



AUDIENCE MAPPING AND ANALYSIS

Public Awareness Campaign on Energy Transition on Multimedia Channels

AUGUST 2024



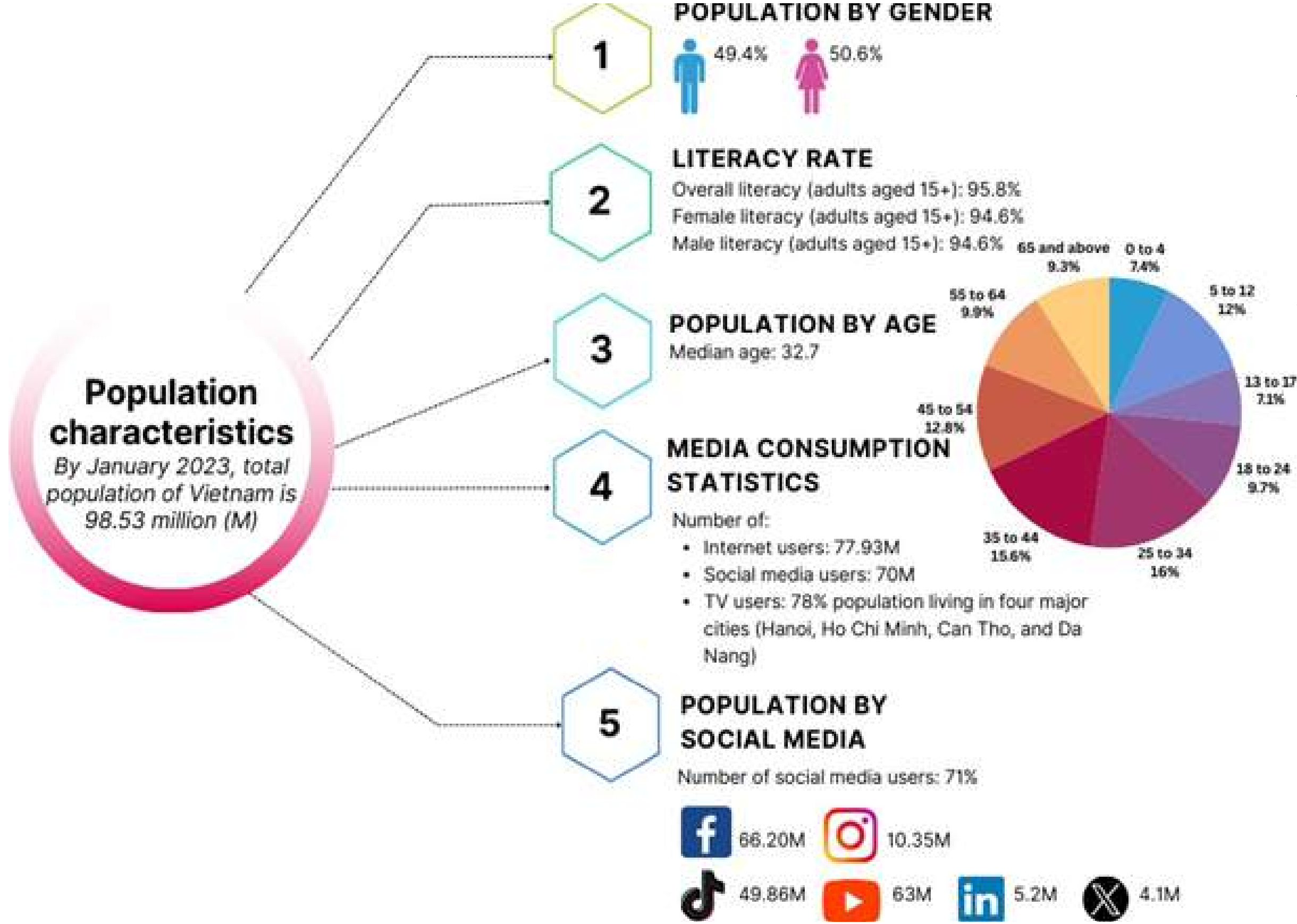
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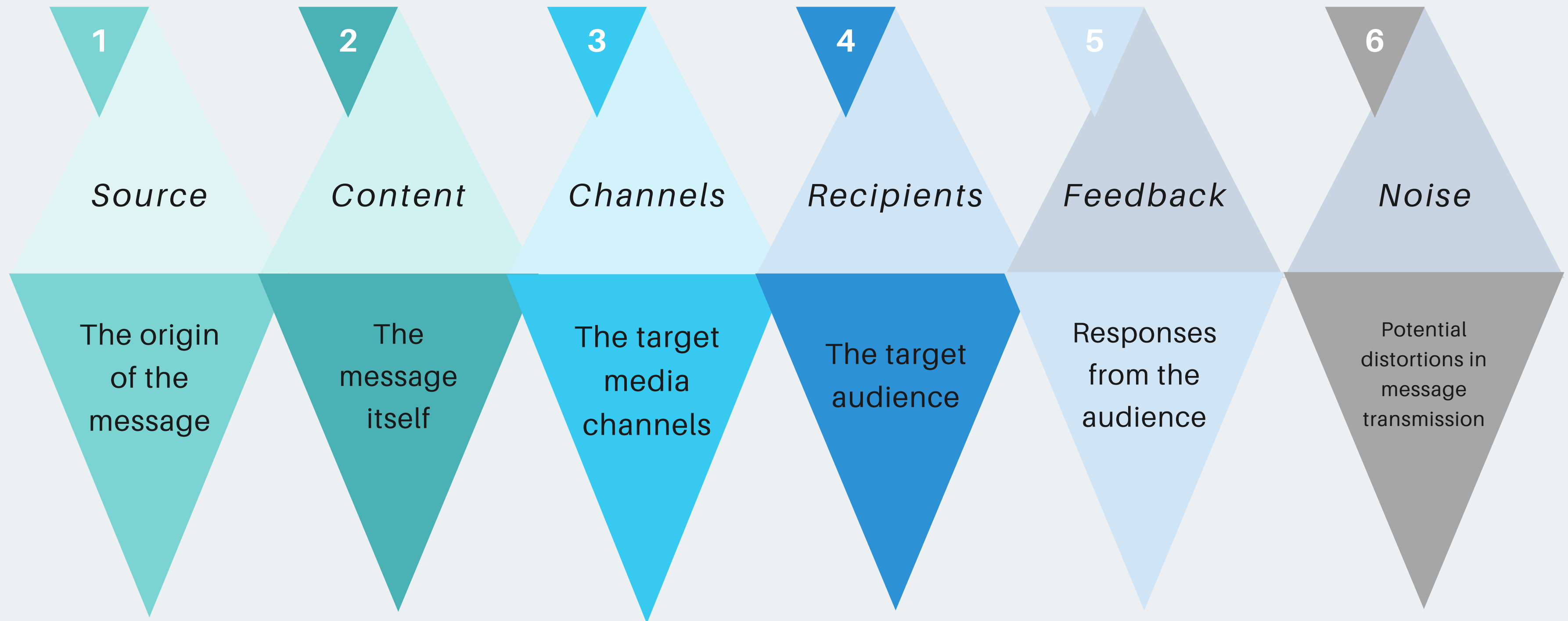
4 NEXT STEPS



OVERVIEW OF THE VIETNAMESE DEMOGRAPHICS AND MEDIA LANDSCAPE

Background and Objective

ELEMENTS OF EFFECTIVE COMMUNICATION





Objectives

By understanding stakeholder dynamics and priorities, we can 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.

METHODOLOGY



2 consultation workshops in Hanoi and Ho Chi Minh City featuring discussions and interactive surveys. Attendees were active stakeholders in the energy transition and communication fields



1 nationwide survey with 516 responses to gauge public engagement, knowledge gaps, and preferences regarding energy transition. Participants include those not engaged in the energy transition discourse.

KEY PARAMETERS TO ADDRESS

**Current behavior
insights regarding
energy transition
initiatives**

Preferred topics

**Suggested
targeted audience**

**Interest to
participate in
energy transition
initiatives after the
campaign**

**Preferred content
presentation**

**Expectations for
public awareness
campaign**

**Current energy
literacy**

**Media
consumption**

**Barriers for
information
absorption**

Methodology

DATA ANALYSIS APPROACHES



Frequencies

to provide a straightforward overview of preferences percentages and numbers

Descriptive analysis

to offer a more nuanced understanding through highlighting the distribution and variability of these preferences within the sample

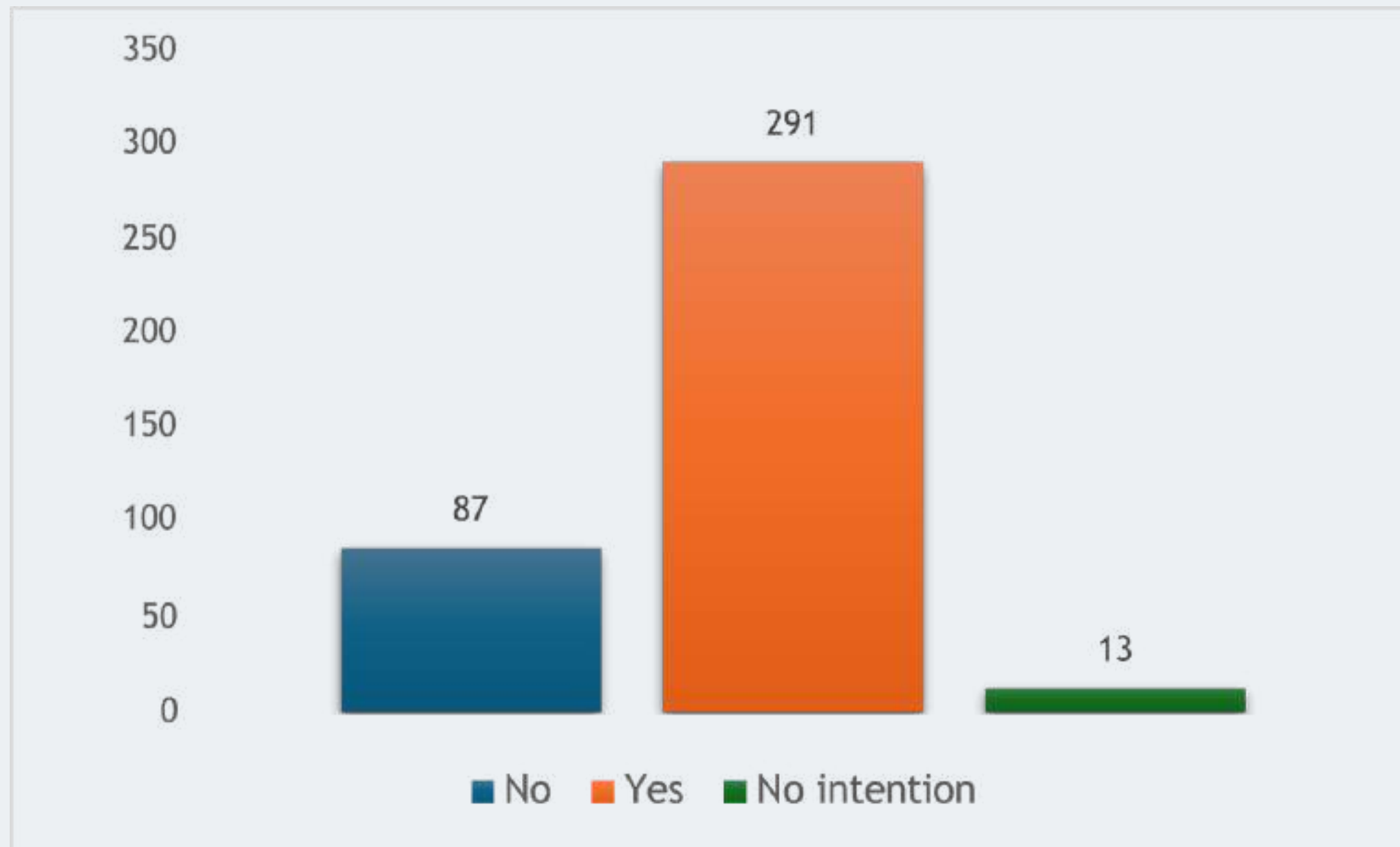
Gender segmentation

to explore associations between data and gender



NOTABLE FINDINGS FROM CONSULTATION WORKSHOPS

ACTUAL PARTICIPATION AND WILLINGNESS TO PARTICIPATE

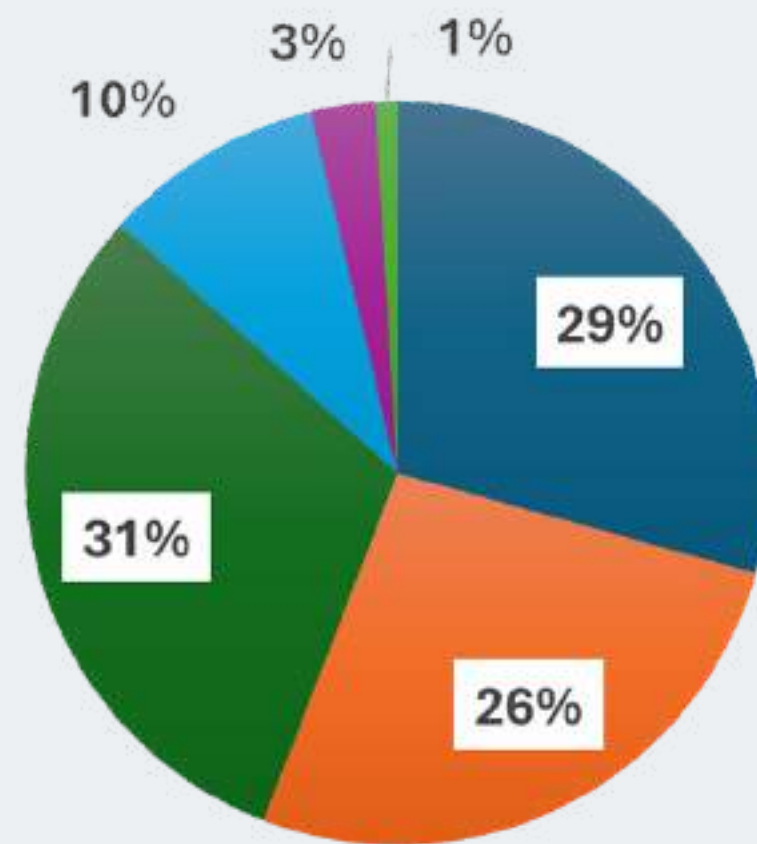


Prior participation in energy-related initiatives among participants in the consultation workshops

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.

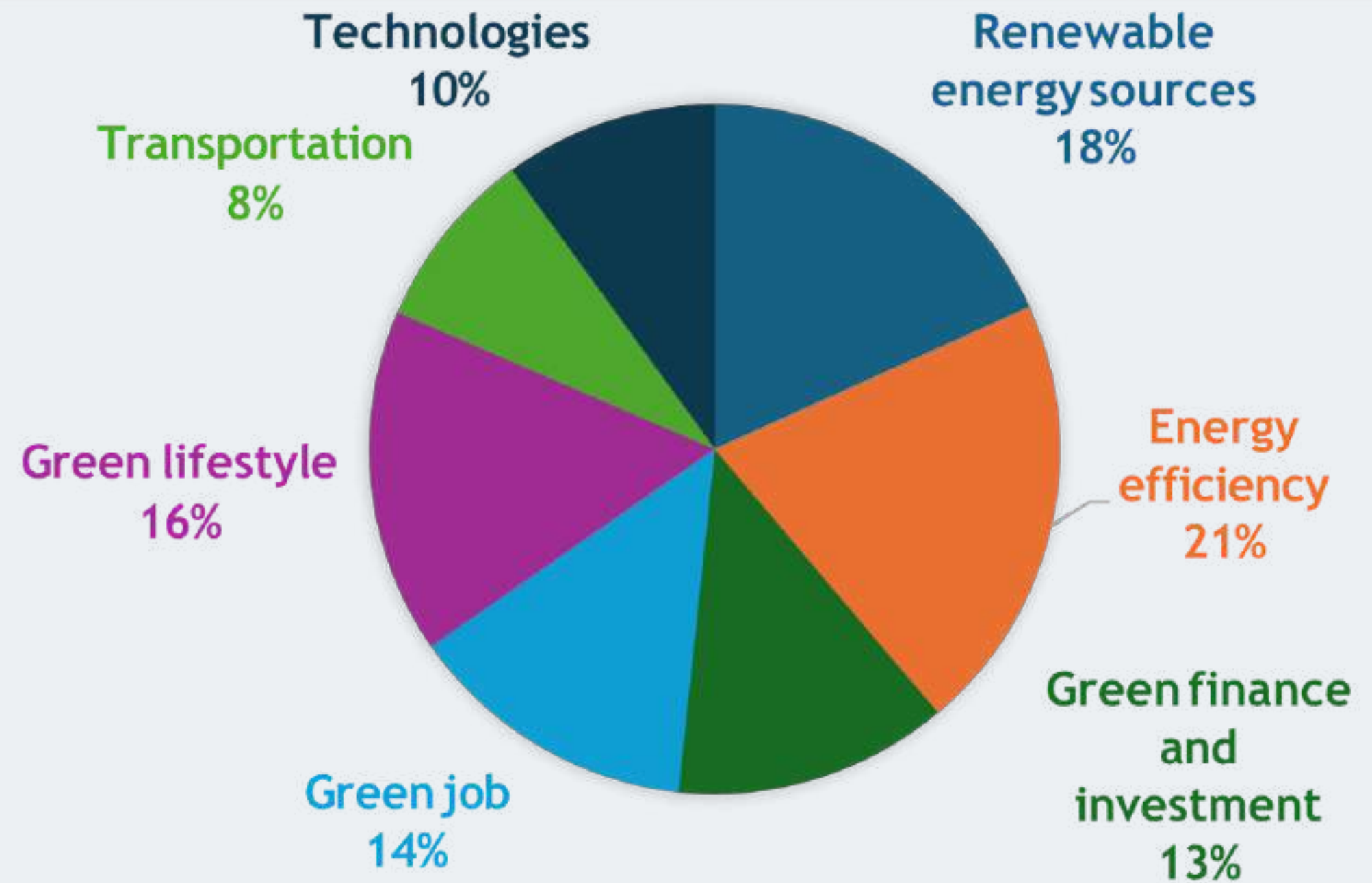
KNOWLEDGE ON AND PREFERENCES REGARDING ENERGY TRANSITION TOPICS

Active participation does not necessarily correlate with high levels of knowledge about energy-related topics



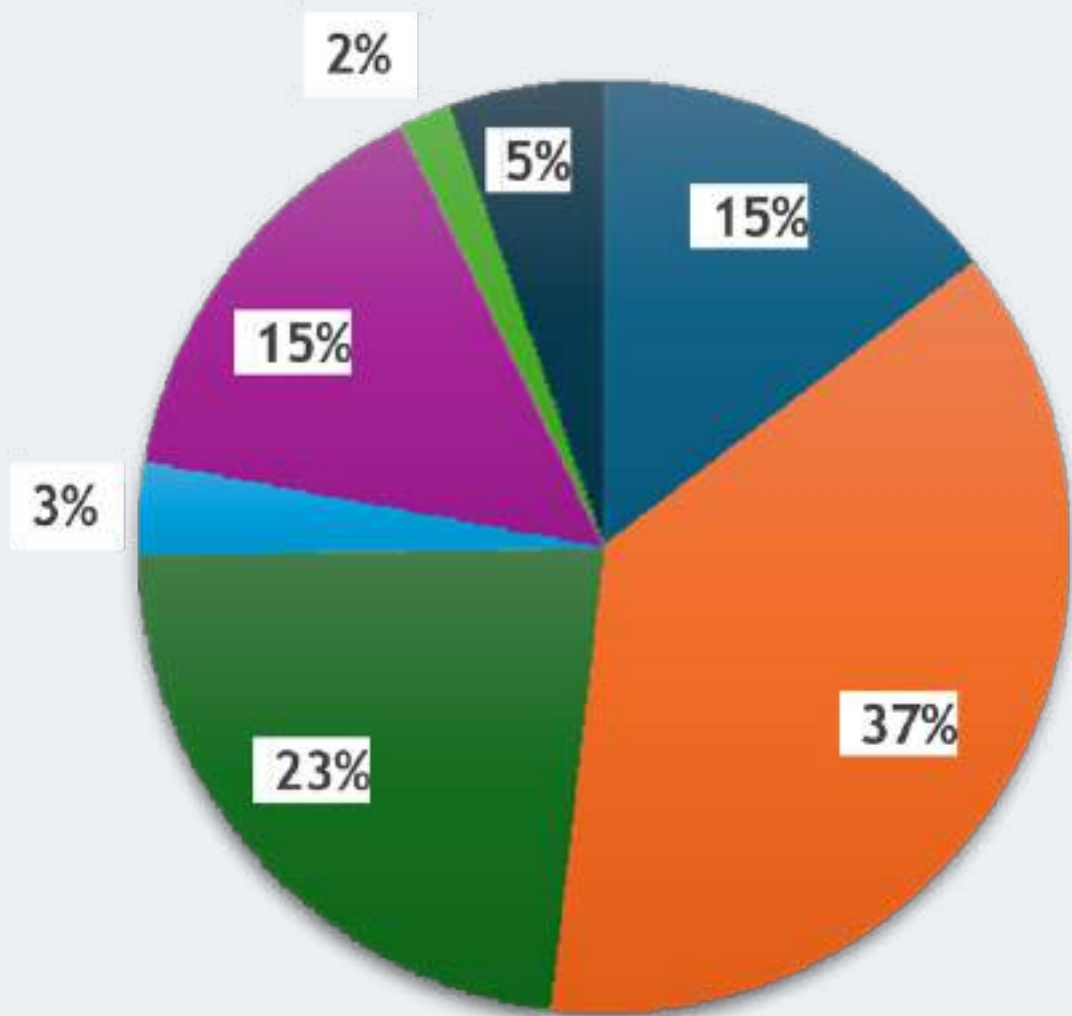
■ No knowledge
■ Have heard but not studied
■ Have proficient knowledge
■ Know somewhat
■ Have studied
■ Know everything on this topic

Participants' level of knowledge regarding energy transition



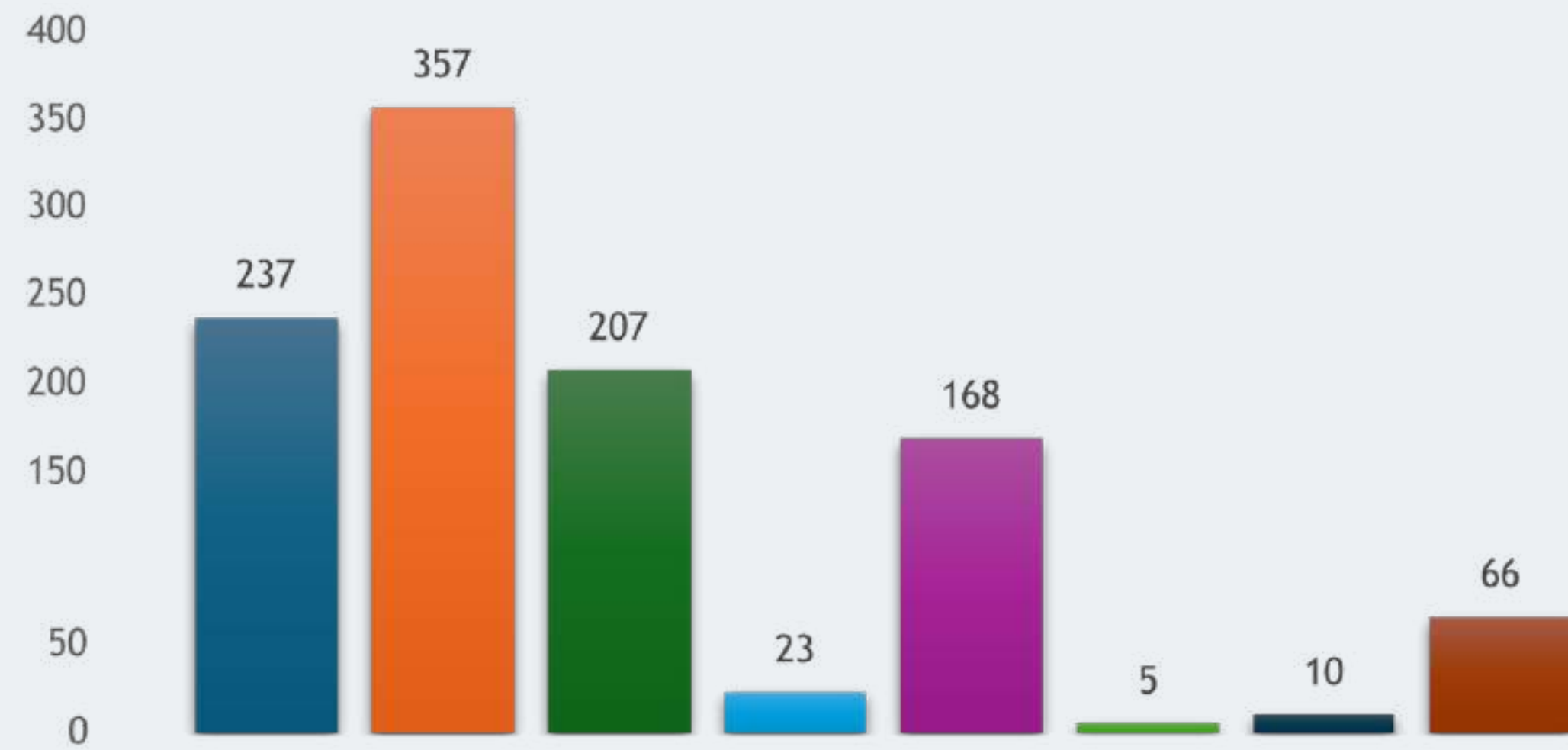
Participants' interested topics related to energy transition

RECOMMENDED TARGETS AND MEDIA PLATFORMS



- Children (under 18)
- Youth (18 - 30)
- Professionals
- The elderly
- Decision-makers
- Ethnic minority
- Women

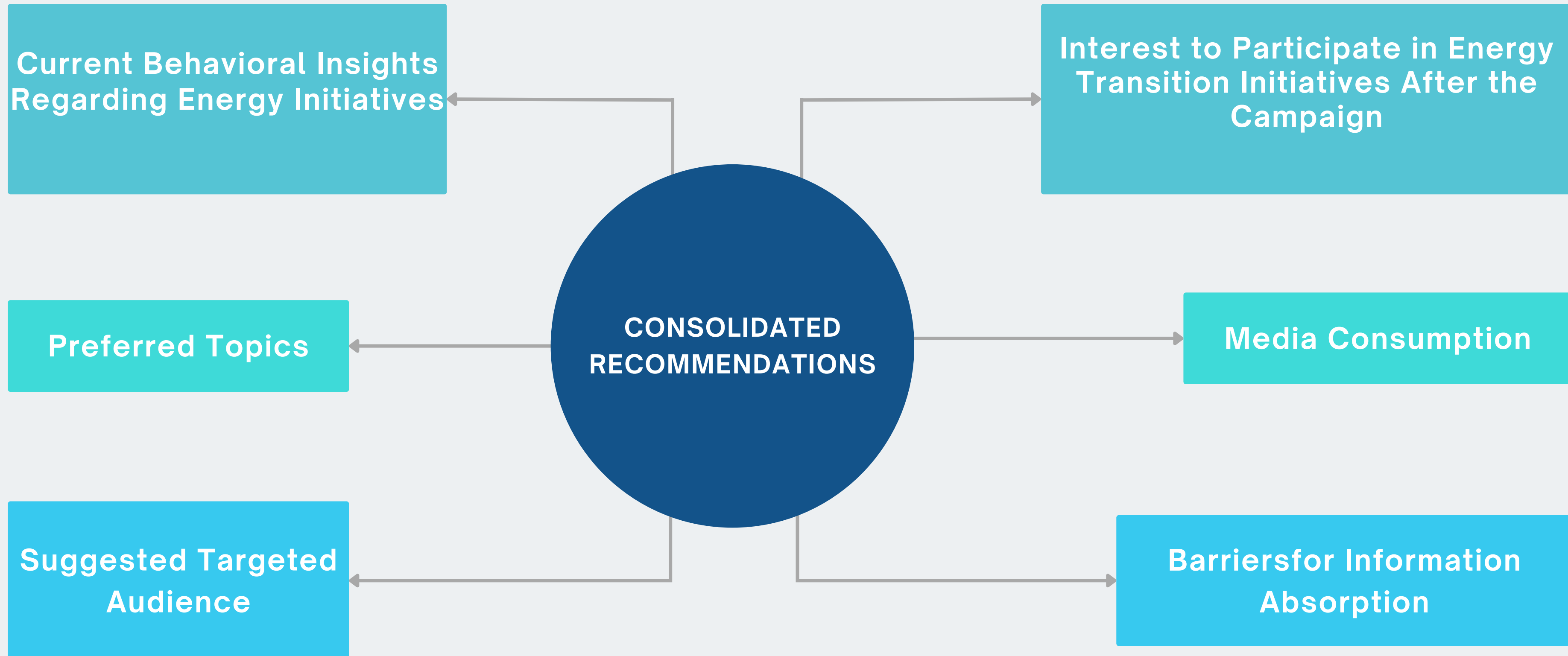
Recommended targets



- TV
- Social media platforms (Facebook)
- Community events
- Radio
- Digital newspaper
- Printed newspaper
- Leaflet
- Event exhibition

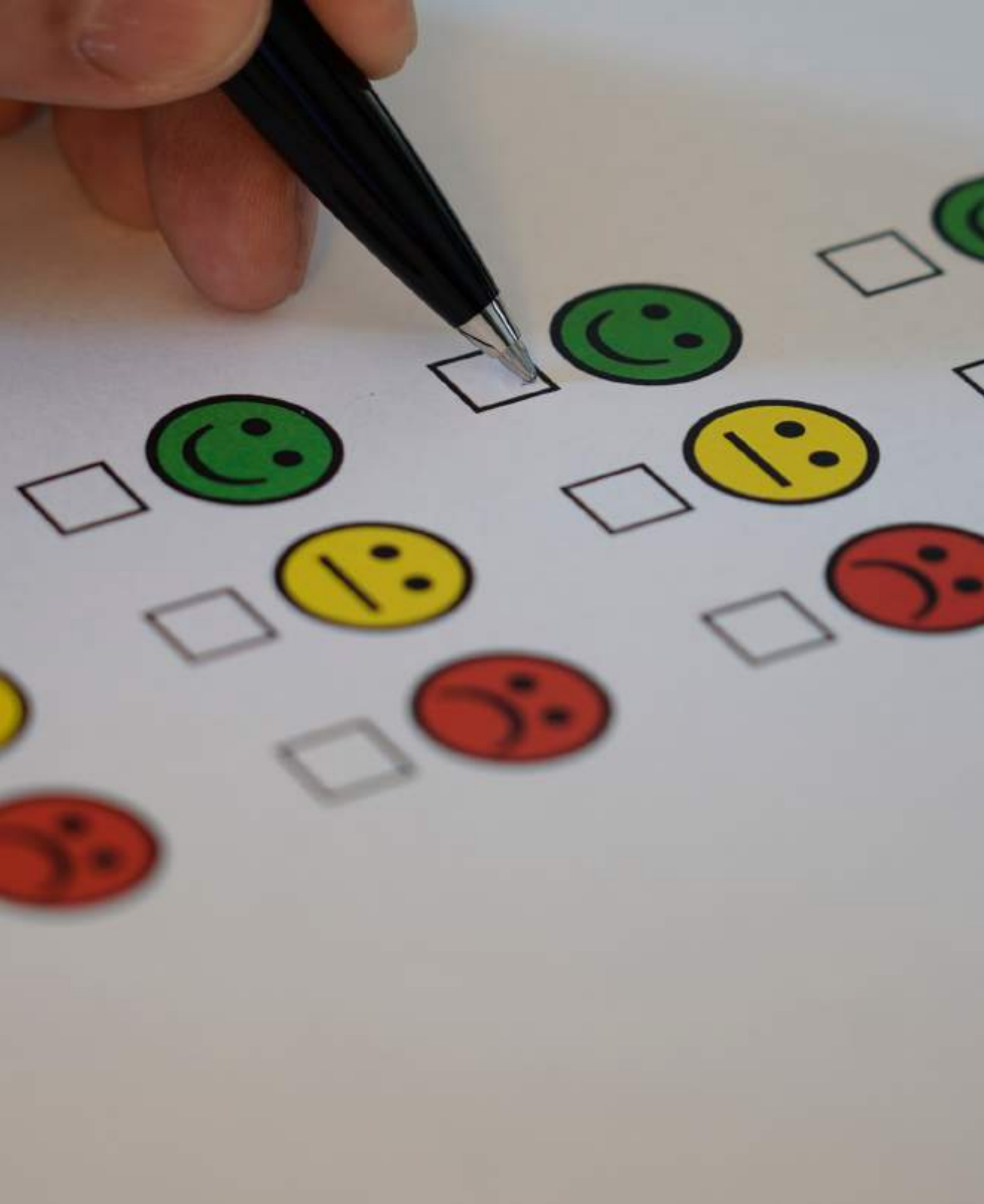
Recommended media platforms

INSIGHTS FROM FREE-FLOW DISCUSSIONS



OVERALL RECOMMENDATIONS ON AUDIENCE MAPPING AND ANALYSIS

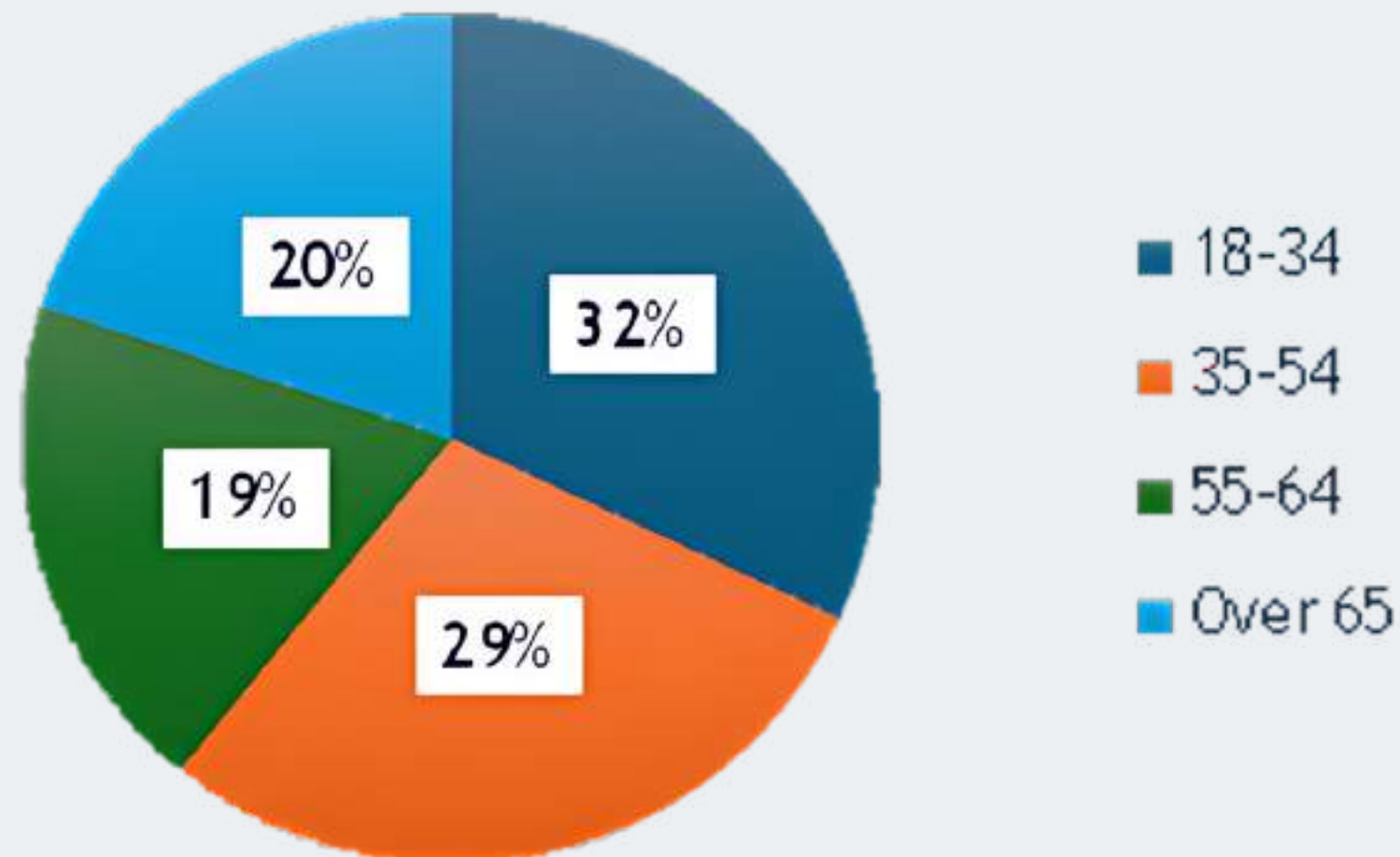




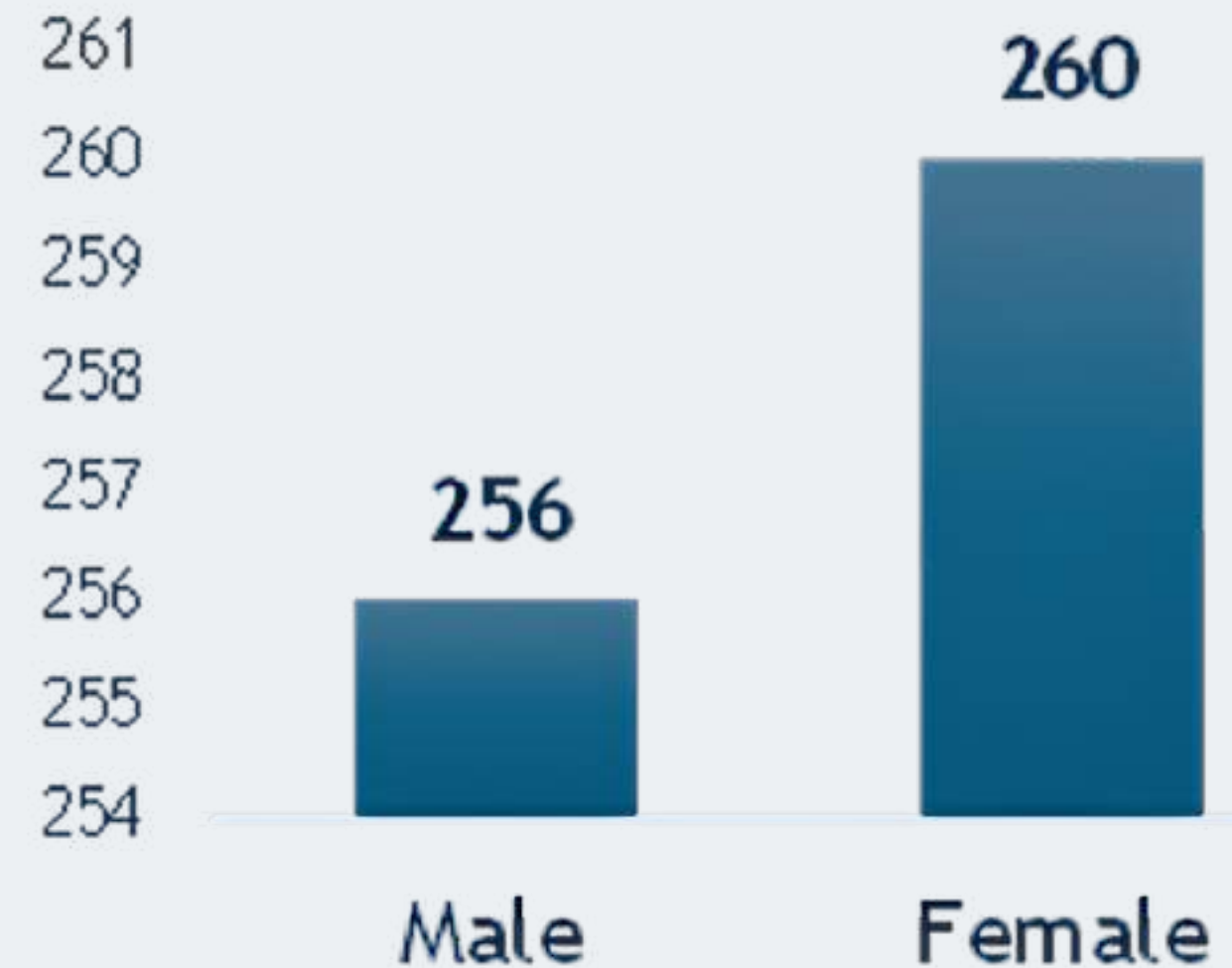
NOTABLE FINDINGS FROM NATIONWIDE SURVEY

SOCIO-DEMOGRAPHIC CHARACTERISTICS

Age group

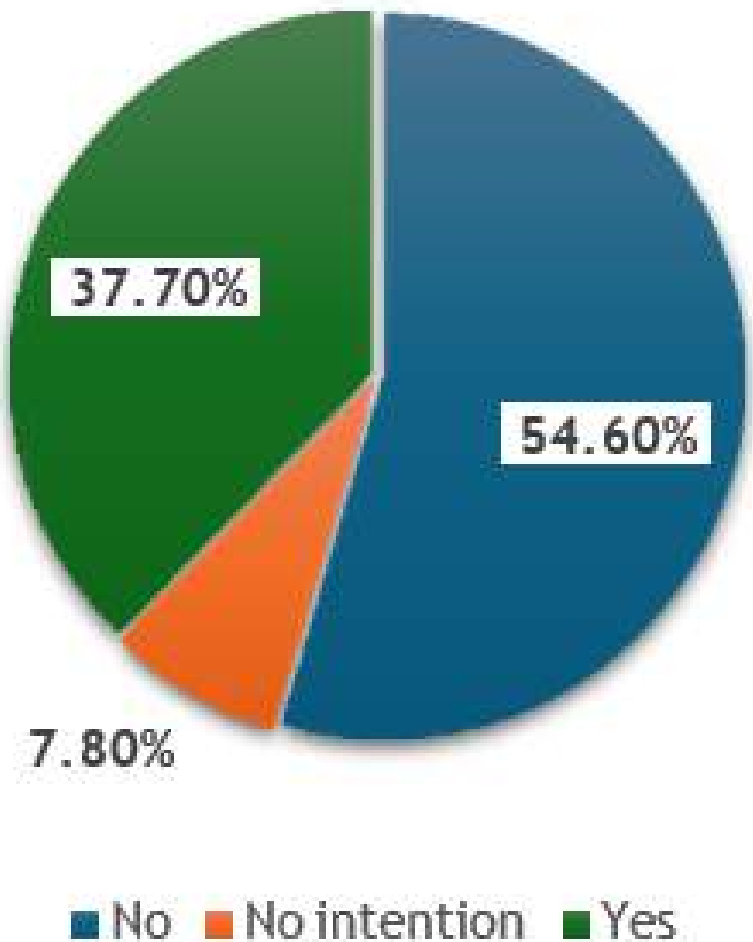


Gender

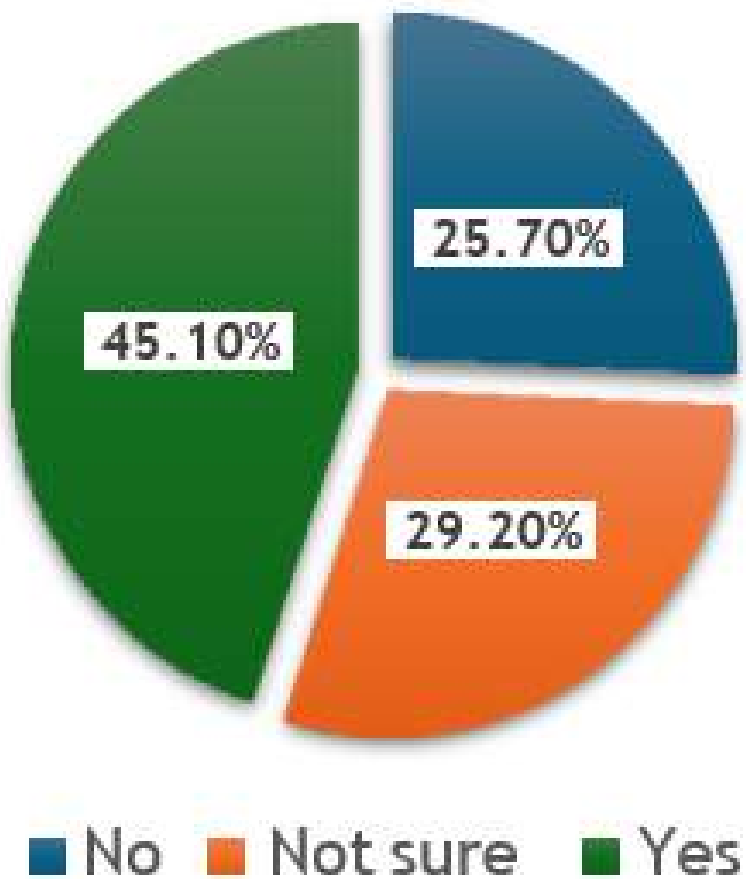


ACTUAL PARTICIPATION AND WILLINGNESS TO PARTICIPATE

Prior engagement with energy transition-related initiatives



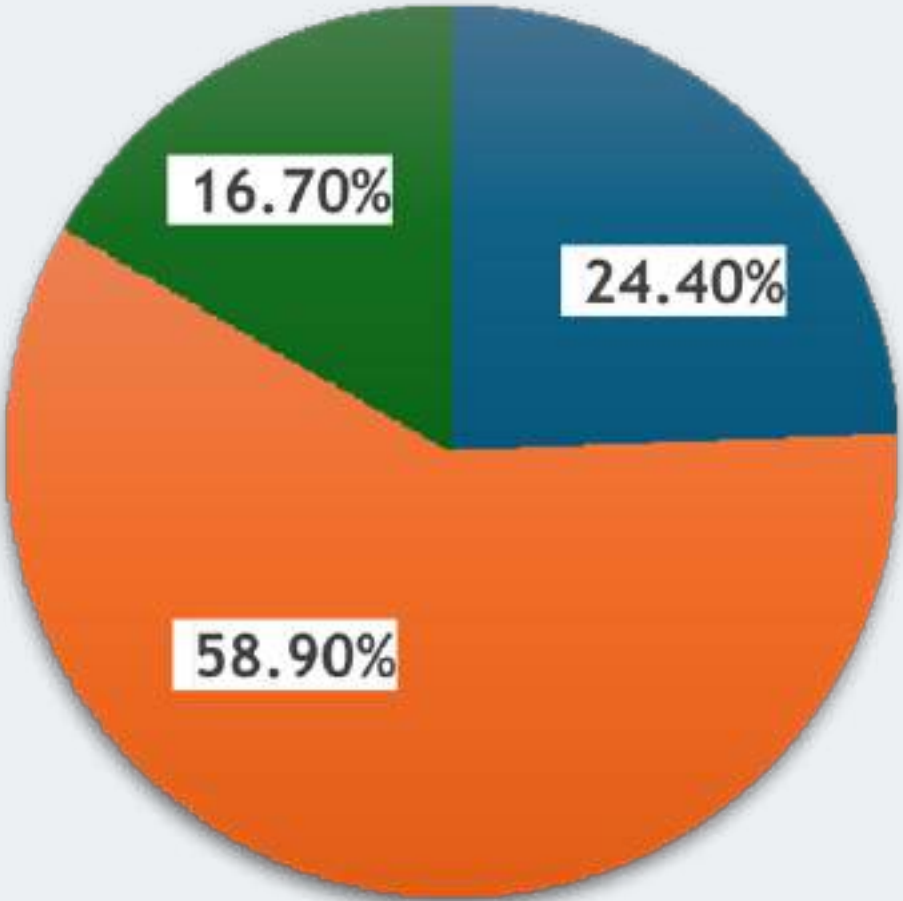
Willingness to join energy transition-related initiatives after the campaign



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

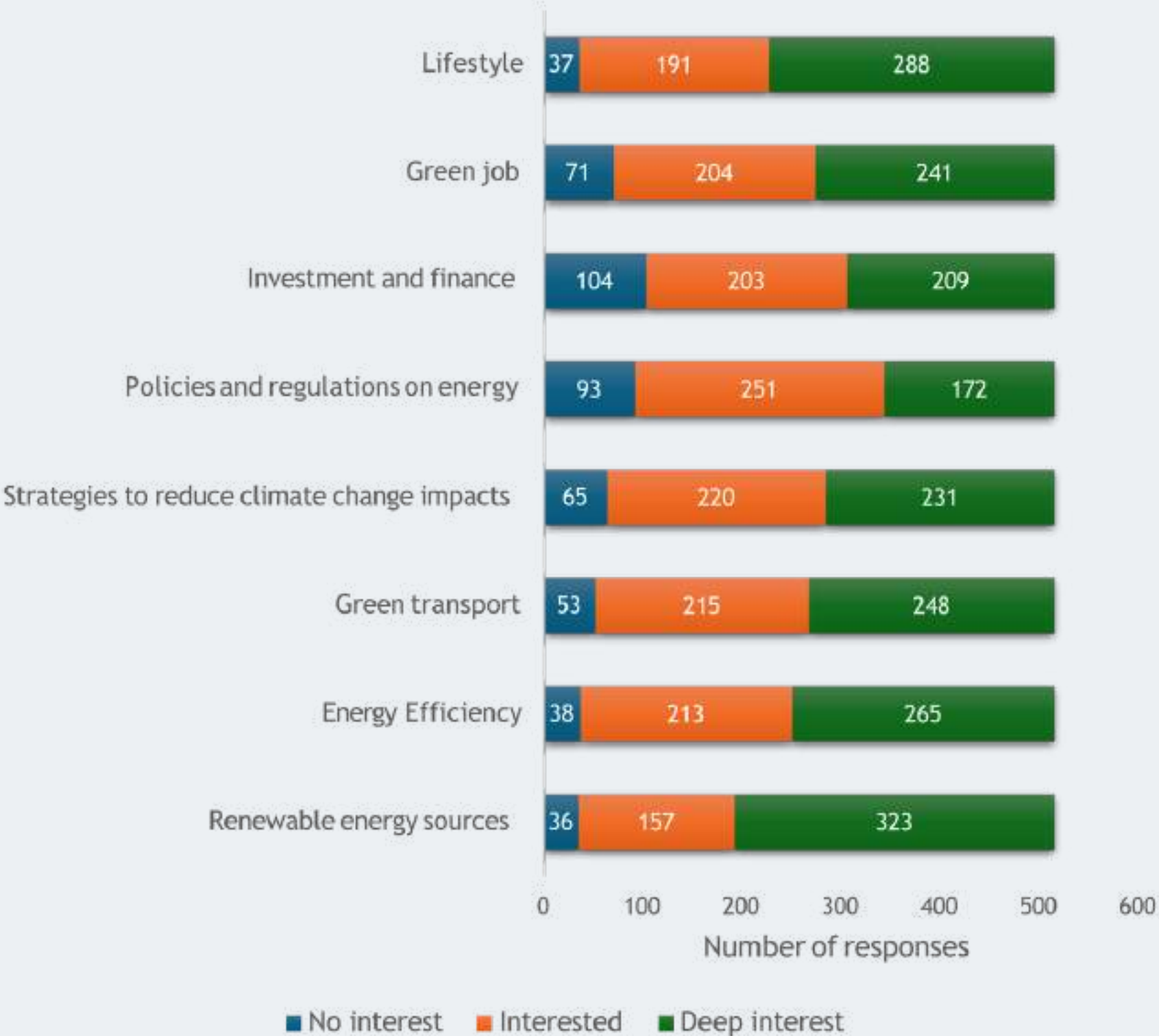
KNOWLEDGE ON AND PREFERENCES REGARDING ENERGY TRANSITION TOPICS

Knowledge of 'Energy Transition'



■ Don't know/ Never heard of ■ Heard of/ Basic understanding ■ Deep knowledge

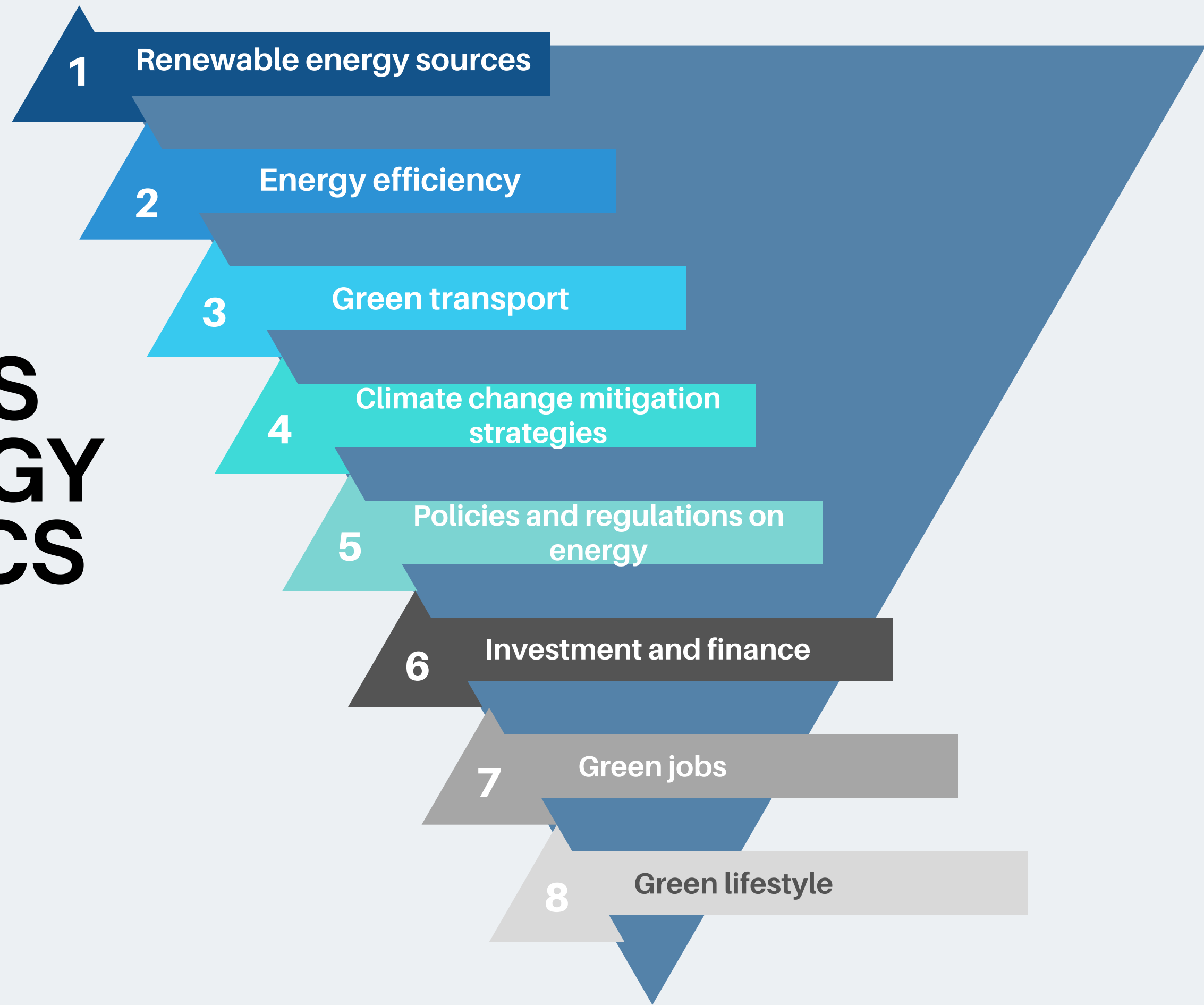
Interested level in topics related to energy transition



KNOWLEDGE ON AND PREFERENCES REGARDING ENERGY TRANSITION TOPICS

Figure developed based on mean rating and standard deviation of each topic linked to energy transition

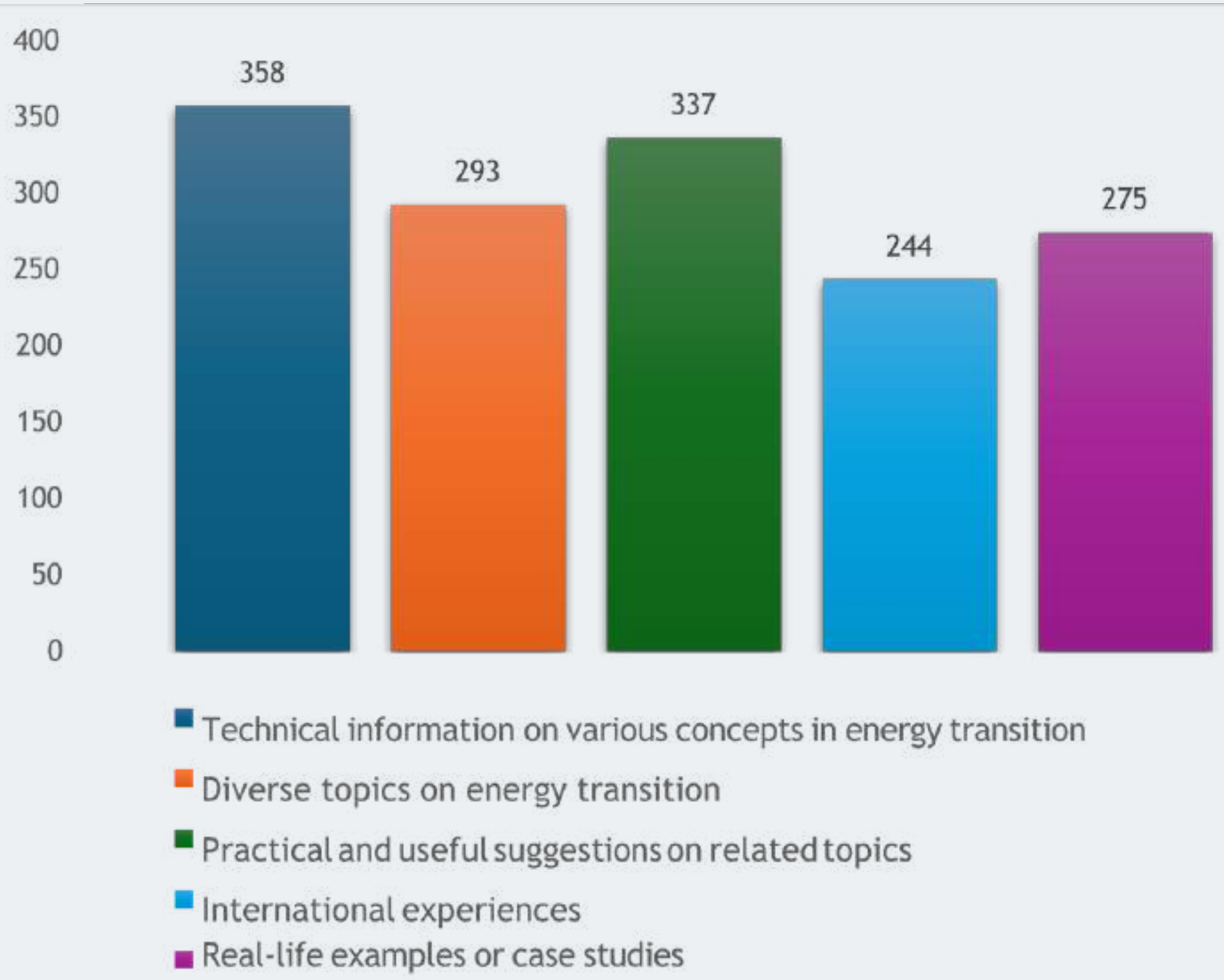
Topics ranked based on the level of deep interest, interest, and no interest



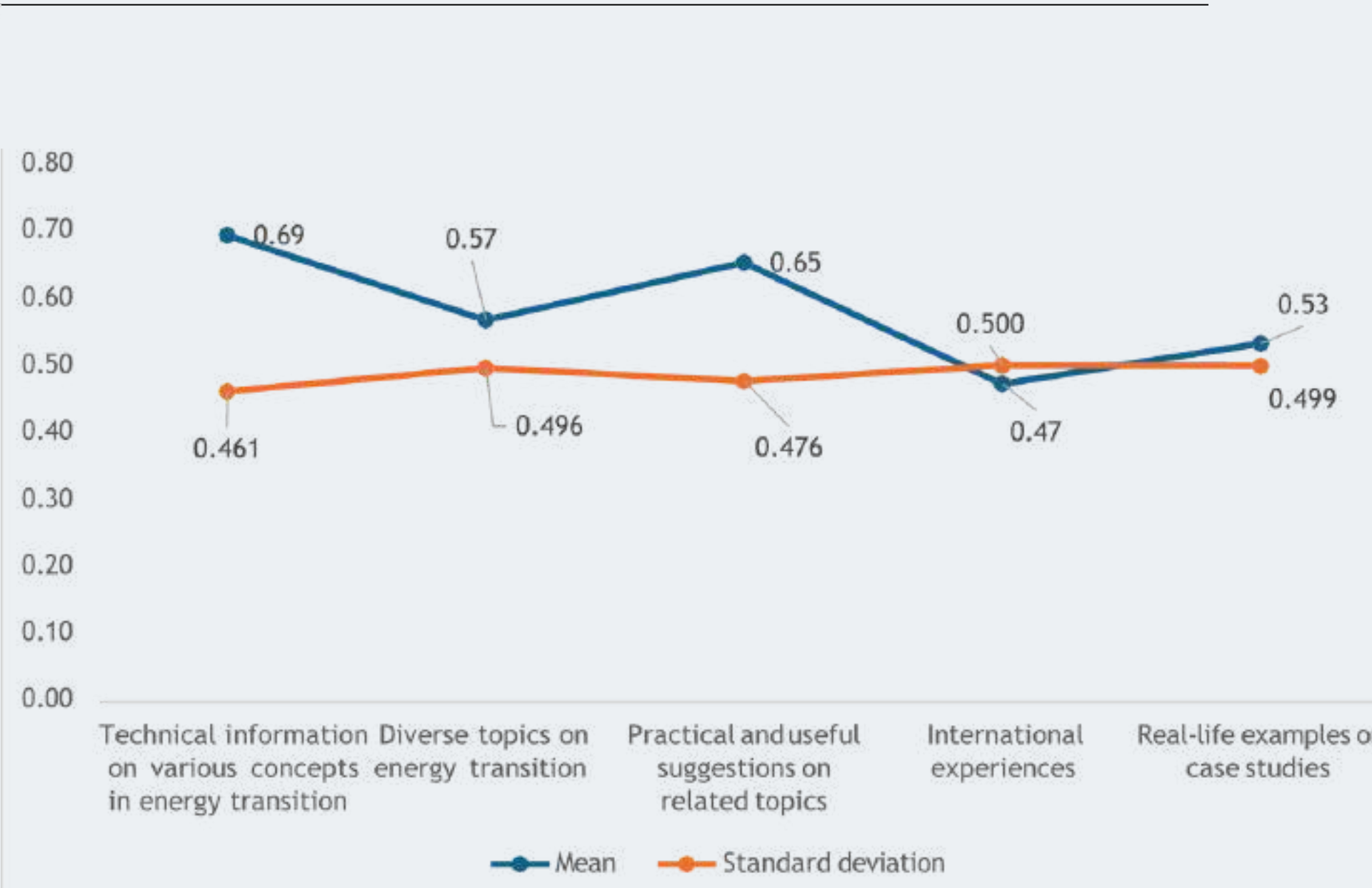
ADDITIONAL RECOMMENDATION S ABOUT TOPICS BY PARTICIPANTS



PREFERENCES FOR CONTENT IN PUBLIC AWARENESS CAMPAIGNS

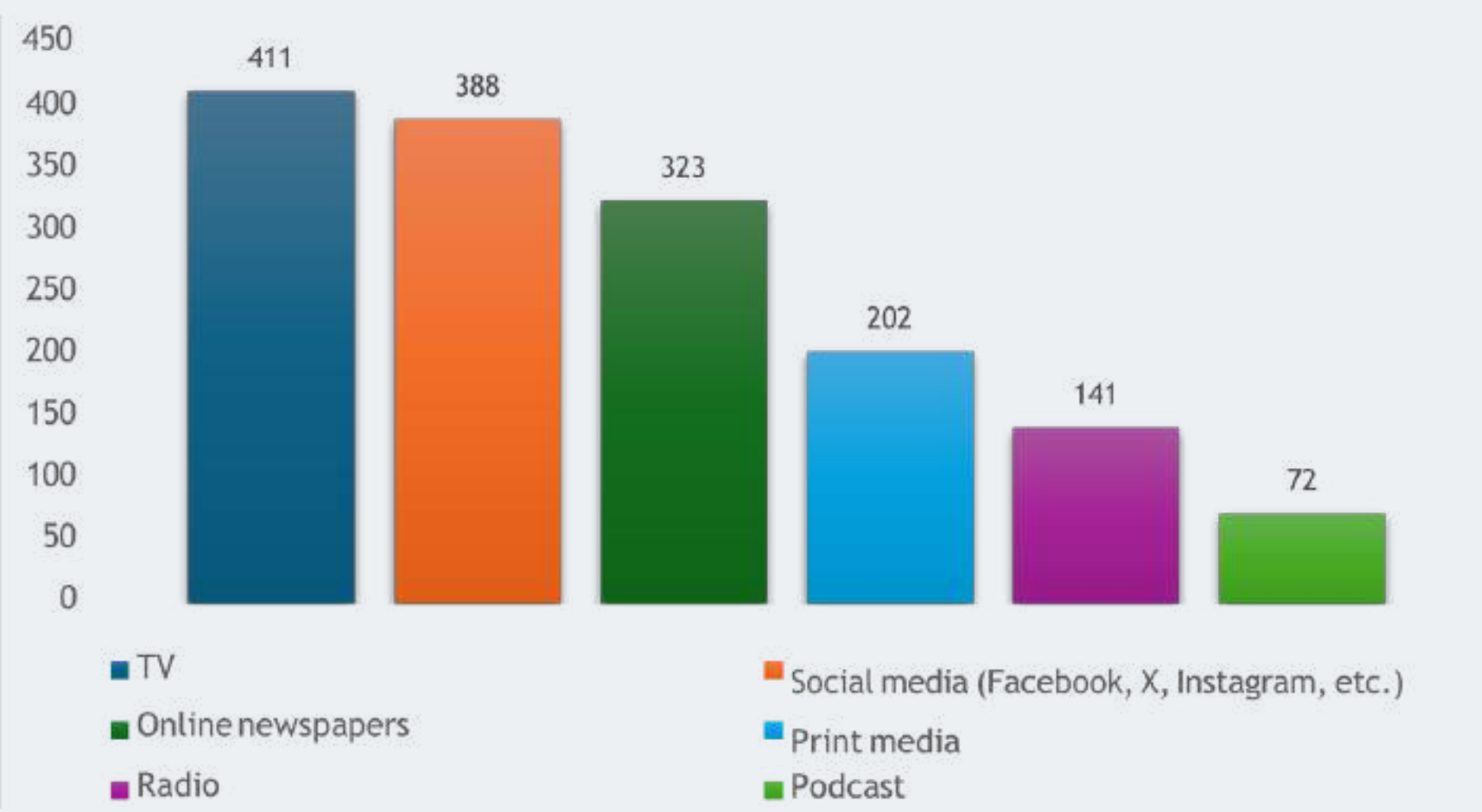


Distribution of preferences for content in public awareness campaigns for participants

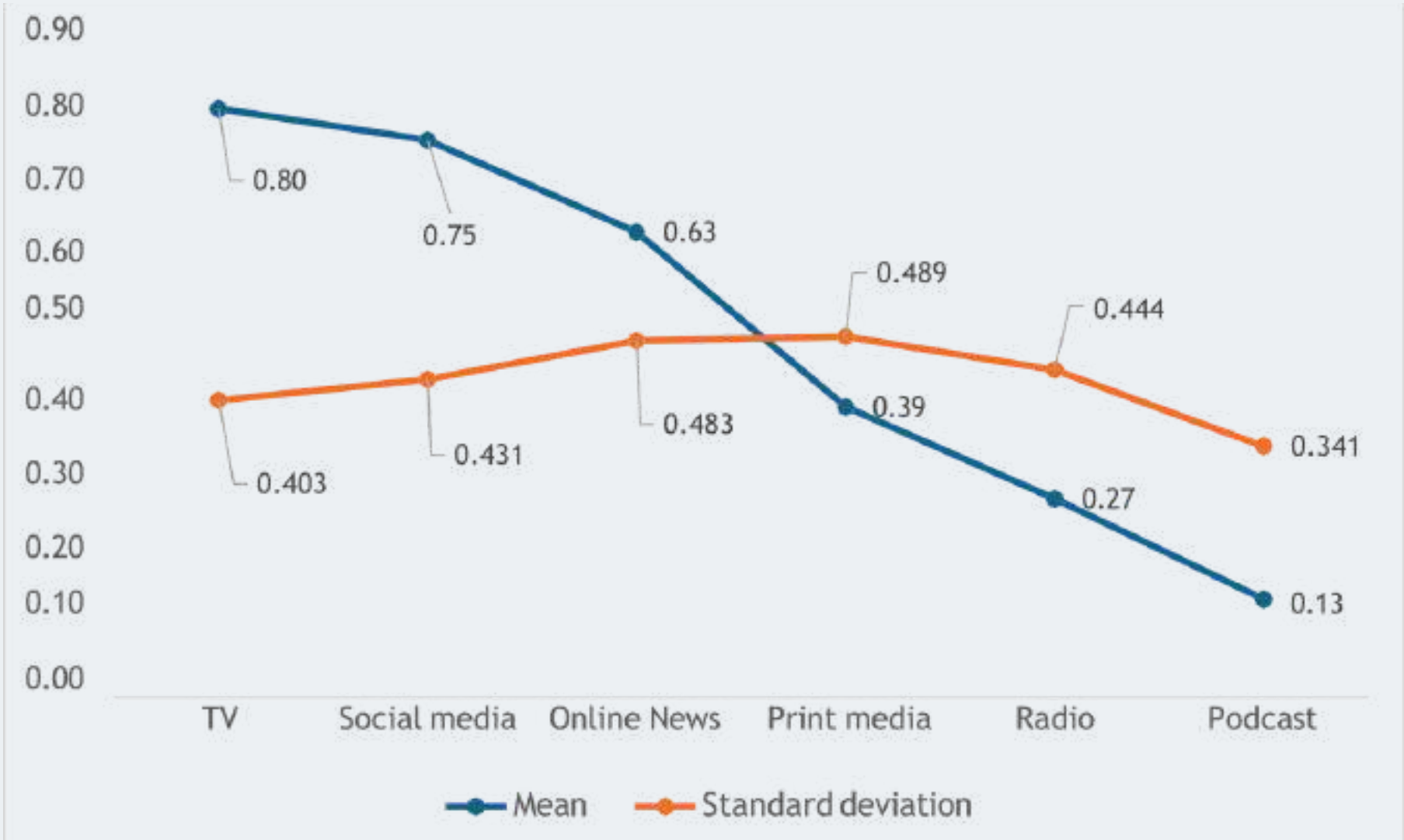


Mean rating and standard deviation of each preference for content related to energy transition

FREQUENTLY USED MEDIA CHANNELS

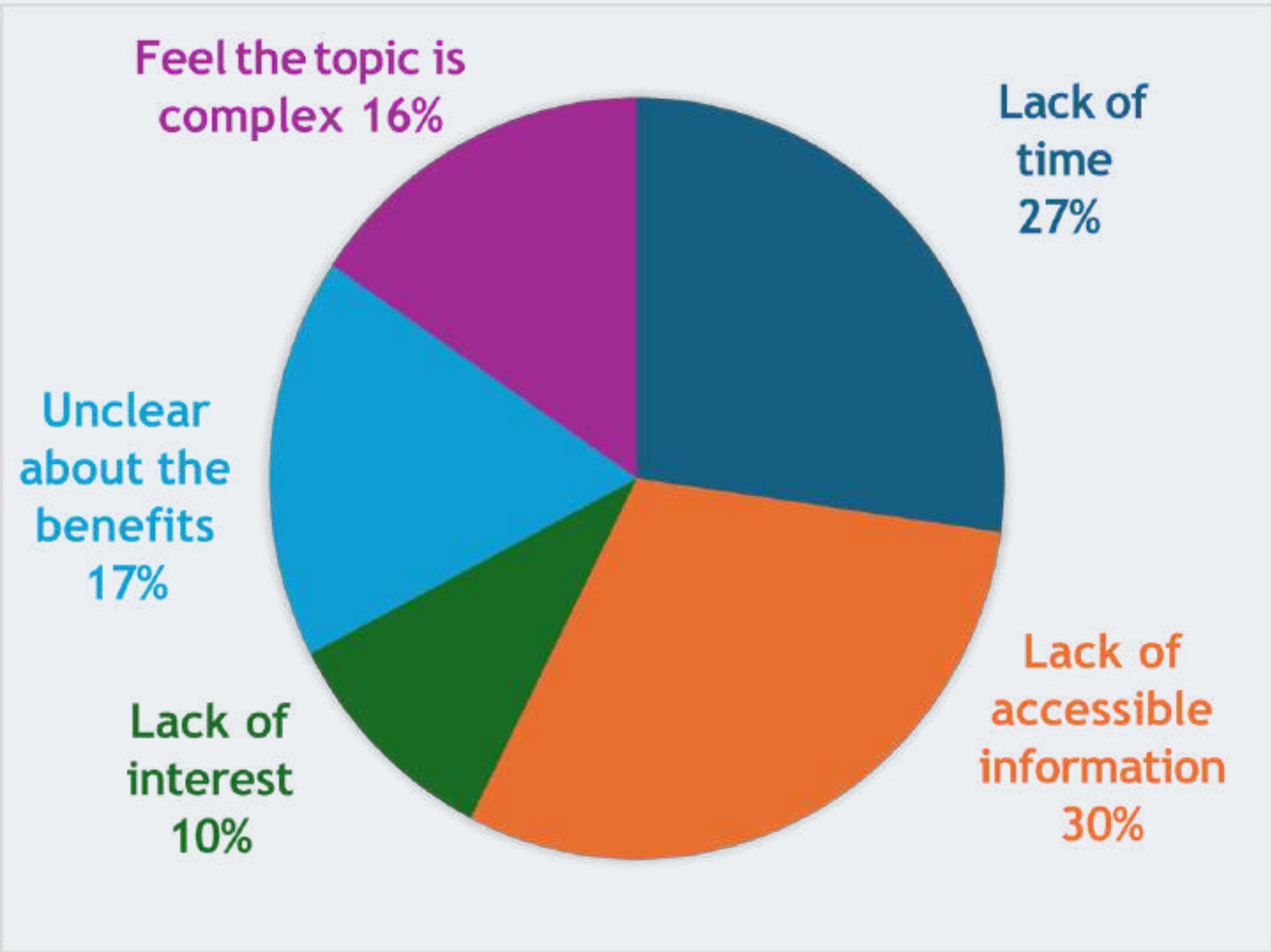


Distribution of media channels frequently used by participants in the survey

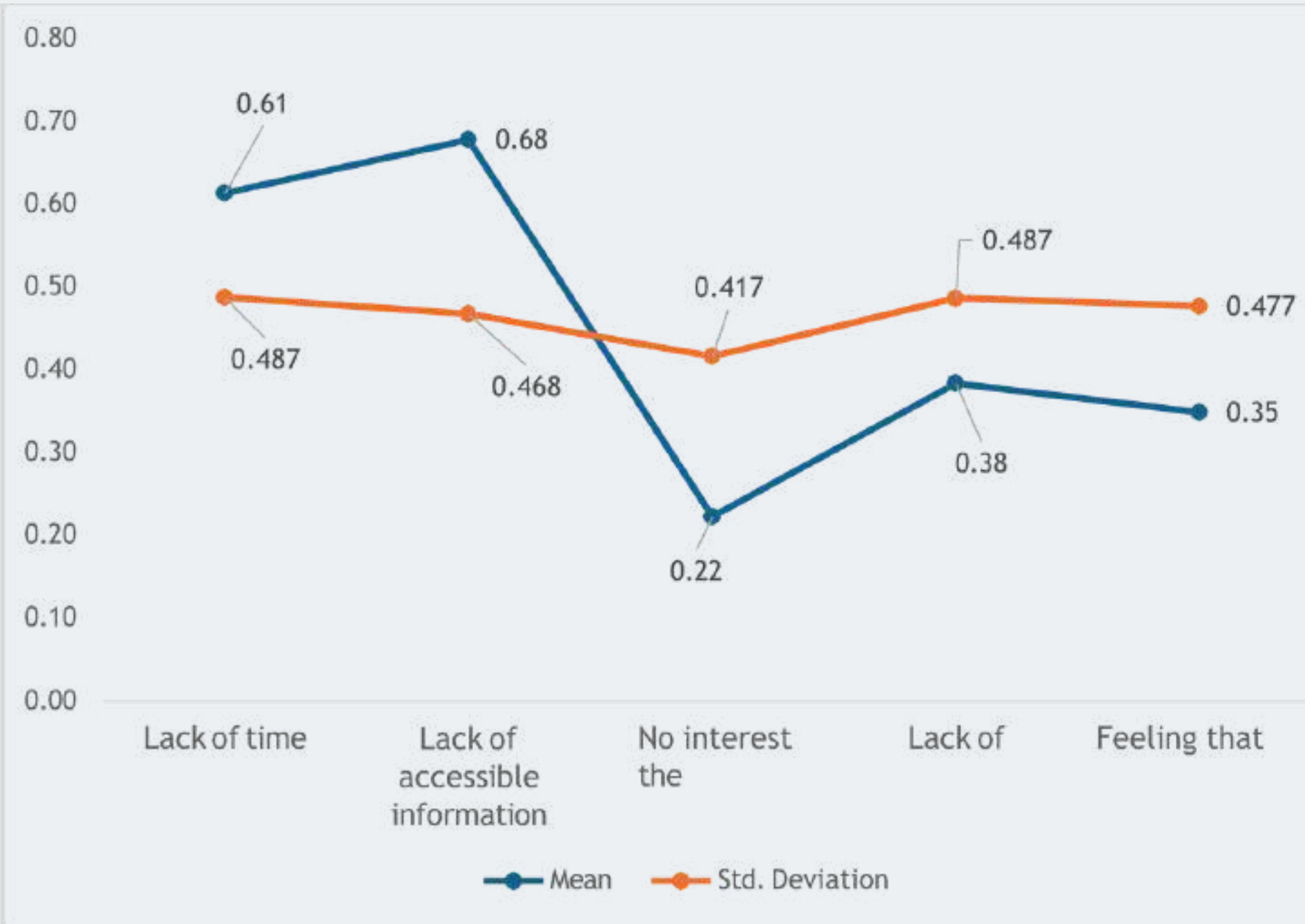


Mean rating and standard deviation of each media channel

BARRIERS INFLUENCING ACCESS TO INFORMATION RELATED TO ENERGY TRANSITION



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



Mean rating and standard deviation of barriers influencing access to information



AUDIENCE MAPPING AND ANALYSIS AND STRATEGIES FORWARD

01 Characteristics

Includes national, provincial, and district level officials.



02 Current Behavioral Insights

Awareness and understanding of energy-related policies among Government agencies, especially at provincial and district levels, need to be enhanced.



03 Interest to Participate

Requires clear demonstrations of long-term benefits and economic opportunities to sustain interest.



04 Energy Literacy

Needs comprehensive training on renewable energy benefits and policy implications, together with on-the-job training.



05 Preferred Topics

Policies and regulations, investment and finance, renewable energy strategies.



Media Consumption 06

Traditional media (TV, radio) to ensure broad reach.



Preferred Content Presentation 07

Clear, succinct, accessible information; case studies; success stories



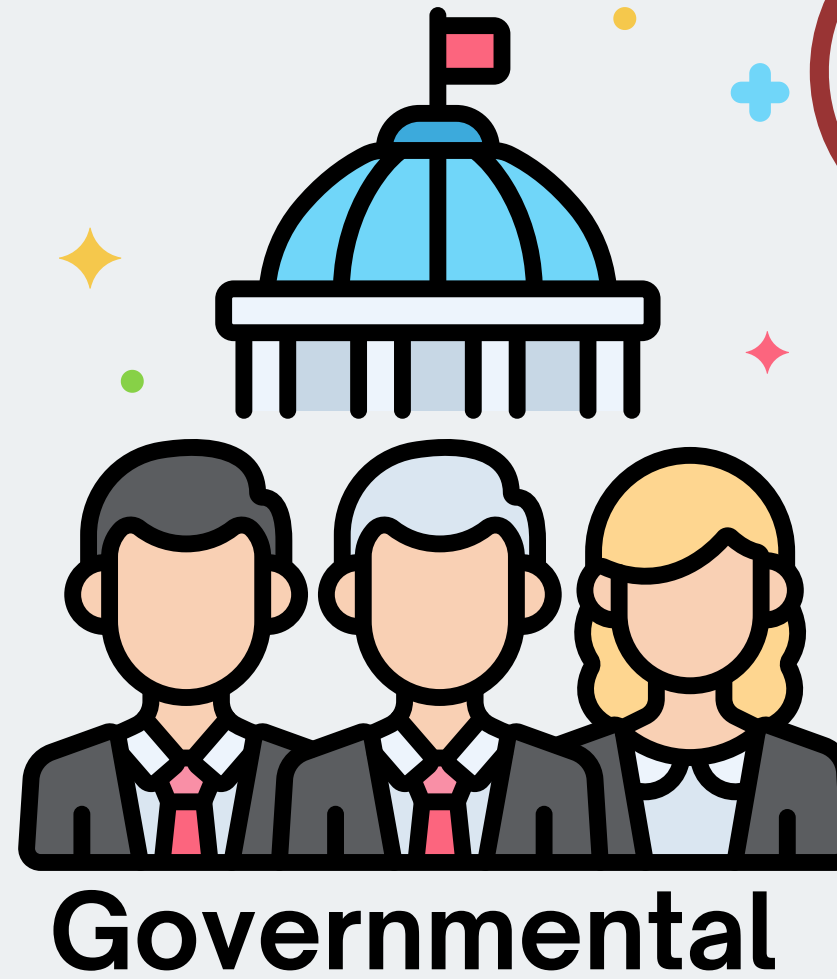
Barriers for Information Absorption 08

Misinformation, technical jargon, lengthy and complicated resources, and lack of accessible guidelines



Engagement Strategies 09

Provide clear, transparent communication and personalized support. Provide policy briefs or succinct guidelines. Engage via government-linked newspapers/ platforms



**Governmental
entities**

01 Characteristics

Comprises large corporations, SMEs, and start-ups.



02 Current Behavioral Insights

Lack of awareness and understanding hinders broader adoption of sustainable practices.



03 Interest to Participate

Highlighting financial and operational benefits can drive broader adoption of renewable energy solutions.



04 Energy Literacy

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)



05 Preferred Topics

Innovation and technologies, production methods, business risk management, supply chain, financing, trade



Private Sector

Media Consumption 06

Digital platforms (social media) for engaging content and fostering dialogue.



Preferred Content Presentation 07

Detailed case studies showcasing financial and operational benefits; practical applications



Barriers for Information Absorption 08

Skepticism towards new technologies, perceived complexity, and lack of accessible information impede understanding.



Engagement Strategies 09

Use evidence-based communication and showcase tangible benefits to build trust and support. Provide practical examples.



01 Characteristics

Influential figures within local communities, including activists and local politicians.



02 Current Behavioral Insights

Demonstrate growing awareness but face barriers such as regulatory gaps and infrastructure inadequacies



03 Interest to Participate

Motivated by the health and environmental benefits of reducing air pollution and economic advantages of energy security.



04 Energy Literacy

Requires targeted education to enhance understanding and capacity to advocate for energy transition initiatives.



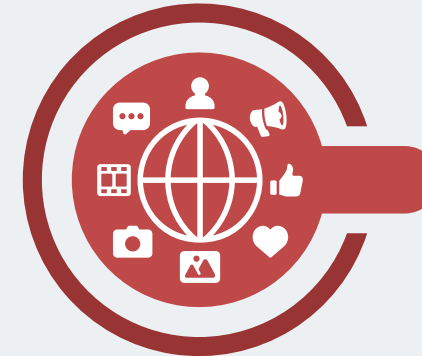
05 Preferred Topics

Health and environmental benefits, community impacts, local renewable energy projects.



Media Consumption 06

Traditional media (TV, radio) and community meetings to ensure reach within local communities.



Preferred Content Presentation 07

Success stories, community impact stories, practical applications, visual and interactive content.



Barriers for Information Absorption 08

Misinformation and technical jargon create confusion. Limited access to clear, concise information hampers engagement.



Engagement Strategies 09

Simplify complex information, use plain language, and provide practical examples. Engage through community-focused content.



Community Leaders



01 Characteristics

Schools, colleges, and universities including faculty, students, and administrative staff.



02 Current Behavioral Insights

Increasing interest in renewable energy education but requires more structured and comprehensive curriculum



03 Interest to Participate

Engagement can be sustained through educational programs and involvement in energy transition projects.



04 Energy Literacy

Requires foundational knowledge and advanced understanding to integrate into educational programs and curricula.



05 Preferred Topics

Renewable energy education, clean energy technologies, environmental science, sustainable development.



Educational Institutions

Media Consumption 06

Digital platforms (social media, online portals) for interactive and engaging educational content.



Preferred Content 07 Presentation

Educational modules, interactive tools, real-life case studies, success stories, visual content such as videos and infographics.



Barriers for Information 08 Absorption

Lack of structured curriculum and resources for renewable energy education. Technical jargon creates barriers to understanding.



Engagement Strategies 09

Develop comprehensive educational programs and provide accessible resources. Simplify complex concepts using visual aids and interactive tools.



01 Characteristics

Professionals working in various media outlets, including print, broadcast, and digital media.



02 Current Behavioral Insights

Varying levels of understanding and awareness of energy transition issues; often influenced by current news trends.



03 Interest to Participate

Attracted to stories that have a strong public interest angle, exclusive insights, or impactful narratives.



04 Energy Literacy

Needs clear, concise information and access to expert sources to accurately report on energy transition topics.



05 Preferred Topics

Data-driven stories, human-interest angles, technological advancements, policy impacts



Journalists, Communicators

Media Consumption 06

Regularly consume industry reports, press releases, news briefs, and digital media for the latest updates.



Preferred Content Presentation 07

Fact sheets, expert interviews, press releases, data visualizations, infographics.



Barriers for Information Absorption 08

Complexity of topics, lack of access to reliable sources, deadlines that limit in-depth reporting.



Engagement Strategies 09

Facilitate access to expert interviews, provide clear, concise press materials, offer exclusive insights or data, provide training



01 Characteristics

Individuals from various walks of life with varying degrees of interest and knowledge about energy transition



02 Current Behavioral Insights

Majority have not been involved in energy transition initiatives; significant portion is less familiar with the concept.



03 Interest to Participate

Positive outlook for future participation but requires more information to overcome uncertainty and lack of engagement.



04 Energy Literacy

Bridging knowledge gaps and enhancing public understanding are crucial for effective engagement.



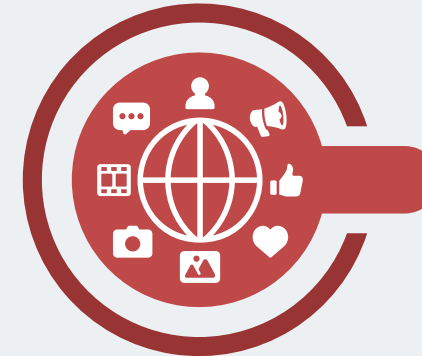
05 Preferred Topics

Renewable energy sources, energy efficiency, green transport, lifestyle changes, policies and regulations.



Media Consumption 06

Traditional media (TV, radio) for broad reach, digital platforms (social media) for engaging younger audiences.



Preferred Content Presentation 07

Clear, fundamental information; practical suggestions; diverse topics; international experiences; real-life examples.



Barriers for Information Absorption 08

Lack of accessible information, lack of time, perceived complexity, and lack of interest hinder information absorption.



Engagement Strategies 09

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.



General Public



NEXT STEPS

- Use **evidence-informed communication strategies** to inform the public about the technical, economic, and environmental aspects of energy to enhance their awareness and understanding
- Incorporate elements of **behavior change communication**
- Employ **social mobilization techniques**, aiming to engage and empower communities to participate actively in the energy transition
- Create a **detailed plan for energy transition communication** outlining specific objectives, strategies, media platforms, proposed contents, and other tactics.



Thank You!
