



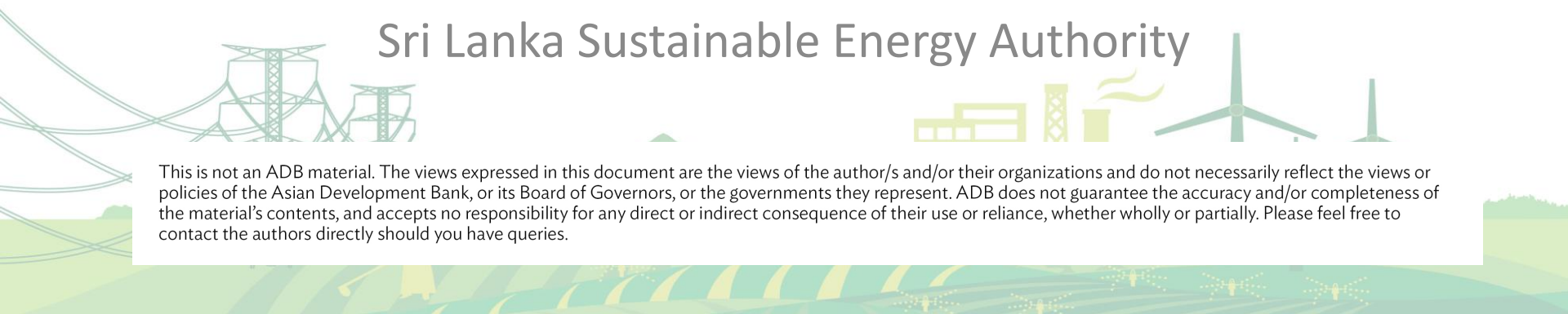
energy
for all

Subregional Conference - Going Beyond the Meter
Inclusive Energy Solutions in South Asia
11-12 April 2016 • Hotel Jai Mahal Palace, Jaipur, Rajasthan

Demand Side Management in Low Income Households Lessons from Sri Lanka

Harsha Wickramasinghe

Sri Lanka Sustainable Energy Authority

The background features stylized green and yellow illustrations of energy infrastructure, including power lines, a transmission tower, a factory with smokestacks, and wind turbines.

This is not an ADB material. The views expressed in this document are the views of the author/s and/or their organizations and do not necessarily reflect the views or policies of the Asian Development Bank, or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy and/or completeness of the material's contents, and accepts no responsibility for any direct or indirect consequence of their use or reliance, whether wholly or partially. Please feel free to contact the authors directly should you have queries.

Why DSM matters in low income households?

- Can make or break family budgets
- Disconnections can be costly show stoppers
- Tariff concessions decouple reality from decision making
- Exert great pressure on generation systems



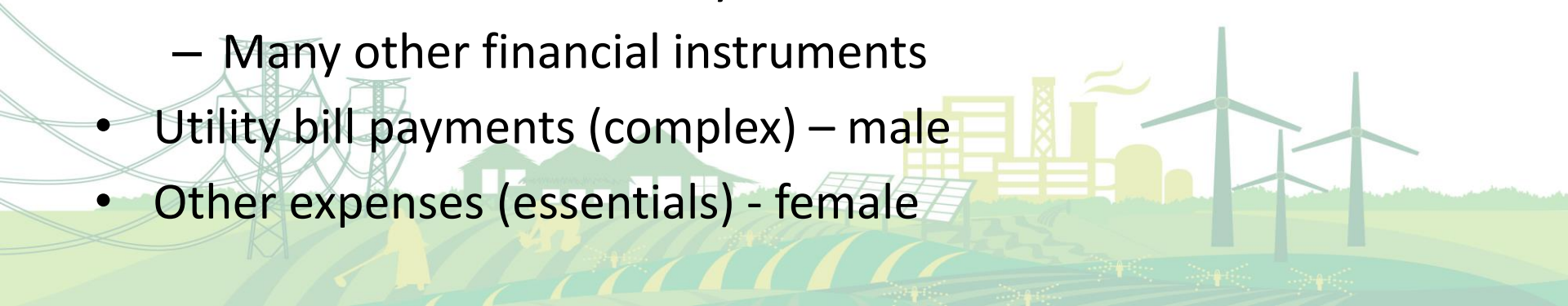
Why DSM often fail?

- Purchase decisions made, based on short term perspectives
- No excess cash in hand
- Better technologies never reach the outskirts of society
- Well insulated from tariffs



Intriguing cash flows of a low income family

- Single bread winner
- Often the finance manager is the bread winner, but...
- Thrift is a feminine concept
 - Most families are run by mothers
 - Many other financial instruments
- Utility bill payments (complex) – male
- Other expenses (essentials) - female



Why low interest shown by women in energy saving ?

- Electricity is a 'techy' thing
- Interfere with their only means of entertainment
- 'End of month' phenomenon, no immediate pain/joy (if any)



A campaign to reduce ‘demand’ not energy

- Focussed on lighting and other contributors to peak demand
 - Main strategies- switch-off, improve efficiency, differ from peak
- Campaign theme ‘absurdism’
 - For obvious reasons



Touching the gender divide

- Subtle use of age old rivalry between sexes
 - Men as worthless loafers / sinners
 - Women as thoughtless wasters
- Creative use of cultural negativism
 - Portray energy waste in a bad light
- Rode available cultural / media waves
 - Reality shows etc.
- Touched on unfamiliar terrain, to stand out in the clutter



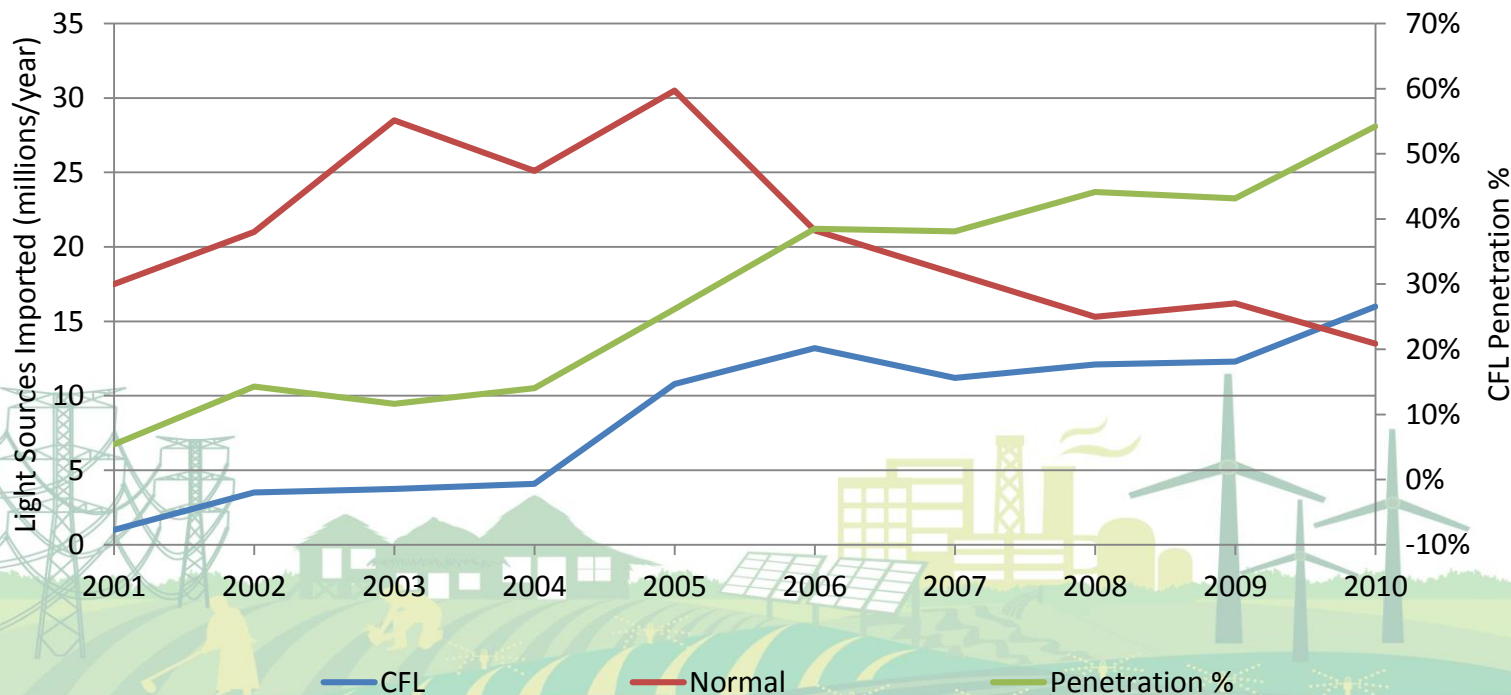
Results

- Contributed to decouple GDP growth from electricity demand growth
- Lowered demand growth trajectory
- Drove CFL sales up, by 30%
 - Made CFL the main source of lighting



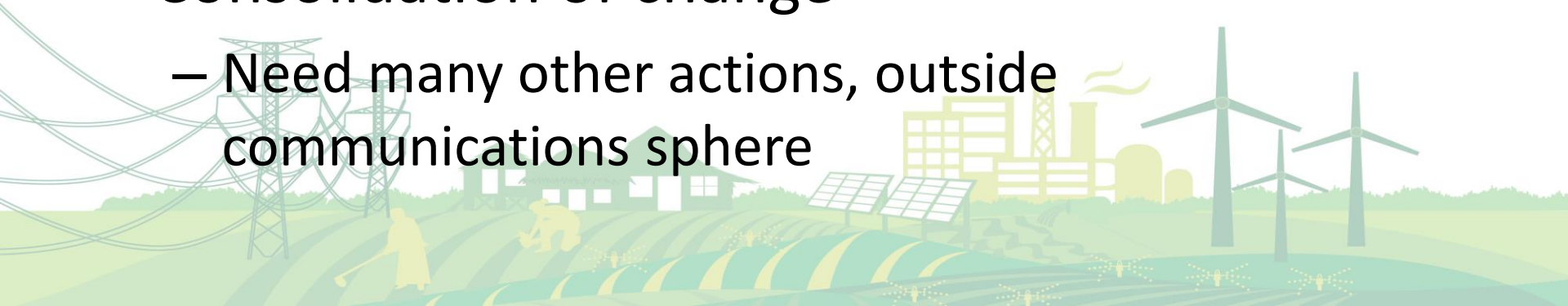
312MW demand and 350GWh energy saved

Lighting Efficiency Gains



Challenges

- Maintaining a media campaign
 - Exorbitant cost of media space-time
 - Fatigue prone
- Consolidation of change
 - Need many other actions, outside communications sphere





energy
for all

Subregional Conference - Going Beyond the Meter
Inclusive Energy Solutions in South Asia

11-12 April 2016 • Hotel Jai Mahal Palace, Jaipur, Rajasthan

THANK YOU..!

