

The Sustainable and Renewable Energy Development Authority (SREDA) in association with the Renewable Energy and Energy Efficiency Programme (REEEP II) and GIZ Sector Network TUEWAS (Transport, Environment, Energy and Water in Asia) organized the first “International Conference on Energy Efficiency and Conservation Awareness (ICEECA)” on 11-12 November, 2019 at the Pan Pacific Sonargaon Hotel, Dhaka. SREDA is the national nodal institution of the Government of Bangladesh established in 2012 for coordinating and monitoring the entire spectrum of green and clean energy development. REEEP II is a joint undertaking between the Bangladesh Ministry of Power, Energy, and Mineral Resources and the German Federal Ministry for Economic Cooperation and Development (BMZ). The main purpose of the conference is to provide a platform for sharing experiences among aspiring energy enthusiasts with the theme – *“Awareness is key for an energy conscious society”*.

The conference with the aim of bringing together experts, policy makers, civil society and the private sector, in particular from developing countries, started off with a welcome speech by Mr. Siddique Zobair, Member (Energy Efficiency and Conservation), SREDA, Government of Bangladesh (GoB). The whole two days event was divided into four sessions. Session one consisted of a panel discussion followed by spotlight session one and the official inauguration of the ceremony after lunch on the first day. After the inauguration, spotlight session two took place under session two. The second day also started off with a panel discussion followed by spotlight session three. At session four on the second day, another interactive spotlight session took place. The conference finally came to an end by a closing session.

During the first session, the panel discussion was on ‘National Energy Efficiency Awareness Campaign: Paradigm Shift in Awareness Raising at National Level’. This panel discussion mainly focused on the paradigm shift in national awareness raising on energy efficiency and showcased approaches from the region that have brought this shift. This session also focused on actions to increase public awareness, to induce behaviour change, and to provide education that is believed to be leading to a society that adopts energy efficient technologies and energy savings practices. The session was chaired by Mr. Siddique Zobair, Member (Energy Efficiency and Conservation), SREDA, GoB and the speakers were Mr. Mohammad Hossain, Director General, Power Cell, MPEMR, GoB; Dr. Winfried Damm, Head of Indo-German Energy programme (IGEN), GIZ India; Mrs. Salima Jahan, Member (Renewable Energy), SREDA, GoB and Dr. Narayan Prasad Chaulagain, Deputy Chief Technical Advisor, NEEP, GIZ Nepal. The enlightening panel discussion ended by a formal question answer session.

The first spotlight session on day 1 focused on the “Country Specific Energy Efficiency and Conservation Awareness: Success Factors and Challenges”. This was a presentation session where regional countries presented their experience on raising energy efficiency and conservation (EE&C) awareness. This session was chaired by Dr. Winfried Damm, Head, Indo-German Energy programme (IGEN), GIZ India and there were four speakers who covered their overall experience, including the initial challenges, planning, implementations, tools, success factors, impact monitoring and lessons learnt. Mr. Anil Sharma, Project Coordinator, IGEN EE Programme, GIZ India talked about “National EE&C Awareness Program: Experience from India”; Mr. Nawa Raj Dhakal, Director, Alternative Energy Promotion Centre, Nepal addressed “Energy Efficiency Awareness Raising – Experiences and Challenges in Nepal”; Mr. Markus Bissel, Head of Component, 4E Project, GIZ Vietnam talked about “National EE&C Awareness Program: Experience from Vietnam” and finally Mr. Muhammad Ali Baker, Deputy Director (Energy Efficiency and Conservation), SREDA discussed “EE&C Awareness in Bangladesh: Current Status (Focusing on School Awareness)” explaining the current status of EE awareness in Bangladesh focusing on ‘Schooling Programs’, knowledge dissemination through organizing seminar, workshop and focused group discussion with different stakeholders, capacity development through training and information dissemination through social media. The discussion session was mainly fruitful in identifying how the regional success stories can

be capitalized by Bangladesh as well as other countries in the region. The session ended by a very informative question answer session.

The official inaugural ceremony followed spotlight session. Mr. Nasrul Hamid MP, Honourable State Minister, Ministry of Power, Energy and Mineral Resources, GoB graced the event as the Chief Guest of the Inaugural Ceremony. Furthermore, Dr. Ahmad Kaikaus, Senior Secretary, Power Division, Ministry of Power, Energy and Mineral Resources, GoB; Mr. Nawa Raj Dhakal, Director, Alternative Energy Promotion Centre, Nepal and Mr. Burkhard Ducoffre, Chargé d’Affaire, Embassy of the Federal Republic of Germany was also present as special guests. The inaugural ceremony started with an audio visual presentation on REEP-GIZ Bangladesh, TUEWAS and SREDA followed by an introductory speech from Mr. Siddique Zobair, Member (Energy Efficiency and Conservation), SREDA, GoB. The ceremony concluded by a speech from Mr. Md. Helal Uddin, Chairman, SREDA, GoB. The speeches pinpointed out government targets and initiatives taken to increase renewable energy and energy efficiency, the success of electricity generation from renewable sources in Bangladesh, the established institutional framework in Bangladesh, importance of ensuring sustainable energy and reduction of carbon footprint and finally the measures that need to be adopted for raising awareness. Also, the light was shed on various activities that SREDA has been doing like working to reduce carbon emission, increase renewable energy share, ensure energy efficiency, reducing indoor pollution from cooking area as indoor pollution is fatal for health safety etc.

The second spotlight session on day 1 focused on the “Digital Innovation in Energy Efficiency Promotion”. In this presentation session, selected case studies from the region regarding raising awareness on energy efficiency and conservation through digitization was highlighted. This session was chaired by Mr. Mohammad Alauddin, Additional Secretary (Renewable Energy), Power Division, Ministry of Power, Energy and Mineral Resources, GoB. Four esteemed speakers covered the use of IoT, social media and other digital applications but mainly discussed the acquisition and handling of data. Mr. Umesh Bhutoria, Founder & CEO, EnergyTech Ventures, India discussed on “Digital tools to improve the policy-making and evaluation process”; Mr. Zahir Ahmed, Director-Sales, Bangladesh International Operation, Schneider Electric shed light on “Data driven approach to enterprise energy management system”; Mr. Nguyễn Đỗ Thuyên, Project Officer, 4E Project, GIZ Vietnam discussed on “Digitization in Awareness Raising: Energy Efficiency Database” and finally Mr. Yoshihiko KATO, Head of the Project Implementation Team, EEC Promotion Financing Project, SREDA talked about “Energy Data Management for Decision Making - A Case at SREDA”. After the presentations, a formal question answer session concluded this session as well as the conference for day 1.

The conference commenced on Day 2 with session 3 starting with a panel discussion “EE Implementation in Industrial Sector”. In the panel discussion, policy makers, industry leaders and practitioners presented their outlook and gathered more insight from the specialists on industrial energy efficiency. The possibilities of undertaking energy efficiency projects in different circumstances and integrating mechanisms were discussed. The panel discussion was chaired by Mr. Asif Ibrahim, Director, Bangladesh Garment Manufacturers and Exporters Association (BGMEA) and the honored panelists were Lt Col Hasan Mahmud (Retd), Executive Director, Bitopi Group; Mr. Arvind Kumar Asthana, Senior Technical Expert, GIZ India; Mr. Prabhat Kumar Singh, Senior Divisional Chemical Engineer, Ministry of Industry, Supply and Commerce, Nepal; Mr. Basirun Nabi Khan Public Affairs Manager, H&M and Yoshihiko KATO Head of the Project Implementation Team, EEC Promotion Financing Project, SREDA. The speakers also focused on regulatory planning for compliance issues regarding energy efficiency and conservation in industrial sector.

The Chief Guest of the closing ceremony was none other than Mr. Md. Shahiduzzaman Sarker MP, Chairman, Parliamentary Standing Committee on Ministry of Power, Energy and Mineral Resources, GoB. Dr. Angelika Fleddermann, Country Director, GIZ Bangladesh; Dr. A.K.M. Rafique Ahammed, Director General, Department of Environment, GoB; Mr. Abu Hena Md. Rahmatul Muneem, Senior Secretary, Energy and Mineral Resources Division, Ministry of Power, Energy and Mineral Resources, GoB were also present as special guests and delivered their inspiring speeches. The closing ceremony started with a presentation by the Rapporteur which included the conference summary. The program formally came to an end by the closing remarks from Mr. Md. Helal Uddin, Chairman, SREDA, GoB.

At the end of the 2-day event the following recommendations have been formulated.

- Responsible use of energy is needed in all areas.
- Subsidies in Energy Efficiency and Conservation (EE&C) must be very focused, and policy driven. So that they can be effective. Development of institutional mechanism is important.
- Appropriate rules and regulations need to be formulated for the success of EE&C program
- Setting up Central Energy Efficiency Data Repository.
- Align most (if not all) Energy Efficiency Programmes
- Set up a joint task force between all Multilateral and Bilateral organizations working on Energy Efficiency.
- Make on time decisions on Policy. Track effective progress, improvise when needed.
- RMG needs to do Product diversification, increase efficiency of the worker, invest in R&D in order to be competitive
- Industry should consider co-benefits of EE along with Energy saving.
- The industries those have achieved a certain bench mark of EE should get some incentive in form of fiscal, financial or as recognition from the Govt
- The green financing program should be more accessible. The appraisal process should be simple and transparent. Lending condition needs to be attractive
- Bangladesh should setup green building program to create accountability
- Collaboration among the government agencies /stakeholders
- Concessional financing should be arranged for the EE program
- Research is required for standard temperature requirement of Local foods for long term preservation
- New Standards should be developed for the EE products.