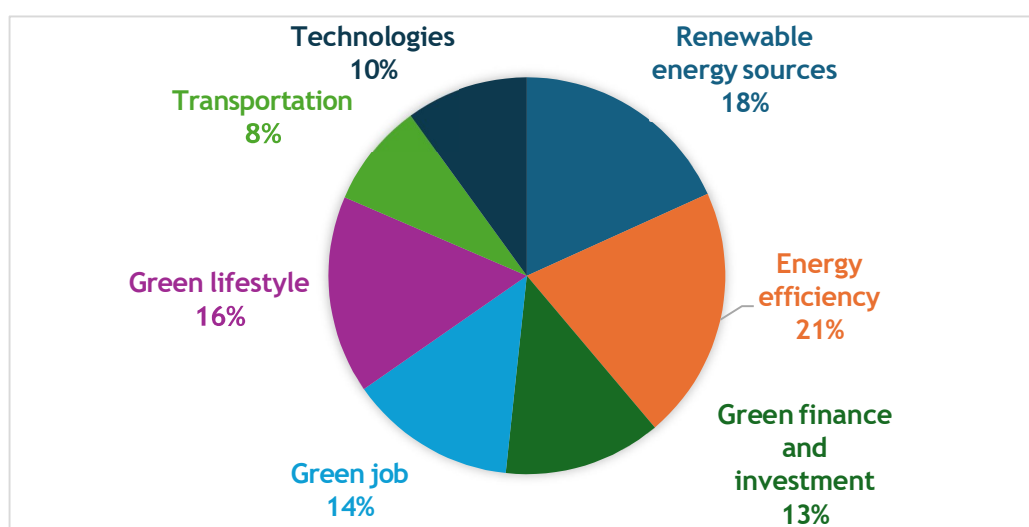


Figure 5: Participants' interested topics related to energy transition

In the workshop, the participants voted on what they perceived to be suitable topics for the public awareness campaigns to address. Energy efficiency and renewable energy sources are two topics garnering the most votes from participants (21% and 18% respectively). Green lifestyle (16%), green job (14%), and green finance and investment (14%) closely followed. The topics received least attention were transportation and technology (8% and 10% respectively). In addition to the mentioned topics, we developed word clouds collecting other recommendations by participants that were not captured above. The word clouds focused on topics such as green lifestyles, benefits for the community, renewable energy price, renewable energy sources, and environmental benefits.

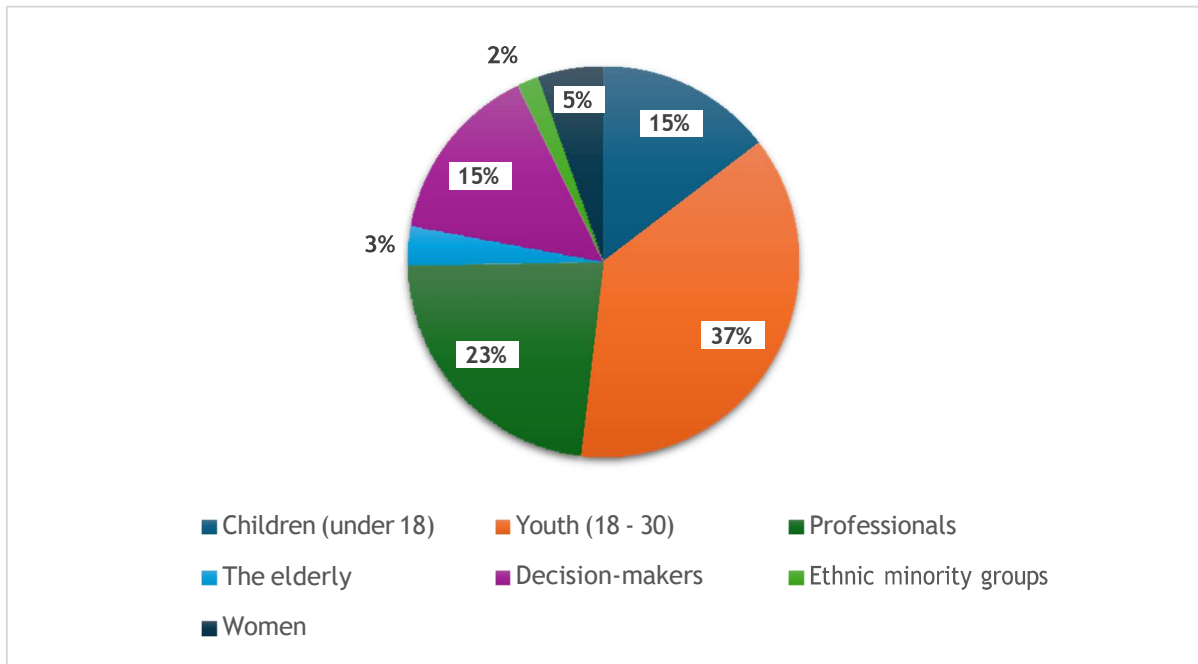


Figure 7: Recommended targets by participants

Children (under 18) were recommended by 145 respondents, emphasizing the importance of early education in shaping future behaviors and attitudes towards energy use. Decision-makers, who garnered 148 votes, are recognized for their crucial role in policy-making and implementing large-scale changes. Women (53 votes) and ethnic minority groups (18 votes) were also identified, albeit to a lesser extent, highlighting a recognition of their specific roles and potential contributions. The elderly (32 votes) were less frequently mentioned, which may reflect assumptions about their adaptability or influence on energy practices. These recommendations point to a broad consensus on the need for inclusive and diverse targeting to ensure the success of energy transition initiatives.

SUGGESTED MEDIA PLATFORMS

Social media platforms, particularly Facebook, emerged as the most recommended channel, with 357 votes. This preference reflects the ubiquity and potential for targeted, engaging content on these platforms. Television also received significant support, with 237 votes, likely due to its wide reach and credibility. Community events were highly recommended by 207 respondents, underscoring the value of direct, personal engagement and the potential for building community support. Digital newspapers (168 votes) and event exhibitions (66 votes) were also identified as effective channels, indicating their role in providing in-depth information and interactive engagement.

Traditional media such as radio (23 votes), printed newspapers (5 votes), and leaflets (10 votes) were less favored, suggesting their reduced relevance in the current digital age. These preferences highlight the importance of leveraging modern, digital, and interactive channels to effectively reach and engage the target audience in energy transition efforts.

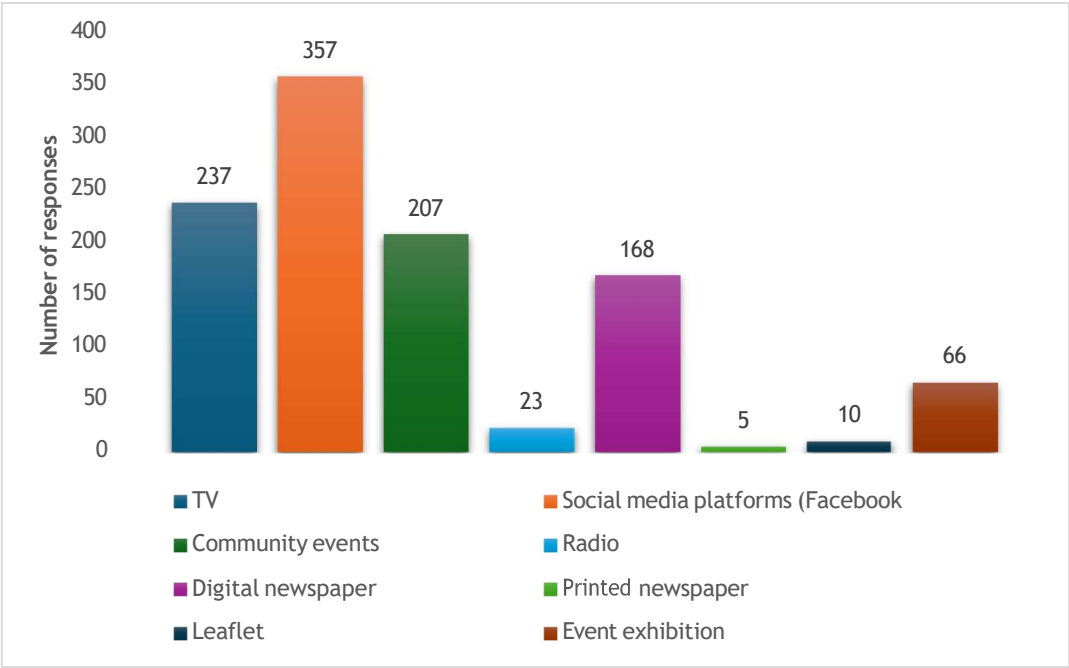


Figure 8: Recommended media platforms by participants in the consultation workshops

READINESS FOR BEHAVIOR CHANGE THROUGH COMMUNICATION

The survey findings indicate varying levels of readiness among participants to change their behavior in response to communication efforts. A substantial number of respondents (220) indicated that they are ready to change their behavior, suggesting a high receptivity to effective communication campaigns. This readiness represents a significant opportunity for immediate engagement and action. However, a considerable segment (150 respondents) stated that they need more information before they are willing to change, highlighting a critical need for comprehensive and clear communication to address their informational gaps. There were also 37 participants who were not sure about changing their behavior, reflecting a degree of ambivalence that could be overcome with targeted messaging and reassurance. A small group of respondents (15) expressed outright resistance to changing their behavior, indicating the presence of barriers that

may require more nuanced and persistent communication strategies. These findings suggest that while there is a strong base of readiness for change, there remains a significant need for tailored communication efforts to address the informational needs and uncertainties of the broader audience.

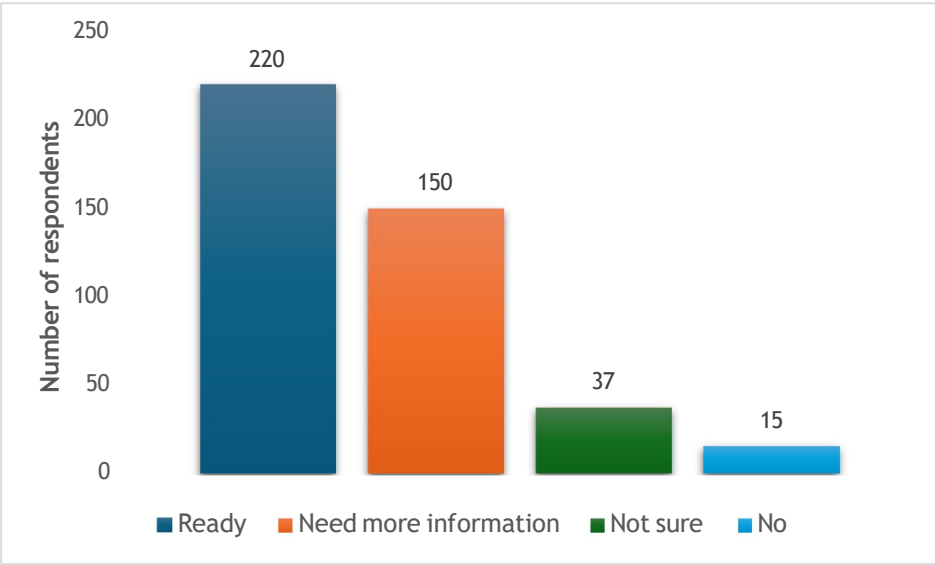


Figure 9: Levels of readiness among participants to shift their behavior in response to public awareness campaigns

INSIGHTS FROM FREE-FLOW DISCUSSIONS

The consultation workshops were attended by respected experts of the field and all featured speeches have provided useful insights to inform the design of the public awareness campaigns. Key themes included the depletion of non-renewable resources, climate change, environmental pollution, and the importance of transitioning to green growth and sustainable energy practices. Despite the presence of regulatory documents like the National Green Growth Strategy and Power Development Plan 8, there is a need to streamline awareness and understanding across various governmental levels and the private sector. Identified barriers such as the lack of ESG reporting guidelines, inadequate infrastructure, and short-term economic focus were highlighted, alongside opportunities for leveraging renewable resources, enhancing energy security, and fostering international collaboration.

Key themes

Recommendations

Current Behavioral Insights Regarding Energy Initiatives

- Leverage existing regulatory frameworks such as the National Green Growth Strategy and Power Development Plan 8 to build awareness and knowledge at provincial and district levels.
- Address current barriers by emphasizing the health and environmental benefits of reducing air pollution and dependence on imported fuels.
- Encourage private sector engagement by demonstrating the long-term financial and operational benefits of transitioning to renewable energy.

Interest to Participate in Energy Transition Initiatives After the Campaign

- To maintain and increase interest, provide clear and consistent messaging about the economic opportunities, such as new job creation and social investment potentials.
- Highlight success stories and case studies from other regions or countries to inspire confidence and commitment.
- Promote long-term benefits over short-term gains by showcasing the sustainable development impacts of energy transition.

Preferred Topics

- Focus on practical and relevant topics such as renewable resource exploitation (wind, solar, marine energy), clean energy technologies, and modern, cost-effective production methods.
- Discuss investment and financing opportunities, particularly through international partnerships
- Address technical issues and infrastructure improvements required for a smooth transition
- Discuss challenges linked to EU's Carbon Border Adjustment Mechanism, intermittent energy resources, etc.

Media Consumption	<ul style="list-style-type: none"> - Utilize a variety of media channels to communicate effectively with different demographics. - Traditional media such as television and radio can reach a broad audience, while social media can engage younger generations and tech-savvy individuals. - Develop comprehensive communication programs that highlight both the advantages and challenges of energy transition, ensuring the community is well-informed and engaged.
Suggested Targeted Audience	<ul style="list-style-type: none"> - Target key stakeholders, including provincial and district-level governmental entities, private sector businesses, and community leaders. - Engage with educational institutions to raise awareness among the younger population. - Tailor messages to each audience, focusing on their specific concerns and interests, such as economic opportunities for businesses and environmental benefits for the community.
Barriers for Information Absorption	<ul style="list-style-type: none"> - Address the lack of understanding and awareness through targeted educational and communication campaigns.

Table 3: Consolidated recommendations from free-flow discussions during the consultation workshops

OVERALL RECOMMENDATIONS

Through the Menti surveys conducted and the two consultation workshops in Hanoi and Ho Chi Minh City, we were able to develop an initial audience mapping as shown below:



Audience	Levels/ types	Key concerns	Communication channels	Message focus
Government Entities/ Decision-makers	National, Provincial, District	Streamlining awareness, regulatory/infrastructural barriers	Reports, briefings, forums, workshops, whitepapers,	Implementation of policies, health/environmental

			government-led newspapers	benefits, long-term economic gains
Private Sector/ Businesses	Large Corporations, SMEs, Energy Companies	Understanding ESG reporting, overcoming barriers to investment, overcoming upcoming challenges linked to climate change protection, financial/operational benefits	Conferences, seminars, specific online newspaper (useful) for businesses, business journals, webinars	Financial benefits of renewable energy, case studies, ESG compliance guidance, strategies to overcome regulations on energy transition/ climate change, including CBAM
Community Leaders	Local Politicians, NGO Representatives, Influential Community Members	Raising awareness, local environmental/health issues	Community meetings, local newspapers, social media	Health benefits, community success stories, job creation opportunities
Educational Institutions	Universities, Schools, Vocational Training Centers	Educating youth, integrating topics into curriculum	Workshops, seminars, school programs, campus events	Long-term benefits for future generations, practical applications, career opportunities
General Public	Urban and rural population, diverse age and gender	Understanding benefits/challenges, overcoming misinformation	TV, radio, social media, public events	Clear benefits of renewable energy, energy-saving tips,

	groups (particularly the youth)			individual/community impact stories
Journalists/ communicators	Media professionals, journalists, communication experts	Keeping informed, diverse sources of information	Newsrooms, press releases, media briefings, social media	Data-driven stories, human-interest angles, technological advancements, policy impacts

Table 4: Audience mapping and analysis results from the workshops

While the consultation workshops have been useful in shaping the direction of the public awareness campaign, it is crucial to conduct comprehensive surveys to better understand the public's knowledge, attitudes, and concerns. These surveys will help identify specific knowledge gaps at various levels and reveal community-specific issues. By understanding the public's perceptions and misconceptions, targeted communication strategies can be developed to effectively address these concerns.

NOTABLE FINDINGS FROM
NATIONWIDE SURVEY

SOCIO-DEMOGRAPHIC CHARACTERISTICS

In total, we received 516 responses. To ensure data quality and validity, we screened all responses and removed those with irrelevant answers. The basic sociodemographic characteristics of the respondents can be found in the figure below. Overall, the sample consists of a nearly equal number of male and female participants. This balanced gender distribution helps ensure that the analysis considers perspectives from both genders equitably. The sample also includes a broad range of age groups to allow for a comprehensive analysis of different generational perspectives on energy transition initiatives.

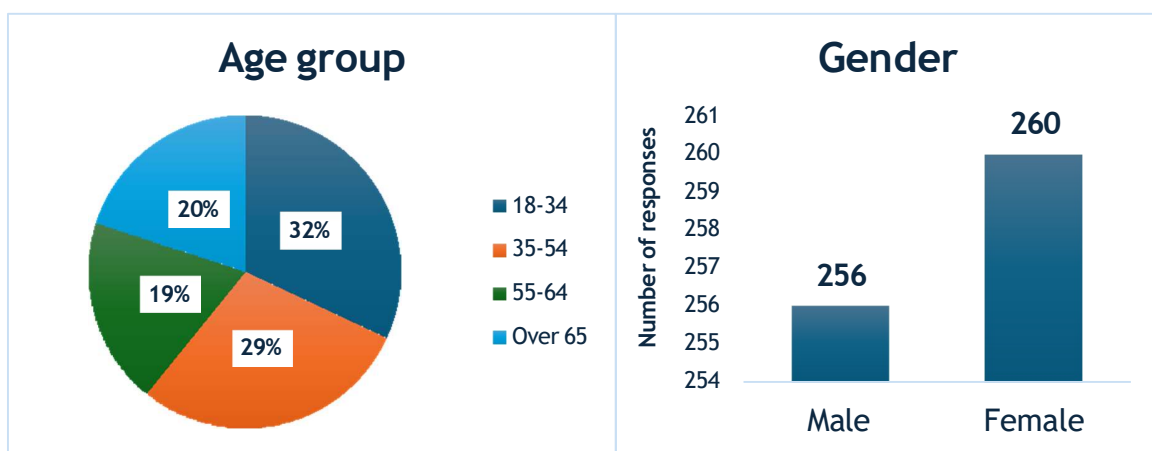
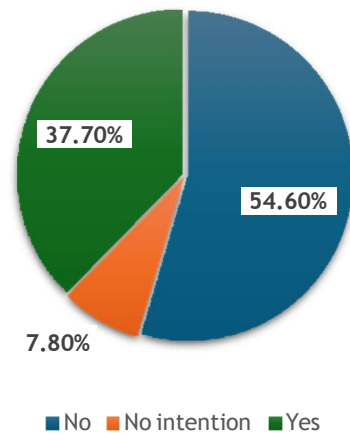


Figure 10: Sociodemographic characteristics of the respondents

ACTUAL PARTICIPATION AND WILLINGNESS TO PARTICIPATE

In addition to the question about socio-demographic information, we asked participants about their prior participation in initiatives related to energy transition, along with whether they would be willing to participate in such initiatives such as conferences, dialogues, and community services after the public awareness campaign. The results of this question are shown in Figure 11.

Prior engagement with energy transition-related initiatives



Willingness to join energy transition-related initiatives after the campaign

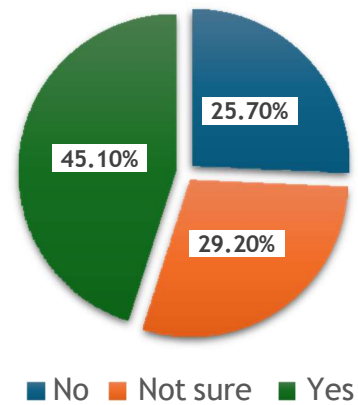


Figure 11: Prior engagement with energy transition-related initiatives and willingness to participate after public awareness campaigns

Analysis of previous engagement indicated that a significant majority (n=281, 54.60%) of respondents have not participated in such initiatives and reflects a prevailing lack of prior involvement in energy transition efforts. This finding underscores a potential gap in awareness and participation and thus implies a need for targeted campaigns and outreach strategies to enhance public engagement in sustainable energy practices.

Furthermore, the data revealed varying degrees of willingness among respondents to participate in energy transition-related initiatives. While 232 participants (45.10%) expressed a readiness to engage in such initiatives, a considerable proportion (n=150, 29.20%) remained uncertain about their willingness to participate. This uncertainty highlights an opportunity for intervention and communication efforts aimed at clarifying the benefits and opportunities associated with energy transition initiatives. Moreover, 25.70% of respondents indicated a lack of willingness to participate, pointing to potential barriers or concerns that may need to be addressed, such as perceived costs, lack of information, or skepticism towards the effectiveness of such initiatives.

We also segment the data based on gender and find the prior engagement with energy transition-related initiatives² and willingness to join such initiatives after the campaign³ are evenly distributed across genders.

KNOWLEDGE ON AND PREFERENCES REGARDING ENERGY TRANSITION TOPICS

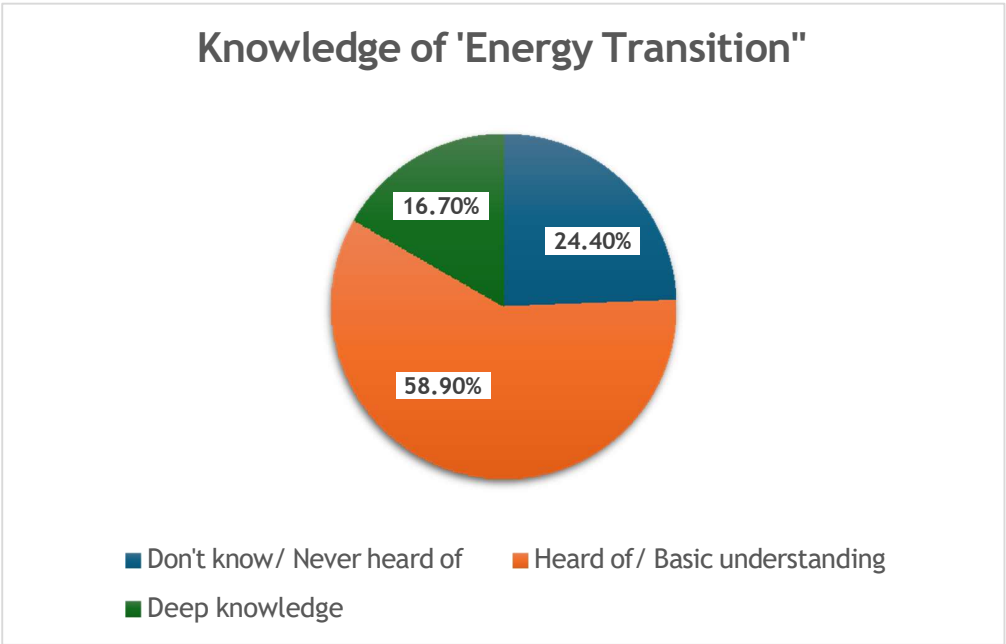


Figure 12: Current knowledge regarding energy transition of respondents

The data on knowledge levels regarding "energy transition" reveals a diverse spectrum of familiarity among respondents. A substantial portion (n = 126, 24.40%) have either never heard of or lack knowledge about the term, while the majority (n = 304, 58.90%) have heard of "energy transition" and possess a basic understanding. The presence of a minority (n = 86, 16.70%) with deep knowledge of "energy transition" signifies a segment of respondents who are well-informed about the complexities and implications of transitioning to sustainable energy practices. This group could potentially serve as advocates or influencers in promoting broader adoption of energy transition initiatives within their communities or organizations.

² Pearson Chi-Square: $\chi^2= 1.139$, df = 2, p = 0.566 (p > 0.05)

³ Pearson Chi-Square: $\chi^2= 0.272$, df = 2, p = 0.873 (p > 0.05)

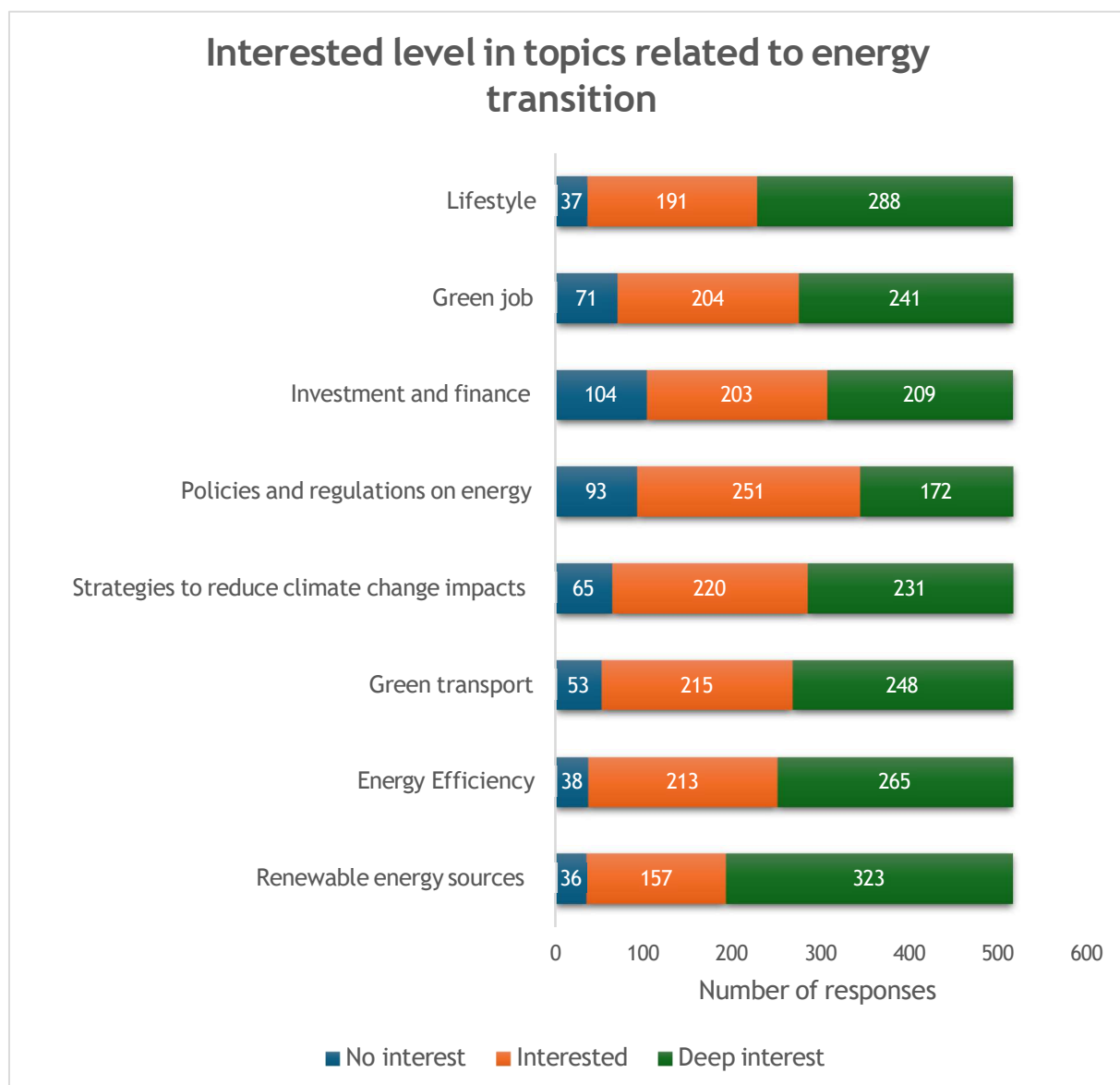


Figure 13: Level of interest per topic

These findings indicate a generally positive attitude towards various aspects of energy transition and sustainability among respondents. There is significant interest across most categories, particularly in renewable energy sources, energy efficiency, and lifestyle changes. However, efforts may be needed to increase awareness and engagement in areas such as policies and regulations on energy and investment in sustainable initiatives. To provide a more in-depth understanding of which topics garner the most interests from respondents, we explore the descriptive statistics of each topic, which is rated on a scale from 0 to 2 (Figure 14).

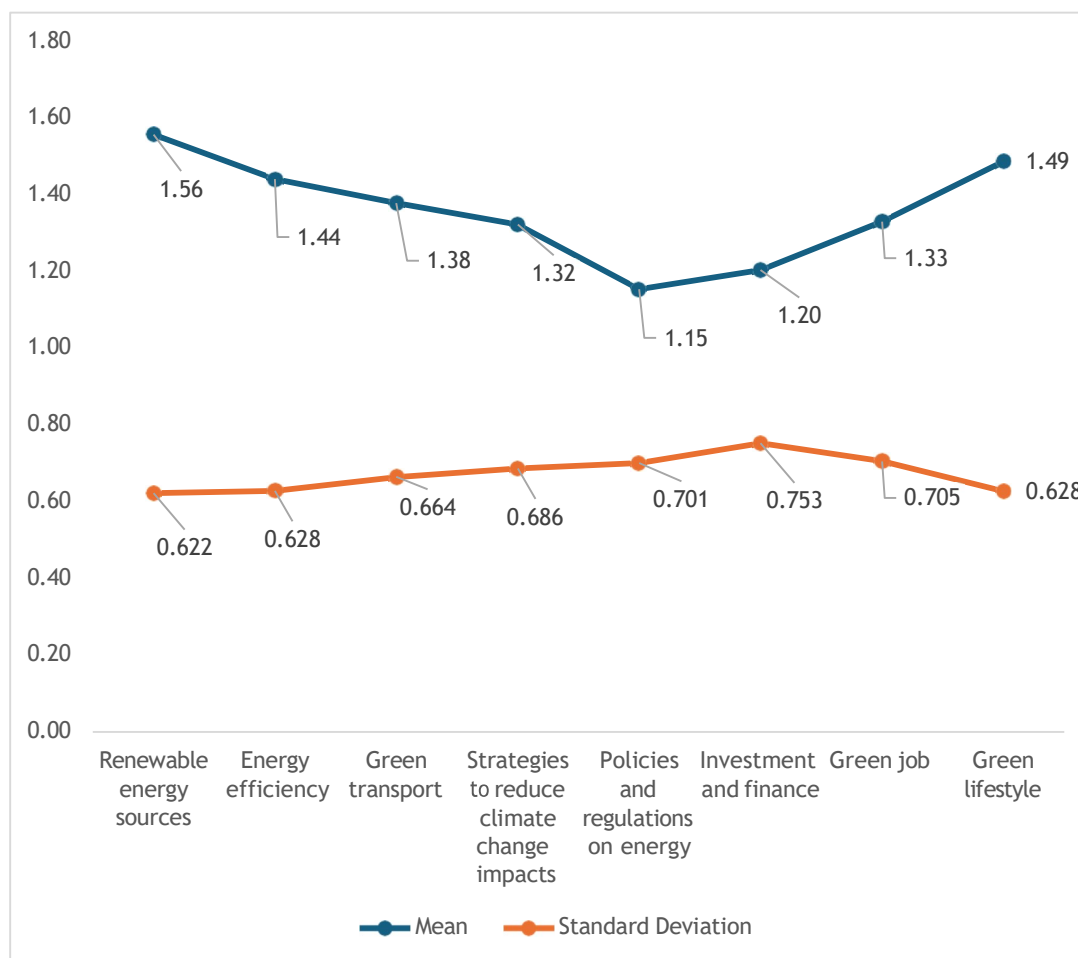


Figure 14: Mean rating and standard deviation of each topic linked to energy transition

Overall, the data suggest that renewable energy sources and green lifestyles are the most popular topics among respondents (mean = 1.56 and 1.49 respectively), while investment and finance, and policies and regulations on energy, though important, are rated lower (mean = 1.20 and 1.15 respectively). The standard deviations ranging from 0.6 to 0.7 indicate that while there is general agreement on the importance of these topics, some variability in opinions exists. These descriptive statistics support the development of the pyramid shown in Figure 15.

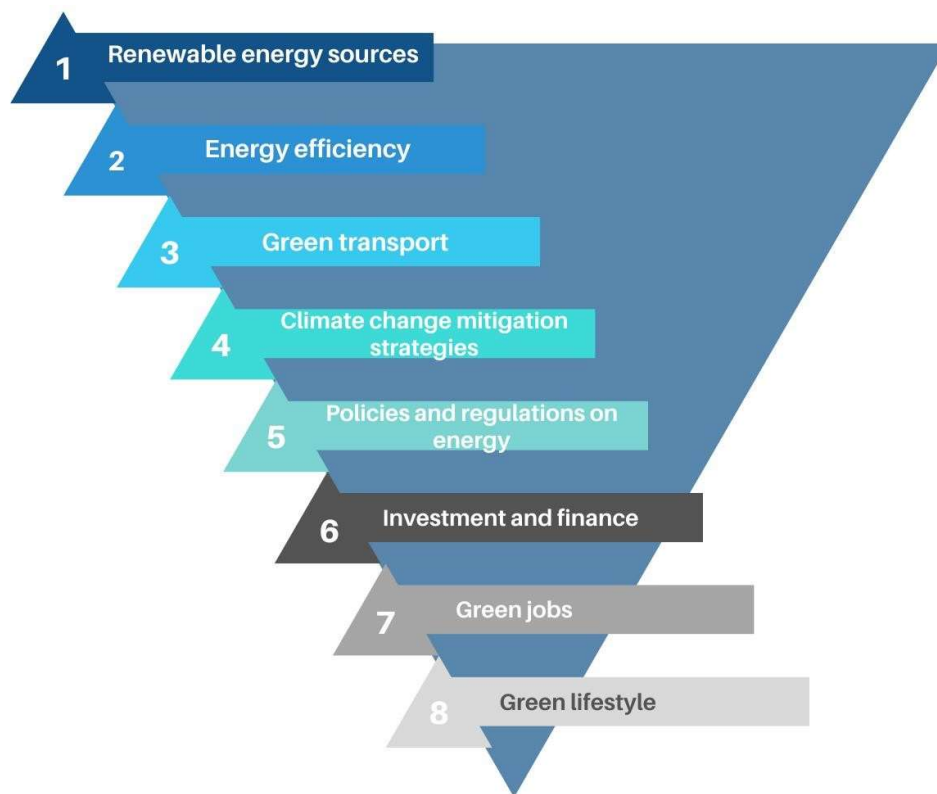


Figure 15: Topics ranked based on the level of deep interest, interest, and no interest

In addition to the general trends, this study investigates the influence of gender on preferences toward the mentioned energy transition topics. To understand these preferences, we employed both the Mann-Whitney U test and the Chi-Square test.

Gender in relationship with	Energy Transition Topic	Mann-Whitney U Test Results	Chi-Square Test Results
	Renewable Energy Sources	No significant difference (p = 0.561)	No significant association (p = 0.779)
	Energy Efficiency	No significant difference (p = 0.178)	No significant association (p = 0.402)

Green Transport	No significant difference (p = 0.729)	No significant association (p = 0.732)
Climate Change Mitigation Strategies	No significant difference (p = 0.905)	No significant association (p = 0.866)
Policies and Regulations on Energy	No significant difference (p = 0.515)	No significant association (p = 0.659)
Investment and Finance	Statistically significant difference (p = 0.040)	Significant association (p = 0.022)
Green Jobs	No significant difference (p = 0.261)	No significant association (p = 0.519)

Table 5: Mann-Whitney U and chi-square test results showing the relationship between gender and interested topics related to energy transition

The findings from both the Mann-Whitney U test and the Chi-Square test converge to highlight that gender differences significantly influence concern for investment and finance in energy transition topics. Males and females exhibit different levels of concern in this area, with males generally showing a higher mean rank in concern. Hence, there is a need for tailored communication and engagement strategies that address these differences to foster inclusive and effective discussions about investment and finance in energy transitions.

For other topics such as renewable energy sources, energy efficiency, transport, climate change mitigation strategies, policies and regulations on energy, green jobs, and green lifestyle, gender does not appear to significantly influence concern levels. This means that policies and initiatives aimed at these areas can be designed with a more general approach without necessitating gender-specific strategies.

In the survey, we further ask the respondents to write down additional topics they are interested in and received 401 responses. The word cloud below shows the most popular words in the answers.

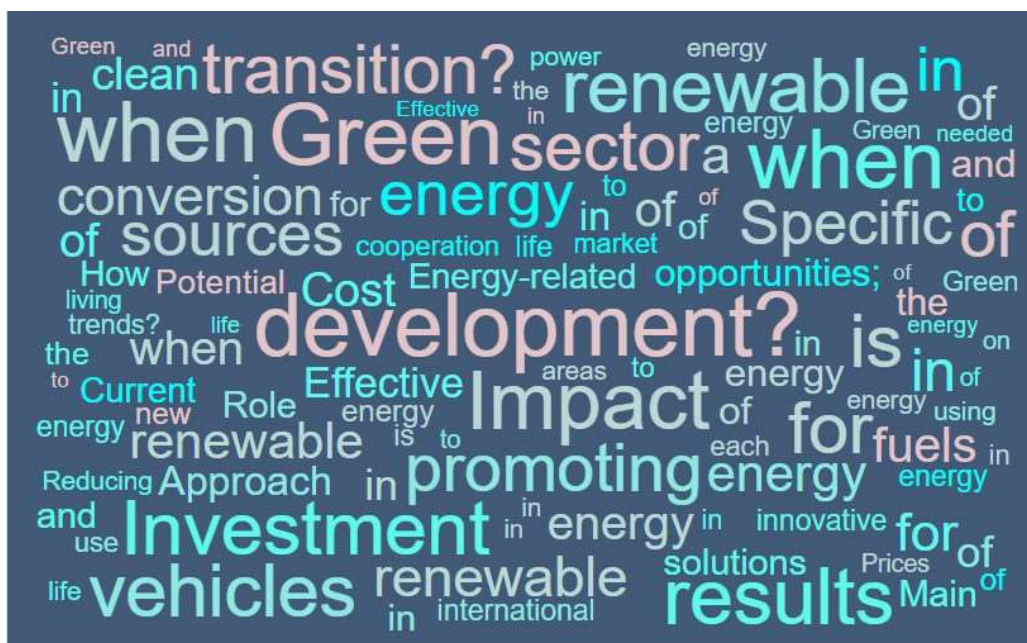


Figure 16: Additional recommendations about topics by participants in the form of a word cloud

Overall, we find that the main responses and questions from participants center around the following areas:

1. **Renewable Energy Sources:** there is a discernible emphasis on renewable energy sources among respondents. This trend underscores a collective curiosity for cleaner and sustainable energy options.
2. **Energy Policy and Legal Frameworks:** Respondents express a desire to engage with regulatory structures that shape energy transition efforts. This interest suggests a recognition of the pivotal role that policy plays in facilitating the adoption of renewable energy and fostering a supportive environment for sustainable energy practices.
3. **Investment in Sustainable Energy Infrastructure:** there is a strong focus on investment in sustainable energy infrastructure. Respondents highlight concerns related to funding mechanisms, energy pricing, and resource allocation for projects aimed at transitioning towards greener energy solutions. This interest underscores the practical considerations and financial imperatives associated with scaling up renewable energy capacities and enhancing energy security.
4. **Impact Assessment and Scenario Analysis:** Respondents seek to evaluate the potential outcomes and risks associated with different energy pathways, reflecting a

proactive approach towards decision-making that considers long-term environmental, economic, and social implications.

5. **Energy Efficiency and Savings:** Respondents demonstrate a practical concern for technologies and practices that optimize energy use and reduce operational costs.
6. **Green Finance and Investment Opportunities:** There is a keen interest in understanding financial mechanisms and opportunities that support the deployment of renewable energy technologies.
7. **Technological Innovations in Energy:** Respondents express curiosity and enthusiasm for innovative solutions that can enhance the reliability and efficiency of renewable energy systems
8. **Environmental and Social Benefits:** Many respondents asked about the tangible benefits in terms of the environment and society. These are often linked with health, air pollution, and social well-being.

PREFERENCES FOR CONTENT IN PUBLIC AWARENESS CAMPAIGNS

From the data, it is clear that respondents have a marked preference for certain types of content in a public awareness campaign on energy transition.

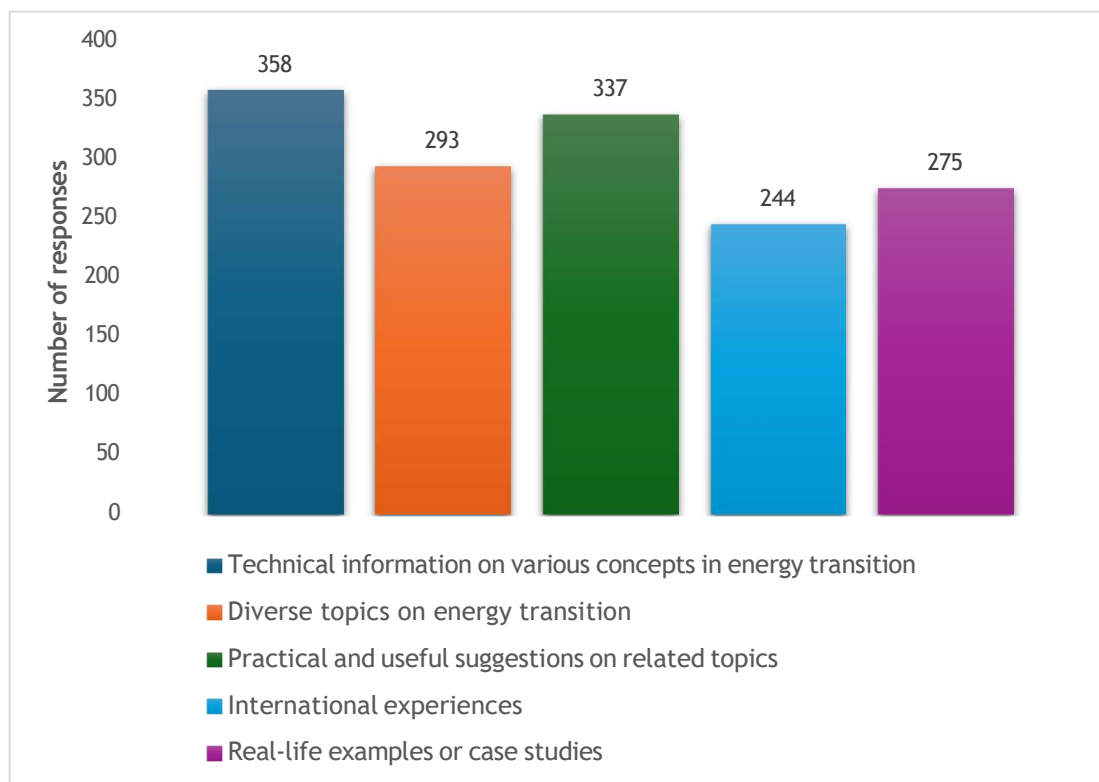


Figure 17: Distribution of preferences for content in public awareness campaigns for participants

The highest preference is for technical information on various concepts in energy transition, which garnered 27.36% of the total responses. Following closely, practical and useful suggestions on related topics received 25.78% of the responses. The third most preferred content type is diverse topics on energy transition, with 22.40%. This shows that while technical information and practical suggestions are highly valued, there is still a considerable interest in a broader range of topics related to energy transition. Real-life examples or case studies also have a notable preference, accounting for 21.01% of the responses. This demonstrates that real-world applications and tangible examples of energy transition concepts are important to the audience, likely because they provide concrete illustrations of how theoretical concepts are implemented. Lastly, international experiences were preferred by 18.64% of respondents. While this is the lowest among the listed preferences, it still represents a significant portion of the audience who are interested in learning about global perspectives and practices in energy transition.

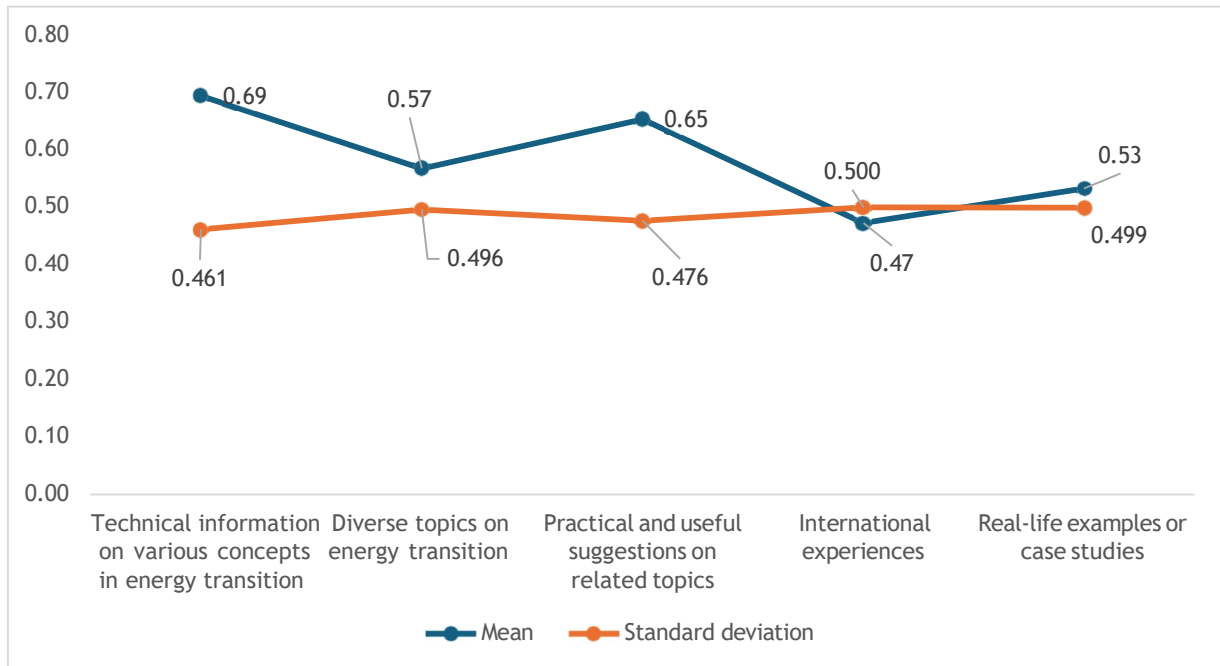


Figure 18: Mean rating and standard deviation of each preference for content related to energy transition

The preference for technical information on various concepts in energy transition is relatively high, with a mean score of 0.69. This suggests that a significant proportion of respondents value detailed and technical insights into energy transition topics. The standard deviation of 0.461 indicates that the responses are consistent, with most respondents sharing similar preferences for technical information. Practical and useful suggestions on related topics also show a strong preference among respondents, with a mean score of 0.65. This high mean score indicates that respondents are keen on receiving actionable and relevant advice related to energy transition. The standard deviation of 0.476 is slightly higher than that of technical information, suggesting moderate consistency in the responses.

In contrast, the preference for diverse topics on energy transition is slightly lower, with a mean score of 0.57. This score, although still significant, is lower than the scores for technical information and practical suggestions. The standard deviation of 0.496 suggests that there is more variability in the responses. International experiences, with a mean score of 0.47, appear to be less preferred compared to the other types of content. This score indicates that fewer respondents prioritize learning about energy transition from an international perspective. The standard deviation of 0.5, the highest among the types of content, signifies considerable variability in preferences, which suggests diverse opinions on the relevance of international experiences.

Lastly, real-life examples or case studies have a mean score of 0.53, which indicates moderate preference among respondents. The standard deviation of 0.499 shows a high level of variability, similar to international experiences. This suggests that while some respondents value practical, real-world examples, others may not see them as essential.

	Media channels	Chi-Square Test Results
Gender in relationship with	Technical Information on Various Concepts in Energy Transition	Weak statistically significant association (p = 0.047)
	Diverse Topics on Energy Transition	No significant association (p = 0.674)
	Practical and Useful Suggestions on Related Topics	No significant association (p = 0.283)
	International Experiences	No significant association (p = 0.294)
	Real-Life Examples or Case Studies	No significant association (p = 0.800)

Table 6: Chi-square test results showing the relationship between gender and preferences for content in public awareness campaigns

Overall, the analysis indicates that gender significantly influences the preference for technical information on various concepts in energy transition (p = 0.047). More males prefer technical information compared to females. However, for diverse topics on energy transition, practical and useful suggestions on related topics, international experiences, and real-life examples or case studies, there is no significant association between gender and preferences.

FREQUENTLY USED MEDIA CHANNELS

The analysis of media usage among respondents reveals distinct patterns across various platforms. Television emerges as the predominant medium, with 79.65% (411 out of 516) of respondents indicating its use. Social media platforms, including Facebook, X (formerly Twitter), and Instagram, are also highly utilized, with 75.19% (388 out of 516) of respondents engaging with these channels.

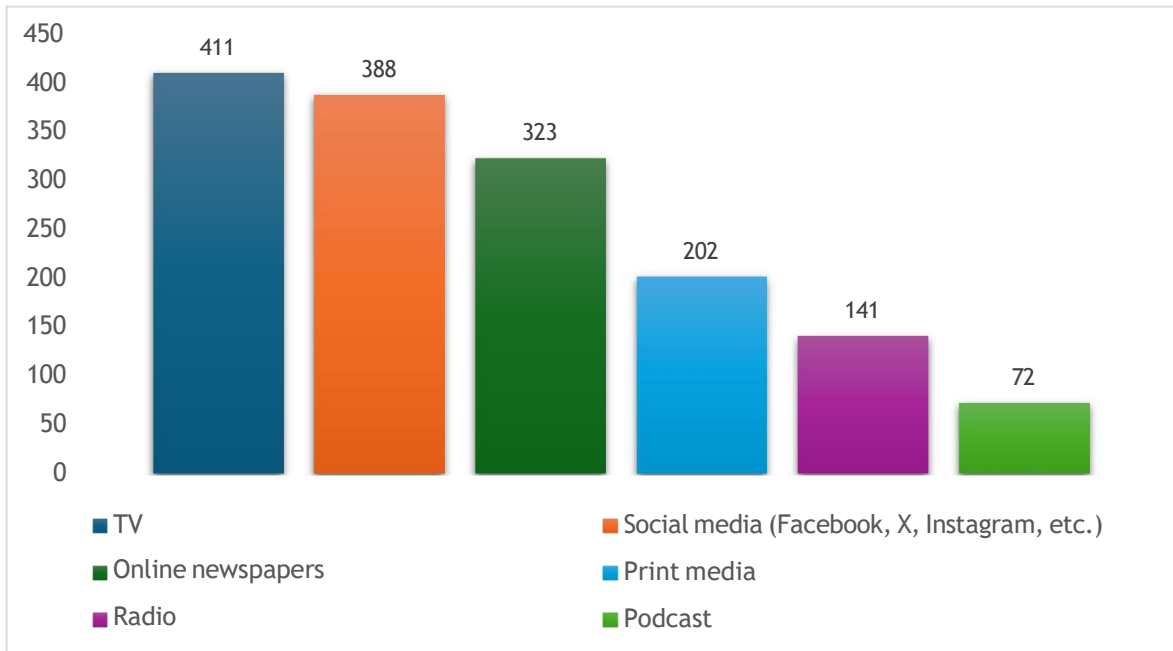


Figure 19: Distribution of media channels frequently used by participants in the survey

Online newspapers are the third most popular medium, used by 62.60% (323 out of 516) of respondents. This suggests a strong preference for digital news consumption, emphasizing the importance of maintaining a robust online news presence. In contrast, print media is utilized by 39.15% (202 out of 516) of respondents, indicating a moderate but still significant level of engagement. This points to the continued relevance of print media, particularly among specific demographic groups who may prefer traditional formats.

Radio, with 27.33% (141 out of 516) usage, represents a less popular medium but remains valuable for targeted communication, especially for local or commuting audiences. Podcasts are the least utilized medium, with 13.95% (72 out of 516) of respondents indicating usage. Despite their lower overall popularity, podcasts can offer deep engagement within niche markets and are effective for specialized content delivery.

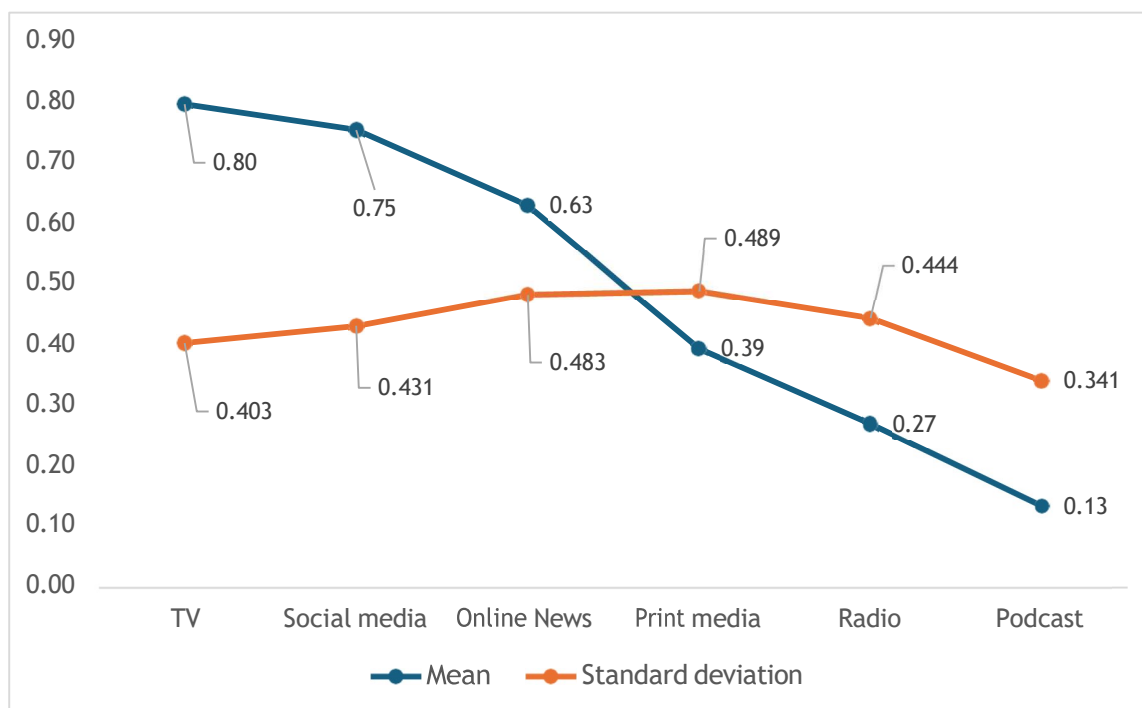


Figure 20: Mean rating and standard deviation of each media channel

The descriptive statistics above highlight the trends in the media consumption preferences of respondents. The minimum and maximum values for each media type, ranging from 0 to 1, suggest that all media options were considered by respondents, with some indicating no preference (0) and others indicating a clear preference (1).

The mean values for each media type provide a clear indication of the overall preference trends among respondents. Television emerges as the most preferred media type, with a mean score of 0.80. This is closely followed by social media, with a mean score of 0.75. Online news also holds a considerable share, with a mean score of 0.63. Conversely, printed media (mean = 0.39), radio (mean = 0.27), and podcasts (mean = 0.13) show lower preference rates, suggesting these media types are less favored among the sample population.

The standard deviation values further elucidate the variability in media preferences. Television (Std. Deviation = 0.403) and social media (Std. Deviation = 0.431) show moderate levels of variability, indicating that while these media types are generally preferred, there is some variation in the extent of this preference among respondents. Online news (Std. Deviation = 0.483) and printed media (Std. Deviation = 0.489) display higher variability, suggesting more diverse opinions regarding these media types. Radio (Std. Deviation = 0.444) also shows moderate variability, while podcasts (Std. Deviation = 0.341) demonstrate lower variability, indicating while podcasts are less

preferred overall, the opinions about them are relatively consistent among those who do consider them.

Gender in relationship with	Media channels	Chi-Square Test Results
	TV	No significant association (p = 0.121)
	Social media	No significant association (p = 0.682)
	Online news	No significant association (p = 0.110)
	Print media	No significant association (p = 0.094)
	Radio	No significant association (p = 0.423)
	Podcasts	No significant association (p = 0.843)

Table 7: Chi-square test results showing the relationship between gender and media channels

Based on the chi-square test conducted, there is no significant association between gender and preferences for any of the media types analyzed (TV, social media, online news, printed media, radio, podcast). These results indicate that gender does not play a role in determining preferences for specific media types in the context of follow-up preferences within the surveyed population. These insights implicate that when designing a public awareness campaign targeting these preferences, gender segmentation may not be necessary.

BARRIERS INFLUENCING ACCESS TO INFORMATION RELATED TO ENERGY TRANSITION

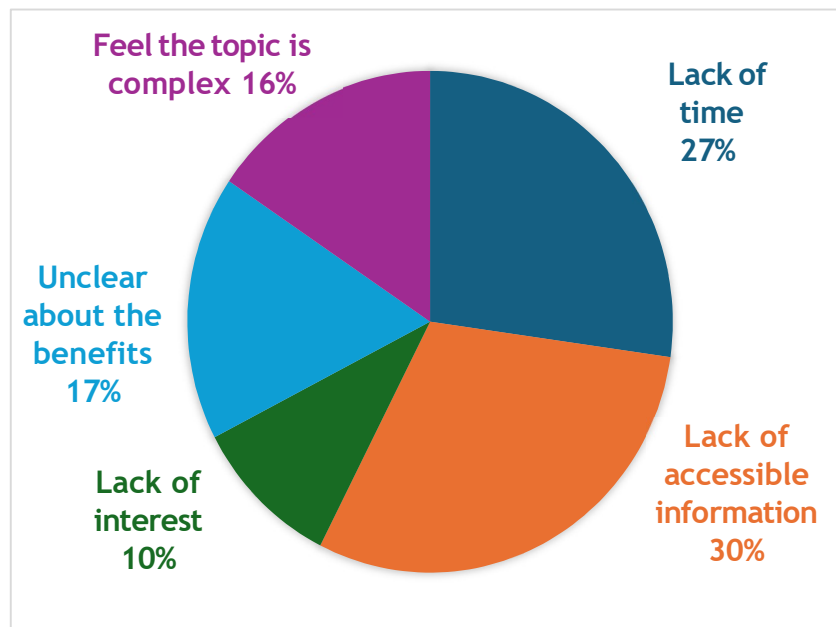


Figure 21: Distribution of barriers influencing access to information for participants in the survey

The analysis of barriers hindering engagement with the topic or initiative reveals several prominent challenges among respondents. Foremost among these is the issue of time constraints, cited by 316 (61.2%) respondents. This finding underscores the significant impact of time availability on individuals' ability to participate actively in discussions or activities related to the subject matter. Moreover, the barrier of inaccessible information, highlighted by 350 respondents (67.8%), indicates a shortfall in the availability or comprehensibility of pertinent information necessary for engagement.

Furthermore, the data indicates that a considerable proportion of respondents—115 individuals (22.3%)—expressed a lack of interest in the topic as a barrier. This perception suggests that intrinsic motivation or perceived relevance plays a pivotal role in determining individuals' willingness to engage meaningfully with the subject. Similarly, 198 respondents (38.4%) cited uncertainty regarding the benefits associated with the topic as a barrier, which underscores the importance of clear communication and demonstration of tangible advantages to foster engagement.

Lastly, the perception of complexity surrounding the topic emerged as a significant barrier, identified by 180 respondents (34.9%). This finding suggests that the perceived difficulty of comprehending or navigating the subject matter poses a substantive challenge to active participation.

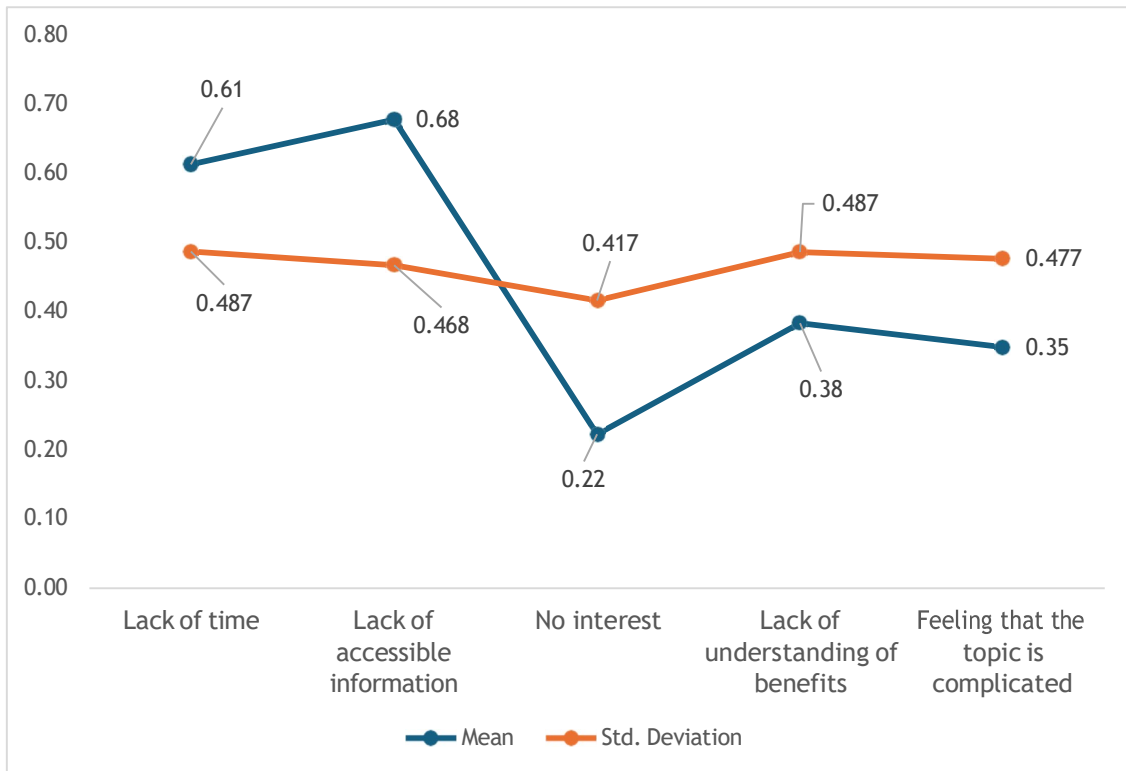


Figure 22: Mean rating and standard deviation of barriers influencing access to information

The descriptive analysis reiterates the findings from the frequency test. The barrier of "Lack of time" is notable, with a mean score of 0.61. The standard deviation of 0.487 suggests that while this is a common barrier, there is some variability in how strongly different respondents feel about it. Secondly, "Lack of accessible information" scores the highest among the listed barriers, with a mean of 0.68. The standard deviation of 0.468 indicates a relatively consistent perception among respondents that access to information is a major barrier.

In contrast, the barrier "No interest" has a significantly lower mean score of 0.22, indicating that a lack of interest is not a major issue for most respondents. The standard deviation of 0.417, however, shows that there is considerable variability in responses, suggesting that while many are interested, there is a notable segment that lacks interest. The "Lack of understanding of benefits" barrier has a mean score of 0.38, showing that this is a moderate

concern among respondents. The standard deviation of 0.487 indicates a wide range of responses, meaning that some respondents understand the benefits well while others do not, highlighting a need for clearer communication of the advantages of energy transition.

Lastly, the barrier "Feeling that the topic is complicated" has a mean score of 0.35, suggesting a moderate level of difficulty perceived by the respondents in understanding the topic. The standard deviation of 0.477 shows a fair amount of variability, indicating that while some respondents find the topic easy to grasp, others find it quite complicated.

Gender in relationship with	Media channels	Chi-Square Test Results
	Lack of time	No significant association (p = 0.373)
	Lack of accessible information	No significant association (p = 0.412)
	No interest	No significant association (p = 0.200)
	Lack of understanding of benefits	No significant association (p = 0.616)
	Feeling that the topic is complicated	No significant association (p = 0.423)
	Podcasts	No significant association (p = 0.495)

Table 8: Chi-square test results showing the relationship between gender and barriers influencing information access

The analysis of chi-square tests consistently demonstrates that gender does not significantly influence the perceived barriers to information absorption in the context of energy transition topics. This suggests that both male and female respondents perceive these barriers similarly and there is a need for universally accessible and engaging information dissemination strategies rather than gender-specific approaches.

KEY FINDINGS FROM CONSULTATION WORKSHOPS AND SURVEY

From the findings derived from the consultation workshops and the survey, we summarize in the table below the key recommendations for the design of a public awareness campaign. The recommendations are grouped under the parameters defined in the methodology section.

Parameter	Consultation workshops	Survey
<i>Demographic</i>	N/A	<p>Generally, gender does not influence preferences among study participants. When designing a public awareness campaign targeting these preferences, in-depth gender segmentation may not be necessary.</p> <p>However, regarding expectations for public awareness campaigns, gender influences the preference for technical information on various concepts in energy transition, with males prefer technical information compared to females.</p>
<i>Current behavioral insights regarding energy transition initiatives</i>	<p>Participants in the consultation workshops demonstrated a growing awareness of the importance and benefits of renewable energy and energy transition initiatives. However, significant barriers were identified that impede progress. These include regulatory gaps, such as incomplete or unclear laws and policies related to renewable energy investments, and inadequate infrastructure, particularly in transportation and the electrical</p>	<p>The majority (54.60%) of respondents have not been involved in energy transition initiatives, which suggests a significant portion may be less familiar or active in this area. Approximately 37.70% have had some level of engagement, and 7.8% of participants have no intention to engage in such initiatives.</p> <p>This insight highlights the need for more structured awareness-building and outreach efforts. These should be</p>

	<p>grid. These barriers create inconsistencies in implementation and understanding, especially at provincial and district government levels where knowledge of green growth policies is needed to be enhanced. There is also a lack of awareness and understanding within the private sector, which hinders broader adoption of sustainable practices.</p> <p>To address these behavioral insights, it is essential to streamline awareness and knowledge across all levels of government and the private sector. Emphasizing the health and environmental benefits of reducing air pollution, as well as the economic advantages of decreasing dependency on imported fuels, can motivate stakeholders to engage more actively in energy transition initiatives. Encouraging private sector engagement through clear demonstrations of long-term financial and operational benefits will help overcome resistance and drive broader adoption of renewable energy solutions.</p>	<p>tailored to ensure they reach a wide array of public, particularly those with limited to no engagement, instead of just active public in the sphere.</p>
<i>Interest to participate in energy transition initiatives after the campaign</i>	<p>Maintaining and increasing interest in energy transition initiatives post-campaign requires consistent and engaging communication that highlights the economic opportunities and long-term benefits of renewable energy. Workshop participants indicated that clear messaging about job creation, social investment potentials, and the sustainable development impacts of energy transition is crucial. Success</p>	<p>There appears to be a more positive outlook regarding future participation compared to previous engagement. A significant proportion (45.10%) express willingness to participate, which is encouraging for fostering future involvement in energy transition initiatives. However, nearly a third (29.20%) are uncertain. This highlights potential areas where further</p>

	<p>stories and case studies from other regions or countries can inspire confidence and commitment among stakeholders by providing tangible examples of the positive outcomes of energy transition efforts.</p> <p>To sustain this interest, it is important to create ongoing engagement opportunities that allow participants to see the real-world impacts of their efforts. This could include follow-up workshops, regular updates on project progress, and opportunities for stakeholders to get involved in new initiatives.</p>	<p>information could influence participation.</p> <p>Efforts should be accelerated to understand the reasons behind the “Not Sure” and “No” responses. This will provide insights into barriers to participation (such as lack of information, perceived costs) and opportunities for increasing engagement.</p>
<i>Energy literacy</i>	<p>While the high level of participation in energy-related activities among workshop attendees is encouraging, the concurrent low levels of knowledge necessitate a strategic focus on education and information dissemination.</p>	<p>The data reveals a substantial portion (24.4%) having either never heard of or lack knowledge about ‘energy transition’. The majority (58.9%) have heard of ‘energy transition’ and/ or possess a basic understanding.</p> <p>This finding underscores the importance to bridge knowledge gaps and enhance public understanding of different energy transition concepts. Given the significant number of respondents having no prior experience with energy transition, it would be prudent to focus also on providing more accurate and foundational knowledge instead of more in-depth and technical one.</p>
<i>Preferred topics</i>	<p>Participants expressed a strong interest in practical and relevant topics that directly relate to their daily lives and business operations. Renewable resource exploitation, such as wind, solar, and marine</p>	<p>The insights suggest a generally positive attitude towards various energy transition topics, with strong support for renewable energy sources, energy efficiency, green transport, and lifestyle changes. Areas such as</p>

	energy, topped the list of preferred topics. Additionally, there was significant interest in learning about clean energy technologies and modern, cost-effective production methods.	policies and regulations, investment and finance, and green jobs are of a lower priority but also present opportunities for targeted interventions and policy development to enhance public engagement and support.
<i>Media consumption</i>	Effective communication requires a mix of traditional media (TV, radio) for broad reach and digital platforms (social media) to engage younger audiences and foster interactive dialogue. Traditional media, such as television and radio, remain essential for reaching a broad audience, particularly older demographics and those in rural areas.	<p>The findings suggest that public awareness campaigns should prioritize TV and social media as primary channels for disseminating information, given their high preference rates and relatively consistent responses. Online newspapers rank third in significance but require a more nuanced approach due to higher variability. It is crucial to select the right news platforms and tailor their use to target specific groups. For example, for governmental entities, government-linked news and platforms should be leveraged.</p> <p>Printed media, radio, and podcasts, though less favored, should not be entirely disregarded, especially considering the diverse preferences within the population.</p>
<i>Preferred content presentation</i>	Participants preferred clear, accessible information presented through engaging formats such as success stories, case studies, and practical applications. These formats help demystify complex concepts and provide tangible examples of how renewable energy initiatives can benefit individuals and communities. Visual content, such as infographics, videos, and interactive tools, were also highly favored for their ability to simplify	<p>The data highlights a clear preference for technical, fundamental information and practical suggestions, with more consistent responses for these content types. On the other hand, preferences for diverse topics, international experiences, and real-life examples are slightly lower and exhibit greater variability, indicating a broader range of opinions among the respondents.</p> <p>For public awareness campaigns, it</p>

	<p>information and make it more relatable.</p> <p>To enhance engagement, content should be tailored to address specific concerns and interests of different audience segments. For instance, businesses may prefer detailed case studies showcasing financial and operational benefits, while the general public may respond better to stories highlighting health and environmental improvements. Providing practical tips and actionable steps that audiences can take to contribute to energy transition efforts can further enhance the effectiveness of the content.</p>	<p>might be prudent to focus on technical and practical content while considering the diverse preferences for other types of information.</p>
<i>Suggested targeted audience</i>	<p>Key audiences for the energy transition awareness campaign include government entities, private sector businesses, community leaders, educational institutions, the general public, and international partners.</p>	N/A
<i>Expectations for public awareness campaign</i>	<p>Participants expect public awareness campaigns to inform and motivate action by highlighting the health, environmental, and economic benefits of energy transition. Campaigns should address common misconceptions and provide clear, accessible information that demystifies complex concepts. Emphasizing the tangible benefits, such as improved community health, job creation, and enhanced energy security, can help</p>	<p>The data indicates that a comprehensive public awareness campaign on energy transition should include a mix of technical information, practical advice, diverse topics, international perspectives, and real-life case studies to effectively engage and inform the audience.</p>

	motivate broader engagement.	
<i>Barriers for information absorption</i>	<p>Significant barriers to information absorption identified during the workshops include misinformation, technical jargon, lack of accessible guidelines, and skepticism towards new technologies. Misinformation and technical jargon can create confusion and hinder understanding, making it difficult for stakeholders to make informed decisions.</p> <p>Overcoming these barriers requires clear, transparent communication and personalized support. Simplifying complex information, using plain language, and providing practical examples can help improve understanding. Addressing skepticism through evidence-based communication and showcasing the tangible benefits of renewable energy can also help build trust and support for energy transition initiatives.</p>	<p>The data reveals that the most significant barriers to information absorption are the lack of accessible information and lack of time, both of which show relatively high mean scores and consistent responses. Barriers related to understanding, such as lack of interest, understanding of benefits, and perceived complexity of the topic, show lower mean scores but higher variability.</p> <p>Effective strategies should be deployed to address these barriers. Particularly, there should be clearer communication on the advantages of energy transition, and the information should be accessible and easy to understand for the public.</p>

The consultation workshops and subsequent survey provided a comprehensive understanding of the public’s perceptions, knowledge, and engagement regarding energy transition initiatives. The workshops, attended by active and interested stakeholders, highlighted several critical barriers and opportunities for promoting renewable energy adoption in Vietnam. Participants recognized the importance and benefits of renewable energy, such as improved community health and energy security, but also identified significant obstacles. These include regulatory gaps, inadequate infrastructure, and a lack of awareness and understanding within both governmental and private sectors. The workshops emphasized the need for streamlined communication and education across all levels of government and the private sector to enhance engagement in energy transition initiatives.

On the other hand, the survey, which gathered responses from the public, revealed diverse levels

of engagement and knowledge about energy transition. A substantial portion of respondents had limited or no involvement in energy transition initiatives, underscoring the necessity for structured awareness-building efforts. While there is a generally positive outlook towards future participation, nearly a third of respondents remain uncertain. This highlights potential areas where additional information and targeted communication could influence public engagement. Moreover, the survey findings indicate significant knowledge gaps, with many respondents lacking a basic understanding of energy transition concepts. Addressing these gaps through clear, accessible information and education is crucial for fostering broader public support for renewable energy initiatives.

AUDIENCE MAPPING AND ANALYSIS AND STRATEGIES FORWARD

To effectively address the insights gathered from the consultation workshops and survey, it is essential to map and analyze the various stakeholders involved in energy transition initiatives. The following table provides a detailed audience mapping and analysis, categorizing the key audiences based on their characteristics, current behavioral insights, interest to participate, energy literacy, preferred topics, media consumption habits, preferred content presentation, barriers for information absorption, and engagement strategies. This comprehensive analysis aims to inform the design and implementation of public awareness campaigns tailored to the specific needs and preferences of each stakeholder group. By understanding and addressing the unique challenges and motivations of different audiences, we can enhance the effectiveness of communication efforts and inform the upcoming design of the public awareness campaign. The process of audience mapping also supports wider outreach to increase engagement with our public awareness campaign.

Parameters	Government Entities	Private Sector Businesses	Community Leaders	Educational Institutions	Journalists, Communicators	General Public
Characteristics	Includes national, provincial, and district level officials.	Comprises large corporations, SMEs, and start-ups.	Influential figures within local communities, including activists and local politicians.	Schools, colleges, and universities including faculty, students, and administrative staff.	Professionals working in various media outlets, including print, broadcast, and digital media.	Individuals from various walks of life with varying degrees of interest and knowledge about energy transition.

Current Behavioral Insights	Awareness and understanding of energy-related policies among Government agencies, especially at provincial and district levels, need to be enhanced.	Lack of awareness and understanding hinders broader adoption of sustainable practices.	Demonstrate growing awareness but face barriers such as regulatory gaps and infrastructure inadequacies.	Increasing interest in renewable energy education but requires more structured and comprehensive curriculum.	Varying levels of understanding and awareness of energy transition issues; often influenced by current news trends.	Majority have not been involved in energy transition initiatives; significant portion is less familiar with the concept.
Interest to Participate	Requires clear demonstrations of long-term benefits and economic opportunities to sustain interest.	Highlighting financial and operational benefits can drive broader adoption of renewable energy solutions.	Motivated by the health and environmental benefits of reducing air pollution and economic advantages of energy security.	Engagement can be sustained through educational programs and involvement in energy transition projects.	Attracted to stories that have a strong public interest angle, exclusive insights, or impactful narratives.	Positive outlook for future participation but requires more information to overcome uncertainty and lack of engagement.

Energy Literacy	Needs comprehensive training on renewable energy benefits and policy implications, together with on-the-job training.	Requires strategic focus practical implications of energy transition for business operations and guidelines for issues such as supply chain, carbon border adjustment mechanisms (CBAM), environmental-social-governance (ESG)	Requires targeted education to enhance understanding and capacity to advocate for energy transition initiatives.	Requires foundational knowledge and advanced understanding to integrate into educational programs and curricula.	Needs clear, concise information and access to expert sources to accurately report on energy transition topics.	Bridging knowledge gaps and enhancing public understanding are crucial for effective engagement.
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Preferred Topics	Policies and regulations, investment and finance, renewable energy strategies.	Innovation and technologies, production methods, business risk management, supply chain, financing, trade	Health and environmental benefits, community impacts, local renewable energy projects.	Renewable energy education, clean energy technologies, environmental science, sustainable development.	Data-driven stories, human-interest angles, technological advancements, policy impacts	Renewable energy sources, energy efficiency, green transport, lifestyle changes, policies and regulations.
Media Consumption	Traditional media (TV, radio) to ensure broad reach.	Digital platforms (social media) for engaging content and fostering dialogue.	Traditional media (TV, radio) and community meetings to ensure reach within local communities.	Digital platforms (social media, online portals) for interactive and engaging educational content.	Regularly consume industry reports, press releases, news briefs, and digital media for the latest updates.	Traditional media (TV, radio) for broad reach, digital platforms (social media) for engaging younger audiences.
Preferred Content Presentation	Clear, succinct, accessible information; case studies; success stories	Detailed case studies showcasing financial and operational benefits; practical	Success stories, community impact stories, practical applications, visual and interactive	Educational modules, interactive tools, real-life case studies, success stories, visual	Fact sheets, expert interviews, press releases, data visualizations, infographics.	Clear, fundamental information; practical suggestions; diverse topics; international

		applications	content.	content such as videos and infographics.		experiences; real-life examples.
Barriers for Information Absorption	Misinformation, technical jargon, lengthy and complicated resources, and lack of accessible guidelines	Skepticism towards new technologies, perceived complexity, and lack of accessible information impede understanding.	Misinformation and technical jargon create confusion. Limited access to clear, concise information hampers engagement.	Lack of structured curriculum and resources for renewable energy education. Technical jargon creates barriers to understanding.	Complexity of topics, lack of access to reliable sources, deadlines that limit in-depth reporting.	Lack of accessible information, lack of time, perceived complexity, and lack of interest hinder information absorption.
Engagement Strategies	Provide clear, transparent communication and personalized support. Provide policy briefs or succinct	Use evidence-based communication and showcase tangible benefits to build trust and	Simplify complex information, use plain language, and provide practical examples. Engage through	Develop comprehensive educational programs and provide accessible resources.	Facilitate access to expert interviews, provide clear, concise press materials, offer exclusive	Provide clear, accessible information using plain language. Use a mix of traditional and digital

	guidelines. Engage via government- linked newspapers/ platforms	support. Provide practical examples.	community- focused content.	Simplify complex concepts using visual aids and interactive tools.	insights or data, provide training	media to reach a broader audience. Simplify complex concepts and highlight practical benefits.
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Table 9: Consolidated audience mapping and analysis table

Based on the recommendations and insights from the data collection processes, the planned public awareness campaign on energy transition aims to strategically leverage diverse approaches to maximize its impact. The campaign aligns with the concept of mass communication and utilizes broad-reaching channels such as television, radio, newspapers, and social media to disseminate information to a wide audience. By employing these mediums, the campaign ensures that the message reaches a broad spectrum of the public, cutting across various demographics, including different age groups, professions, and regions. This broad reach is crucial for raising awareness about the importance of transitioning to sustainable energy sources, as it fosters a collective understanding and urgency for action.

Our campaign aims to use **evidence informed communication** strategies to inform the public about the technical, economic, and environmental aspects of energy to enhance their awareness and understanding. We use available information and evidence to guide the development, delivery, and evaluation of communication strategies. This approach aims to ensure that the information being shared is accurate and reliable. To ensure wide reach, we will use different types of communication materials such as infographics, videos, and articles that provide clear, accessible information.

Additionally, the campaign incorporates **elements of behavior change communication**. The primary objective here is not only to inform but also to inspire and facilitate changes in public behavior regarding energy consumption and conservation. This involves crafting messages that highlight the benefits of renewable energy, the risks associated with continued reliance on fossil fuels, and

practical steps individuals and communities can take to contribute to the energy transition. Through targeted messaging, interactive content, and engagement activities, the campaign aims to influence public attitudes and behaviors, encouraging a shift towards more sustainable energy practices.

The campaign also employs **social mobilization techniques**, aiming to engage and empower communities to participate actively in the energy transition. Through organizing consultation workshops and actively reaching to wide stakeholders on various aspects of the data collection phase, the campaign creates opportunities for public involvement and collective action. These activities are designed to foster a sense of ownership and responsibility among community members, encouraging them to advocate for and adopt renewable energy solutions.

For the next step, we will create a **detailed plan for energy transition communication** outlining specific objectives, strategies, media platforms, proposed contents, and other tactics. It will serve as a roadmap for implementing targeted and impactful communication strategies that effectively engage and mobilize the public towards embracing and advocating for sustainable energy solutions.

Annex

Energy Transition Interest and Media Preferences Survey

The Energy Transition Interest and Media Preferences Survey is a part of the Public Awareness Campaign on Energy Transition on Multimedia Channels, a collaboration between the Southeast Asia Energy Transition Partnership (ETP)/UNOPS and the Department of Industrial Services Economy (DISE), Ministry of Planning and Investment.

This survey aims to gather insights from individuals across the country regarding their interests in various energy transition topics and their preferred media channels for receiving information. Your participation will help us design an effective public awareness campaign to promote sustainable energy practices.

The survey will take approximately 10 minutes to complete, and all responses will be kept confidential. Your input is invaluable in helping us understand public attitudes towards energy transition and in tailoring our communication strategies to better reach and engage the community.

Please note that your participation in this survey is completely anonymous. We will not collect any personally identifiable information, and your responses will be used solely for the purposes of this campaign.

Thank you for contributing to a greener future!

DEMOGRAPHIC INFORMATION

Under this section, you'll find two questions asking about your demographic information (age and gender).

1. What is your age group?

- ☐ 18 – 34
- ☐ 35 – 54
- ☐ 55 – 64
- ☐ 65 or older
- ☐ Add option

2. What is your gender?

- ☐ Male
- ☐ Female
- ☐ Non-binary
- ☐ Prefer not to say

3. Have you participated in energy-related initiatives?

- ☐ Yes
- ☐ No
- ☐ Do not want to

4. Would you participate in events or activities related to energy transition (e.g., workshops, seminars, community projects)?

- ☐ Yes
- ☐ No
- ☐ Not sure

ENERGY TRANSITION TOPICS

The following questions will ask you about your familiarity with and interest in certain aspects of energy transition.

1. Are you familiar with the term 'energy transition'?

- ☐ No knowledge/ Never heard of
- ☐ Hear about it/ Basic level
- ☐ Deep knowledge

2. How interested are you in learning about the following energy transition topics?

Topics	Not interested	Moderately interested	Very interested
Renewable energy sources (solar, wind, hydro, etc.)			
Energy efficiency and conservation			
Sustainable transportation (electric vehicles, public transit, biking, etc.)			
Climate change mitigation strategies			

Energy policy and regulation

Finance and investment

Green job opportunities

Lifestyle

3. Are there any other energy transition topics you are interested in? (Please specify)

4. What would you like the awareness campaign to bring?

- ☐ Technical information about different aspects of energy transition
- ☐ Variety of subject on energy transition
- ☐ Useful and practical tips on the topics
- ☐ International experience
- ☐ Real-life examples and case studies

MEDIA CHANNELS

The following questions will ask you about your use of and preferences regarding media channels

1. Which media channels do you most frequently use to consume information? (Select all that apply)

- ☐ Television
- ☐ Social media (Facebook, Twitter, Instagram, etc.)
- ☐ Online news websites
- ☐ Print newspapers/ magazines
- ☐ Radio
- ☐ Podcasts

2. How do you prefer to receive information about energy transition initiatives?

- ☐ Short videos
- ☐ Infographics and visual aids
- ☐ Written articles/ blog posts
- ☐ Interactive online tools/ apps

- ☐ Live webinars/ workshops
 - ☐ Social media posts
 - ☐ Newsletters and email updates
 - ☐ Podcasts
 - ☐ Long videos and documentaries
3. What barriers, if any, prevent you from engaging with information or activities about energy transition? Select all that apply)
- ☐ Lack of time
 - ☐ Lack of accessible information
 - ☐ Lack of interest
 - ☐ Uncertainty about the benefits
 - ☐ Perceived complexity of the topic

FEEDBACK AND THANK-YOU!

Do you have any specific questions or concerns about energy transition that you would like addressed in the campaign?

Thank you for your time and valuable contribution! If you have any questions or further comments, please reach out to the focal point of the project.
