AUDIENCE MAPPING AND ANALYSIS

PUBLIC AWARENESS CAMPAIGN ON ENERGY TRANSITION ON MULTIMEDIA CHANNELS

2024

Executive Summary

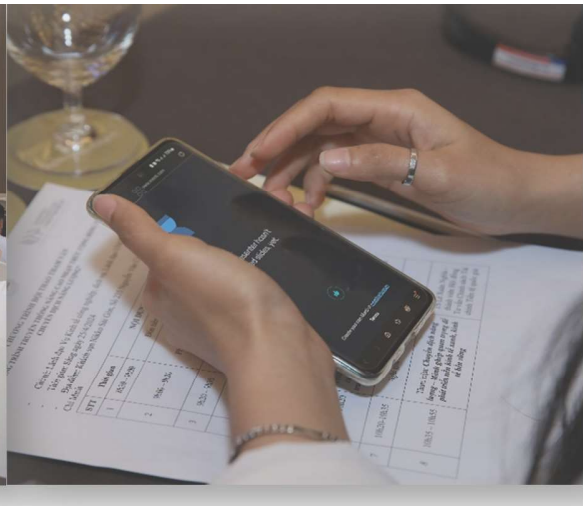
Vietnam's energy transition aims not only for environmental sustainability but also societal well-being, empowering communities through inclusive participation. A just and equitable approach is crucial to ensure widespread benefits while mitigating disruptions to individuals and communities. The government's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

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

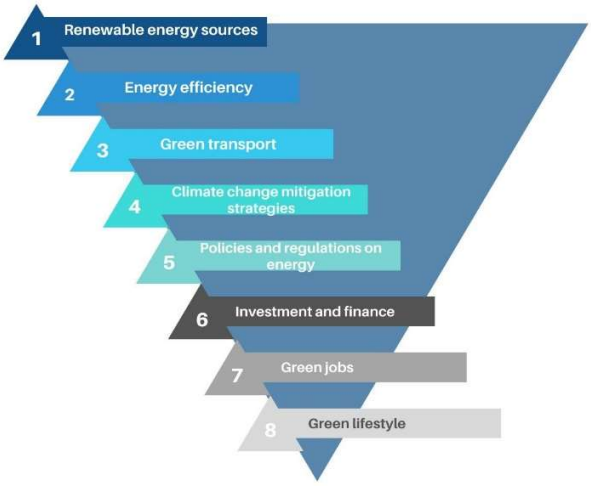
Sustaining public interest post-awareness campaign hinges on effective communication of economic incentives and sustainable development impacts. Success stories and case studies to be effective motivators. Uncertainty, however, remained among a significant portion of participants and they mentioned a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

Participants expressed keen interest in practical topics like renewable resource exploitation and clean energy technologies. While public support for renewable energy was evident, varying levels of engagement were noted across different thematic areas, which implied a nuanced approach to public outreach.



Ranking of topics based on survey respondents' interests

MEDIA CONSUMPTION

Effective communication strategies encompassed traditional media for broad reach and digital platforms to engage diverse demographics, particularly youth. Television, online newspapers, social media emerged as primary channels for disseminating information, tailored to meet varying media consumption preferences.

PREFERRED CONTENT PRESENTATION

Clear, accessible information presented through success stories, case studies, and visual formats resonated well with stakeholders and the public. Participants preferred practical and tangible insights that illustrate the benefits of renewable energy adoption and energy transition generally.

Word clouds showing the most popular words demonstrate the concerns of respondents.

SUGGESTED TARGETED AUDIENCE

Key audience segments identified include government entities, private sector enterprises, educational institutions, community leaders, journalists/ communicators, and the general public. Each group requires tailored communication strategies aligned with their specific needs and engagement levels.

EXPECTATIONS FOR PUBLIC AWARENESS CAMPAIGN

Participants emphasized the importance of informative and motivational campaigns that elucidate health, environmental, and economic benefits. A multifaceted approach incorporating technical insights, practical advice, and real-world examples was deemed essential to fostering broader public engagement.

BARRIERS FOR INFORMATION ABSORPTION

Barriers such as misinformation, technical complexity, and lack of accessible guidelines were identified. Addressing these challenges necessitates transparent communication strategies that simplify complex information and build trust among stakeholders.

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.