

**BRIGHT NOW!**  
DO RIGHT. BE BRIGHT!



## **Communication and Engagement in Efficient Lighting**

**Ms. Raquel S. Huliganga,**  
Director - Philippine Department of Energy  
en.lighten Webinar, April 4, 2013

# Communication and Social Mobilization

*Campaign Design*



## Setting Objectives



Reduce  
**demand for electricity**



Reduce  
**GHG  
emissions**

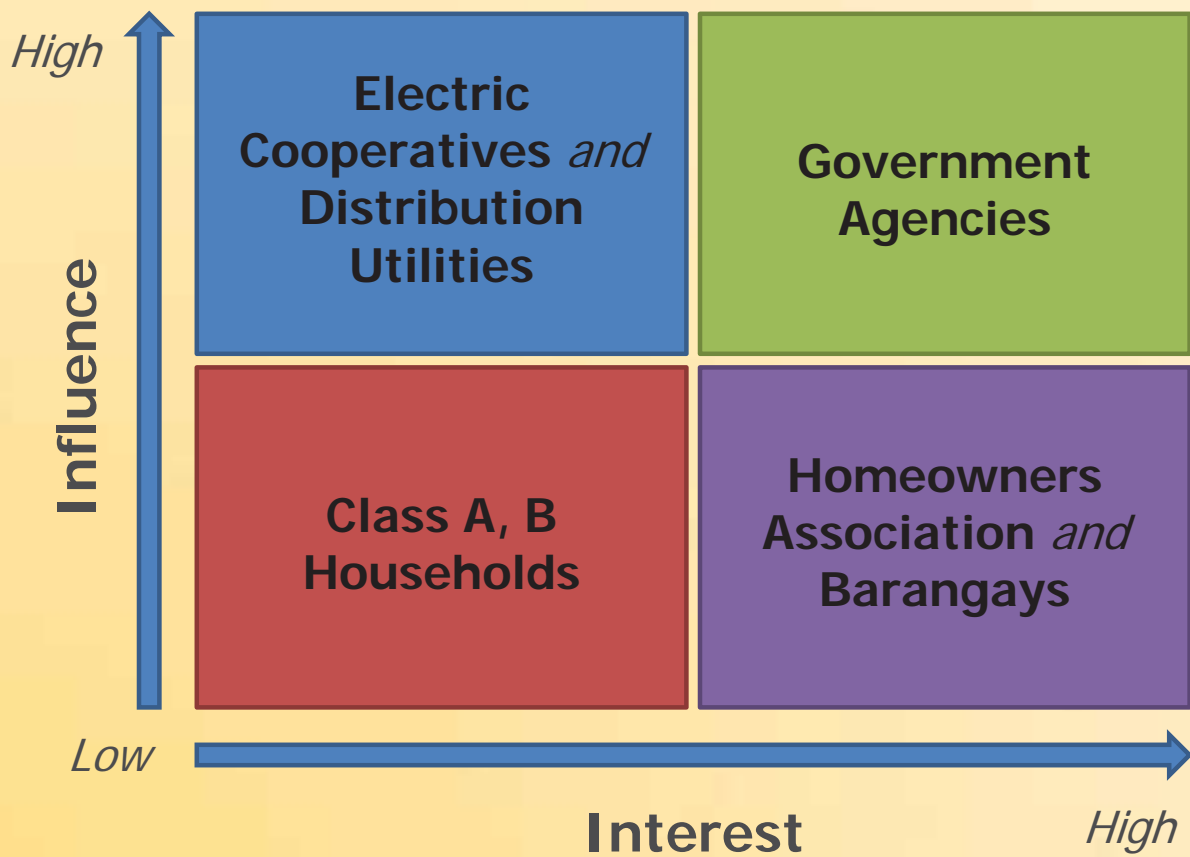


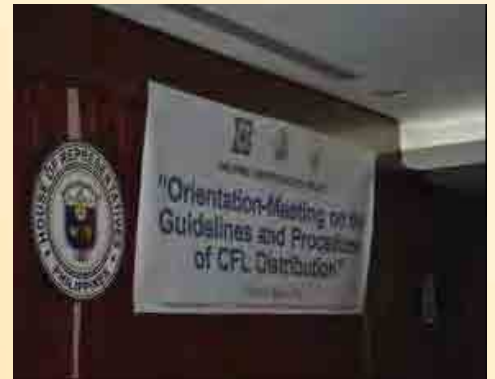
Figure 1. Stakeholders Analysis





# National CFL Distribution – 1 Week

*Campaign Duration*



# Orientation of Partners on the Guidelines and Procedure of CFL Distribution

*Campaign Duration*



SWITCHING RITES -- President Gloria Macapagal-Arroyo applauds after she launched the "Palit Bombilya" project of the Department of Energy Wednesday (July 16, 2008) at the Summit Hall C and D, 4th floor of the Philippine International Convention Center (PICC) in Pasay City. Also in photo are Energy Secretary Angelo Reyes (left of the President) and other officials. (Edwin Paril/OPS-NIB Photo) Angelo Reyes. (EDWIN PARIL/OPS-NIB Photo)

Department of Energy which would mobilize and encourage households, the community, institutions and corporations to engage in energy or electricity conservation Wednesday (July 16, 2008) at the Summit Hall C and D, 4th Floor of the Philippine International Convention Center in Pasay City. (Roberto Canlas/OPS-NIB Photo)

*Efficient lighting for a brighter tomorrow*





2.6 The Philippine Information Agency (PIA) shall include energy efficiency and conservation in lighting in its media campaigns.

**SEC. 3. Implementation.** The DOE is hereby authorized to issue additional implementing rules and regulations (IRR) from time to time, as may be necessary, to implement this Administrative Order.

**SEC. 4. Use of Savings.** Savings generated from the use of EELs may be utilized as follows in accordance with Administrative Order No. 110 as amended by Administrative Order No. 110-A and its IRR:

- 4.1 For Government entities that failed to attain the required minimum ten percent (10%) savings, the use of its savings shall be limited to only fifty percent (50%) of its accumulated savings in electricity consumption (in kWh) or petroleum products (in liters);
- 4.2 For government entities that have attained ten percent (10%) savings or more may be allowed to use one hundred percent (100%) of its accumulated savings in electricity consumption (in kWh) or petroleum products (in liters); and
- 4.3 Upon verification and recommendation of EUMB, part of the generated savings can be utilized to finance improvements in energy efficiency.

**SEC. 5.** Failure to follow the directives of this Administrative Order shall be cause for disciplinary action against any officer or employee of the Department of Energy.

**SEC. 6. Repealing Clause.** All orders, circulars, rules and regulations and other issuances or parts thereof which are inconsistent with the provisions of this Administrative Order are hereby amended, modified or repealed accordingly.

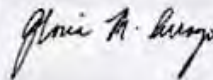
**SEC. 7. Effectivity.** This Administrative Order shall take effect immediately upon publication in a newspaper of general circulation.

Done in the City of Manila, this 9th day of July, In the Year of our Lord, Two Thousand and Seven.

By the President:



**EDUARDO R. ERMITA**  
Executive Secretary



CERTIFIED COPY.

MARIANITO M. DIMAANDAL  
DIRECTOR III  
MALACANANG RECORDS OFFICE

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# Administrative Order # 183





Republic of the Philippines  
CITY OF CAGAYAN DE ORO  
OFFICE OF THE CITY ENGINEER  
(08622) 74884, (086) 887-4



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CITY OF CAGAYAN DE ORO  
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(08622) 74884, (086) 887-4



Republic of the Philippines  
CITY OF CAGAYAN DE ORO  
OFFICE OF THE CITY COUNCIL  
(08622) 74884, (086) 887-4026, 887-4030, 887-2008



Page 2 of 4, Ordinance No. 10931-2008.

ORDINANCE

PAGE 2 OF 4, ORDINANCE NO. 10931-2008,

- 250 Watts for major thoroughfares
- 150 Watts for secondary streets
- 70 Watts for lateral (tertiary roads)
- 23 Watts Compact Fluorescent Lamp (CFL) enclosed with outdoor type reflectorized diffuser for pathways, pedestrian walkways, urban alleys and narrow streets in Barangays.

These lighting standards shall be amended when new lighting technology is available that will result to lower energy consumption but will have the same or improved illumination with due consideration on the price of the facility and that such has been recommended for use by the Department of Energy or any of its related entities.

A. **Administrative Fine.**- Persons or groups found connecting, attaching, installing streetlight facilities without the proper authorization, clearance or approval from the proper authorities which shall include the OBO, CEO, and CEPALCO/MORESCO, shall be prosecuted and shall be penalized with the following administrative fines:

(i)	First offense	-	₱1,500.00
(ii)	Second offense	-	₱3,000.00
(iii)	Third and subsequent offenses	-	₱5,000.00

Each day of violation committed or continued to continue shall constitute a separate violation.

# City Ordinance

*Internal Communication Tools for Government*



# 1<sup>st</sup> LGU Conference MOA Signing

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# Memorandum of Agreement Signing

*Internal Communication Tools for Government*





Department of Energy  
**Philippine Energy Efficiency Project (PEEP)**

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**Philippines Energy Efficiency Project (PEEP)**

One of the key objectives of the Philippines Energy Efficiency Project (PEEP) is the demonstration of the societal benefits of implementation of a series of energy efficiency projects in the commercial, residential and public sectors. In addition it addresses a key public health issue of residual mercury that is likely to increase through the implementation of EE projects.

[Read more...](#)



Project Director's Corner



Accomplishments



Energy Efficiency Registration



Photo Gallery

# Website

*Communicating to Businesses*



## Empowering Consumers Through Responsive Energy Statistics



Price Watch



Energy Savings  
& Safety Tips



Advisories



Power Trends

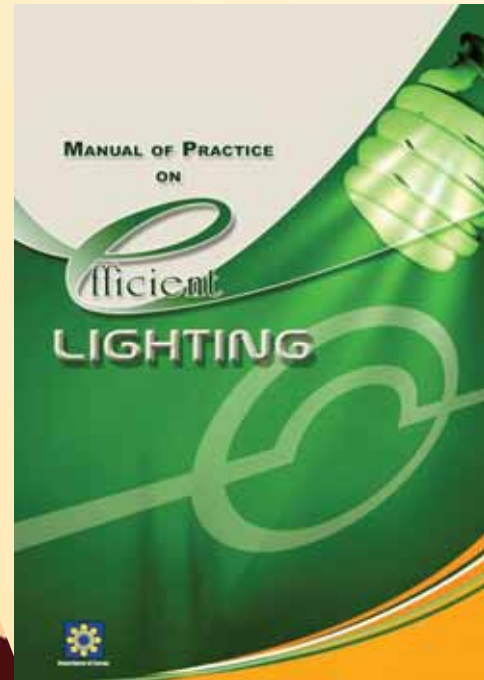
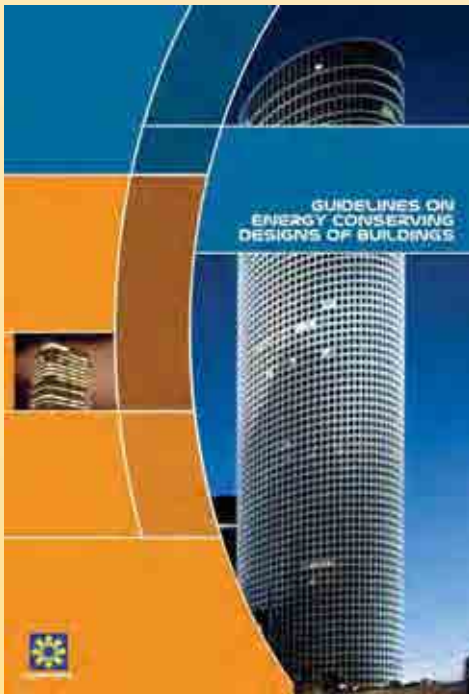
### CONSUMER E-DESK

Welcome to the Consumer E-Desk – a truly empowering site that allows consumers to make well-informed decisions amidst a confluence of market forces affecting the energy industry.

By getting the right quality and timely information on energy issues, most importantly, on energy prices, consumers can better exercise their rights, negotiate reasonable deals, practice energy saving tips to help stretch their budgets -- making energy more relevant for themselves. Empowerment simply put is "getting what you want, when you want it, where you

# DOE Website's Consumer e-Desk

*Communicating to the Public*



## Printed Materials

*Communicating to the Public*