



ENERGY EFFICIENCY AND ENERGY SAVING

AWARENESS-BUILDING CAMPAIGN

DIRECTED TO PUPILS OF THE PRIMARY SCHOOLS' IN SUDAN

The awareness building remains one of the main pillars of the energy efficiency, where the knowledge of what the energy efficiency is, its positive impacts on the energy sector, its economical rewards, and its positive impacts on the environment represent the wheels on which the energy efficiency moves.

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1. Background:

The main objective of Sudan's Energy Efficient Appliances and Lighting (SEEAL) is to transform Sudan's markets for energy-efficient (EE) appliances and lighting providing climate change mitigation benefits and decreased energy poverty. The baseline activities fall short of comprehensively addressing the challenges of radically transforming Sudan's markets for energy-efficient (EE) appliances and lighting. The alternative project strategy consists of a top-down component integrated with several bottom-up activities including mainstreaming gender into project activities. The top-down component comprises the development of standards, enforcement of regulations supporting energy-efficient products, and building the institutional framework capable of maintaining steady market development. Bottom-up activities target the creation of a positive ambiance for the implementation of the new regulations on the levels of distributors and end-users.

The "Sudan's Energy Efficient Appliances and Lighting" project seeks to facilitate the rapid transformation of the Sudanese market to energy-efficient appliances and lighting technologies, thereby reducing electrical demand and consumption and related greenhouse gases (GHG) emissions.

The main purpose of the project is to reduce greenhouse gas emissions. To achieve the overall goal, the Project comprises five components:

(i) Development of a national strategy to advance energy efficiency in appliances and lighting as part of the National Energy Efficiency Action plan (NEEAP); (ii) Adoption of regulatory mechanisms directing the market towards energy-efficient appliances and lighting, including minimum energy performance standards (MEPS), labeling scheme, testing and importing procedure; (iii) Adoption of monitoring, verification, and enforcement (MVE) system, to ensure that products in the market comply with the established MEPS; (iv) Awareness-building of the new MEPS and regulatory mechanism; and (v) Enhancing environmentally sound management of appliances and lighting.

2. Introduction:

Awareness building remains one of the main pillars of energy efficiency, where the knowledge of what energy efficiency is, its positive impacts on the energy sector, its economical rewards, and its positive impacts on the environment represent the wheels by which energy efficiency moves.

The awareness component is one of the challenging activities, it requires good preparation for what to be taught, how to be delivered, and to whom to be directed.

For Sudan's Energy Efficient Appliances and Lighting (SEEAL) awareness-building takes a considerable amount of the project budget, and this shows the importance of awareness. SEEAL delayed the awareness to its proper time because there were many to be achieved before starting such a campaign, where

the awareness comes after many steps that include a market assessment, preparation of Minimum Energy Performance Standards (MEPS), energy labels...etc.

SEEAL chose to start the awareness campaign by targeting the primary schools' pupils, there are some reasons behind the selection of the pupils and the primary schools' pupils specifically the startup campaign:

1. The illiteracy rate is still high in Sudan and many families learn from their children who attend schools.
2. Schools are the centers for organizing most public events such as elections, vaccination, festival ...etc.
3. Primary-level pupils are having fresh brains and a willingness to learn.
4. Primary-level pupils represent the youngest generation so targeting them with awareness means a long-lasting message.
5. Schools represent all the Sudanese society, where different economical classes, races, and cultures are existing.

The awareness campaign for primary schools pupils came into different stages that can be summarized as follows:

1. Selection of the consultant who helps in the development of the comic booklet, the tendering process for the printing beside the delivery of the message during the campaign.
2. Procurement of promotional materials for distribution during the campaign.
3. Awareness visits to different states in Sudan.

3. The Early Stages:

The idea of camping came into different stages, starting with the idea of developing educational material for kids to teach them the principles of energy efficiency and energy saving, then this idea is upgraded to a comic booklet. Other thoughts came on how to distribute the book, how to make sure that the book will reach the pupils, and whether the kids will understand the contents or not. These ideas developed to be a comprehensive process that started by selecting a consultant to support the development of the comic book, and ended with a national campaign. A Terms of Reference (ToR) for the consultant selection is developed, the ToR drew the steps of the campaign, below are the main tasks of the ToR:

1. Design educational scenarios, cartoons, and sketches for the ages of the basic school.
2. Help in preparing the tender for the final scenarios printings and assessing the offers by choosing the best printing materials to produce the designed scenarios in the best way.
3. Participate in energy efficiency promotional and educational campaigns all around the country targeting the distribution of the 1 & 2 outcomes.

The comic booklet is developed with the support of the selected consultant (Dr. Anwar Ahmed Osman). The book simplifies the concept of energy efficiency and energy saving to the level of the kids' understanding, at the same time it combines the traditional Sudanese environment with fiction, the book story is about a fictitious personality named (Super Energy), (Super Energy) is of Superman type, he flies and moves from place to place to teach the people about the energy efficiency and energy saving; through the book, the traditional Sudanese dressing, community lifestyle, and the buildings are displayed to make the pupils feel that the message is directed to them. At the end of the book, the early draft of the energy efficiency label is demonstrated. Below are some photos to show the contents of the book:



Figure 1: The booklet cover



Figure 2: Super Energy is talking to kids



Figure 3: The traditional Sudanese lifestyle is considered

Following the booklet design, a tender for printing 5000 copies of it was published, awarded, and performed with the support of the consultant.

4. The Promotional Materials:

When the book was ready, the final design of the energy label was approved, and that brought the idea of preparing different promotional materials containing the approved energy label design and the project LOGO to be distributed to the pupils to increase their familiarity with the energy label; in this regard, the below materials are published as a Request For Quotation (RFQ) and the following quantities are procured:

1. 3000 face masks (containing the project LOGO)
2. 4000 caps (containing the project LOGO)
3. 1500 T-shirts the size of the primary school pupils (containing the energy label and the project LOGO)
4. 500 T-shirts of adults sizes for the campaign teams (containing the energy label and the project LOGO)
5. 1000 pens (containing the project LOGO)
6. 10 stand-rolls (containing the energy labels for the five appliances besides some other information for educating the pupils)
7. 350 LED bulbs (containing the lighting energy label with real rating)
8. 40,000 notebook stickers (containing the energy label)

5. The Campaign:

The knowledge dissemination was the most challenging part, drawing the full vision of how to implement the campaign in a way that assures the message will be delivered in an absorbable method especially when the audiences are of such young ages where the message should be simplified to suit their brains and at the same time accompanied with some fun.

SEEAL took the support of the General Administration of Awareness and Consumer Protection (GAACP) at the Electricity Regulatory Authority (ERA) to prepare and implement the campaign, and that was for the following reasons:

1. Sustainability of the work even after the project closure.
2. The implementation of the campaign through the GAACP can be considered as a capacity building for GAACP staff.
3. Budget saving, where the GAACP staff are incentivized instead of being hired.
4. Utilizing the experience of the GAACP staff to enhance the work.
5. Possibility of taking the support of other ERA employees with the least complications and minimum formalities including nonprofessional staff.

The campaign implementation required logistic services such as travel arrangements including the dispatching of promotional materials from one place to another, preparation of the event place (i.e. functions tent, chairs, theater...etc.), provision of the services needed during the event (i.e. sound system, catering...etc.)...etc., and since the provision of what are mentioned need different suppliers and each supplier might require a sperate process to be

assigned for the task, SEEAL decided to hire a company to perform all the required services under one umbrella for the following reasons:

1. The simplicity of the process: by avoiding going through a separate process for each supplier.
2. Budget control: by avoiding any complication that might arise during the budget liquidation if each service was handled separately.
3. Time-saving: by avoiding going through the details of each needed service and their implementation procedures.
4. Quality assurance: by defining the specification of the required service and focusing on the final delivery.
5. The efficiency of the work: by letting the staff free from other details to focus on administering the campaign only.
6. Proficiency in perfection: by assigning all the arrangements to an experienced service provider.

A professional company (Marafi Media) is hired following a tendering process to provide logistic support to the campaign in four states, namely:

1. Khartoum State: Khartoum, Omdurman, and Bahri.
2. Northern State: Argo
3. Aljazeera State: Albriyab
4. North Kordofan State: Alobayid

The services required from the hired company were:

1. 2 cars for traveling to states other than Khartoum including a pickup one for carrying the campaign materials.
2. Accommodation for 4 members of the team including meals.
3. Preparation of the event location with a tent that accommodates 700 pupils including the provision of 700 ordinary chairs and 20 sofas for the guests and teachers in addition to the sound system and the theatre.
4. Breakfast meals for 700 pupils including cool drinks and water and 30 special meals for the teachers and guests.
5. 15 KVA standby generator.
6. Video and photographic documentation for all the events, are to be handed in removable disks.
7. Media coverage by two TV channels, the national TV channel, and the state or any private TV channel.
8. Comedy shows with an educational scenario of relevance to the campaign theme.
9. Coordination with the selected schools for the details of the arrangements.
10. Distribution of educational brochures about energy efficiency, energy saving, and the ways of the safe dealing with electricity.

6.1. The Event Program:

The event program is set to be standards for all the events with a slight deviation in some cases:

- Distribution of the promotional materials
- Distribution of the breakfast for pupils and teachers
- The program opening (Introductory speech and Quran)
- Speech by the school manager (welcoming)
- Speech by the Secretary-General of ERA (explaining the role of ERA)
- Speech by the Project Manager (Teaching the pupils the concept of energy efficiency and energy saving and explaining the developed energy label)
- Speech by the Project Consultant (explaining the contents of the comic booklet)
- Competition and prizes (Questions to the pupils to measure their understanding of the messages)
- Comedy show (Funnily demonstrating the message that the pupil love and interact with it)

6.2. Khartoum State:

The beginning was from Khartoum state, the campaign covered three schools in the major cities of Khartoum state (Khartoum, Bhari, and Omdurman), and the program lasted for three days:

a. Khartoum:

- School Name: Basighat Primary School for Girls
- Date: 03/10/2022
- Location: 15.444075912982967, 32.49053118412763
- Address: Aldekhainat, Jabal Awliya locality, Khartoum State, Sudan
- Total number of pupils: 700
- Number of Females: 450
- Number of Males: 250
- Participating team:
 1. Eltigani Mohamed Fadul
 2. Anwar Ahmed Osman
 3. Abdullahi Abu Obaida Mohammed
 4. Alaeldin Mohamed Ali
 5. Sharaf eldeen Abdalla Elagib
 6. Mohmed Abdelraheem Mohmed
 7. Lubna Mustafa
 8. Huda Mohmed Salih
 9. Osman Hassan
 10. Makki Alsiddeeg Alawad
 11. Abdulaziz Alobaid Abdulaziz
 12. Ghassan Atif

13.Fadul Harith

b. Bahri:

- School Name: Dardoog Primary School for Boys
- Date: 04/10/2022
- Location: 15.6951924176932, 32.633888719269194
- Address: Dardoog, Bahri locality, Khartoum, Sudan
- Total number of pupils: 700
- Number of Females: 200
- Number of Males: 500
- Participating team:
 1. Salah Ahmed Mohamed
 2. Anwar Ahmed Osman
 3. Alaeldin Mohamed Ali
 4. Sharaf eldeen Abdalla Elagib
 5. Mohmed Abdelraheem Mohmed
 6. Amel Ali Hassan
 7. Hanaa Abdulrahim Abdeen
 8. Saif-Eldeen Alrasheed
 9. Ohood Omer Babiker
 - 10.Makki Alsiddeeg Alawad
 - 11.Abdulaziz Alobaid Abdulaziz
 12. Eltahir Adam

c. Omdurman:

- School Name: Aleya Mohamed Jadain Primary School for Girls
- Date: 05/10/2022
- Location: 15.59192068481372, 32.46917012484625
- Address: Omdurman locality, Khartoum, Sudan
- Total number of pupils: 650
- Number of Females: 500
- Number of Males: 150
- Participating team:
 1. Eltigani Mohamed Fadul
 2. Anwar Ahmed Osman
 3. Abdullahi Abu Obaida Mohammed
 4. Alaeldin Mohamed Ali
 5. Sharaf Eldeen Abdalla Elagib
 6. Mohmed Abdelraheem Mohmed
 7. Makki Alsiddeeg Alawad

8. Waleed Osman Alkhalifa
9. Mashir Hassan
10. Alsmami Abdulateef
11. Mohamed Ahmed Mohamed
12. Salah Abdulazeez Mohamed
13. Wael Mohamed Adam

6.3. Northern State:

The second event was organized in Argo in the Northern state, the campaign covered one school in the city of Argo and the program lasted for four days including two days for traveling from and to Argo besides one preparatory day:

- School Name: Argo Primary School for Boys
- Date: 11/10/2022
- Location: 19.526055585580377, 30.413754708057162
- Address: Argo, Alborgaig locality, Northern State, Sudan
- Total number of pupils: 700
- Number of Females: 500
- Number of Males: 200
- Participating team:
 1. Anwar Ahmed Osman
 2. Mohamed Abdelraheem Mohamed
 3. Abdulaziz Alobaid Abdulaziz
 4. Alaeldin Mohamed Ali
 5. Amel Ali Hassan
 6. Makki Alsiddeeg Alawad
 7. Mohamed Saeed Mohamed

6.4. Aljazeera State:

The third event was organized in Albriyab in Aljazeera state, the campaign covered one school in the village of Albriyab and the program lasted for four days including two days for traveling from and to Albriyab besides one preparatory day:

- School Name: Albriyab Primary School for Boys
- Date: 18/10/2022
- Location: 14.125161061349312, 33.67222513944291
- Address: Argo, Aljazeera Southern locality, Northern State, Sudan
- Total number of pupils: 727
- Number of Females: 350

- Number of Males: 377
- Participating team:
 1. Sharaf eldeen Abdalla Elagib
 2. Anwar Ahmed Osman
 3. Abdullahi Abu Obaida Mohammed
 4. Alaeldin Mohamed Ali
 5. Mohmed Abdelraheem Mohmed
 6. Amel Ali Hassan
 7. Makki Alsiddeeg Alawad
 8. Abdulaziz Alobaid Abdulaziz
 9. Muhaned Faiz Fakhri

6.5. North Kordofan State:

The fourth event was organized in Alobayid in Aljazeera state, the campaign covered one school in the village of Alobayid and the program lasted for four days including two days for traveling from and to Alobayid besides one preparatory day:

- School Name: Alamal Primary School for Girls
- Date: 25/10/2022
- Location: 13.173175957859502, 30.210686331602172
- Address: Alobayid, Shaikan locality, North Kordofan State, Sudan
- Total number of pupils: 700
- Number of Females: 500
- Number of Males: 200
- Participating team:
 1. Eltigani Mohamed Fadul
 2. Anwar Ahmed Osman
 3. Abdullahi Abu Obaida Mohammed
 4. Alaeldin Mohamed Ali
 5. Sharaf Eldeen Abdalla Elagib
 6. Mohmed Abdelraheem Mohmed
 7. Abdulaziz Alobaid Abdulaziz
 8. Amel Ali Hassan
 9. Makki Alsiddeeg Alawad
 10. Hanaa Abdulrahim Abdeen

6.6. The Media Coverage:

The campaign is well covered by different media types i.e TV, Radio, Newspapers, and electronic newspapers. Each event is mainly covered by two TV channels, one of them the national channel and the other is a state channel or private, the following participated in the campaign coverage:

1. Sudan National TV
2. Blue Nile TV
3. Northern State TV
4. Aljazeera State TV
5. Aljazeera State Radio
6. FM 94 Radio
7. North Kordofan State Radio
8. Alwatan Newspaper
9. Salihen Media Electronic Newspaper
10. Alahd Online Electronic Newspaper
11. Alfjrnews Electronic Newspaper

6. Gender Consideration:

SEEAL gives considerable attention to balancing the opportunities between females and males, this can be seen from the campaign where three out of the six targeted schools are for girls, therefore females are representing a considerable percentage of the targeted audiences, where 2500 out of 4177 of the pupils are females, which represent around 60%.

Photos Album

Basighat Primary School for Girls













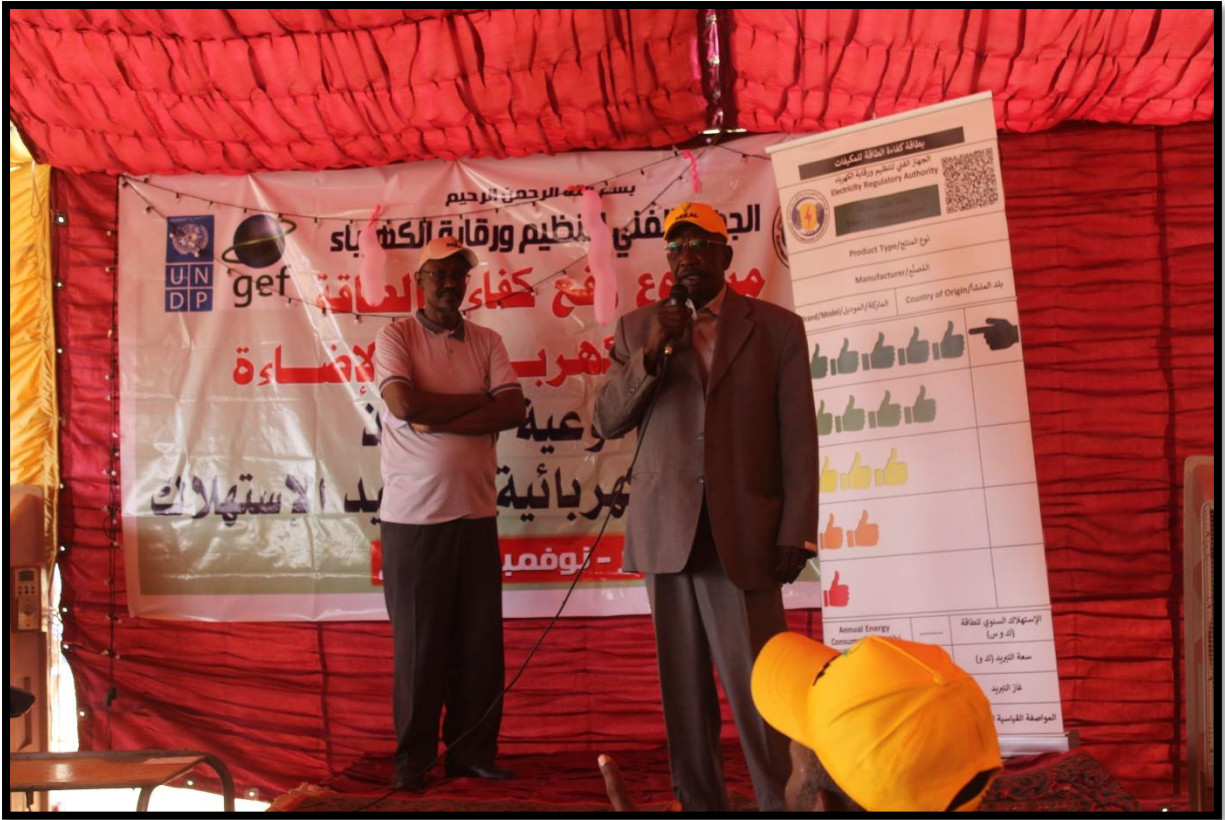
Dardoog Primary School for Boys













Aleya Mohamed Jadain Primary School for Girls











Argo Primary School for Boys

















Albriyab Primary School for Boys



















Alamal Primary School for Girls







