



# **Strategies to Save Electricity in a Hurry**

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# Understand the Shortage

- Energy or capacity?
- How much needs to be saved?
- How long will the shortage persist?

**Avoid saving the wrong kind of  
electricity for the wrong duration**



# Understand Consumption

- End use
- Time
- Sector
- Region

**This takes long-term metering and analysis**



# **Saving Electricity**

- **Find the right measures**
  - ◆ **Save the electricity that needs saving**
  - ◆ **Keep the message simple**
- **Use the tools**
  - ◆ **Media**
  - ◆ **Technologies**
  - ◆ **Prices**
  - ◆ **Accelerate existing programmes to save electricity slowly**

# Advertisements used in New Zealand's electricity conservation effort (2003)

**If you're not  
using it,  
switch it off.**

**Difficult eh?**

Beating the power shortage isn't rocket science. Many households could go a long way to saving 10% just by switching appliances like washing machines off at the wall when not in use. Call 0800 55 00 55 or visit [www.target10.co.nz](http://www.target10.co.nz)

**T A R G E T 1 0 %**

*Vigilance*

**If you sing  
in the shower,  
choose  
shorter songs.**

Water heating can amount to almost half the power usage of an average home, so having shorter showers will save you heaps of power. Call 0800 55 00 55 or visit [www.target10.co.nz](http://www.target10.co.nz)

**T A R G E T 1 0 %**

*Sacrifice*

**Used 4 hours a week.  
On 24 hours a day?**



If an appliance isn't off on the wall, it's still using power. Stop the waste by switching it off at the wall. Call 0800 55 00 55 or visit [www.target10.co.nz](http://www.target10.co.nz)

**T A R G E T 1 0 %**

*Education*



# Arizona Lessons Learned

(words from the General Manager)

- Have an emergency plan in place before the crisis
- Be accessible to the media and customers
- Stay on message
- Don't underestimate "power of the media"
- Relationships are critical
  - ◆ Media
  - ◆ Employees
  - ◆ Community
  - ◆ Customers



# Arizona Conservation Efforts

## Can YOU do this in 48 Hours?

- Daily updates to radio, TV, newspapers
- Telephone campaign: 316,000 calls!
- E-newsletters: 166,000
- E-mail to key customers
- APS website: 160,000 hits

Responsible for >300 MW reduction in demand



# If Time Permits - Technology to the Rescue

- **Efficient appliances**
  - ◆ Air conditioners, pool pumps, and demand control
  - ◆ White goods
- **Retrofits**
  - ◆ CFLs
  - ◆ Insulation, lights, chillers, motor systems
  - ◆ Audits, including instructions on efficient practice
  - ◆ Industry - pumps, fuel switching
- **Building standards**



# Conclusions

- **Rapid, temporary, reductions in demand are achievable without harming economy**
- **Effective use of the media is critical**
  - ◆ **Humour works**
  - ◆ **Goals are important**
- **You can't depend on prices alone**
  - ◆ **Many short-term reductions were achieved without raising prices**
- **Saving in a hurry is easier if already “saving electricity slowly”**
- **Don't be smug**
  - ◆ **Perfect storms happen surprisingly often**
  - ◆ **You can be (better) prepared**



**For more information,  
see the book:  
*“Saving Electricity in a Hurry”***

**[www.iea.org](http://www.iea.org)**