

Communication strategies to support electricity sector reforms

Energy and Extractives Global Practice
World Bank

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Relevance of communications for electricity sector reforms in Nepal

- Electricity sector institutions communicate regularly through press releases and media
- But there is little or no reliance on a systematic communications strategy and campaign to support electricity sector reforms exist
- This creates issues in building public and political support for electricity sector reforms

Issues that could be mitigated through a well designed communication research

- Opposition to electricity trade with Nepal's neighbors ("selling Nepal's rivers")
- Rationale for electricity tariff increases to avoid load shedding and build a sustainable electricity sector
- Loss reduction
- Development of hydro projects and transmission and distribution projects
 - Misperception regarding hydro projects reducing water quality
 - Misperception regarding health effects of transmission lines

Reform communication:

- Based on proven theories of human decision making and designed to enable people to initiate and sustain positive attitudes about a situation.
- Begins with research on opinions and social norms, followed by communication planning, implementation, and monitoring and evaluation.
- Audiences are segmented, messages and materials are pre-tested, and channels are chosen for optimal reach.

Research shows:

- Understanding what motivates people and drives their behavior is central to successful policy-making
- People will work harder to reinforce their existing positions than they will to change their minds
- People place more weight on the short-term than on the long-term effects of their decisions
- When people have something to lose they are more inclined to do something to prevent the loss
- Pledges can help people act on their good intentions
- Social incentives can be as effective as economic incentives

Designing and implementing a strategy:

- Conduct opinion research (What does our audience think/**feel**?)
- Determine objectives (What do we want our audience to think/do?)
- Design compelling messages (What do we want people to know/feel?)
- Identify optimal channels (Where do people get trusted information?)
- Assign spokespeople (Who is a credible deliverer of our messages?)
- Determine a timeline and budget
- Design tactics (What do we need to do to encourage/inform dialogue?)

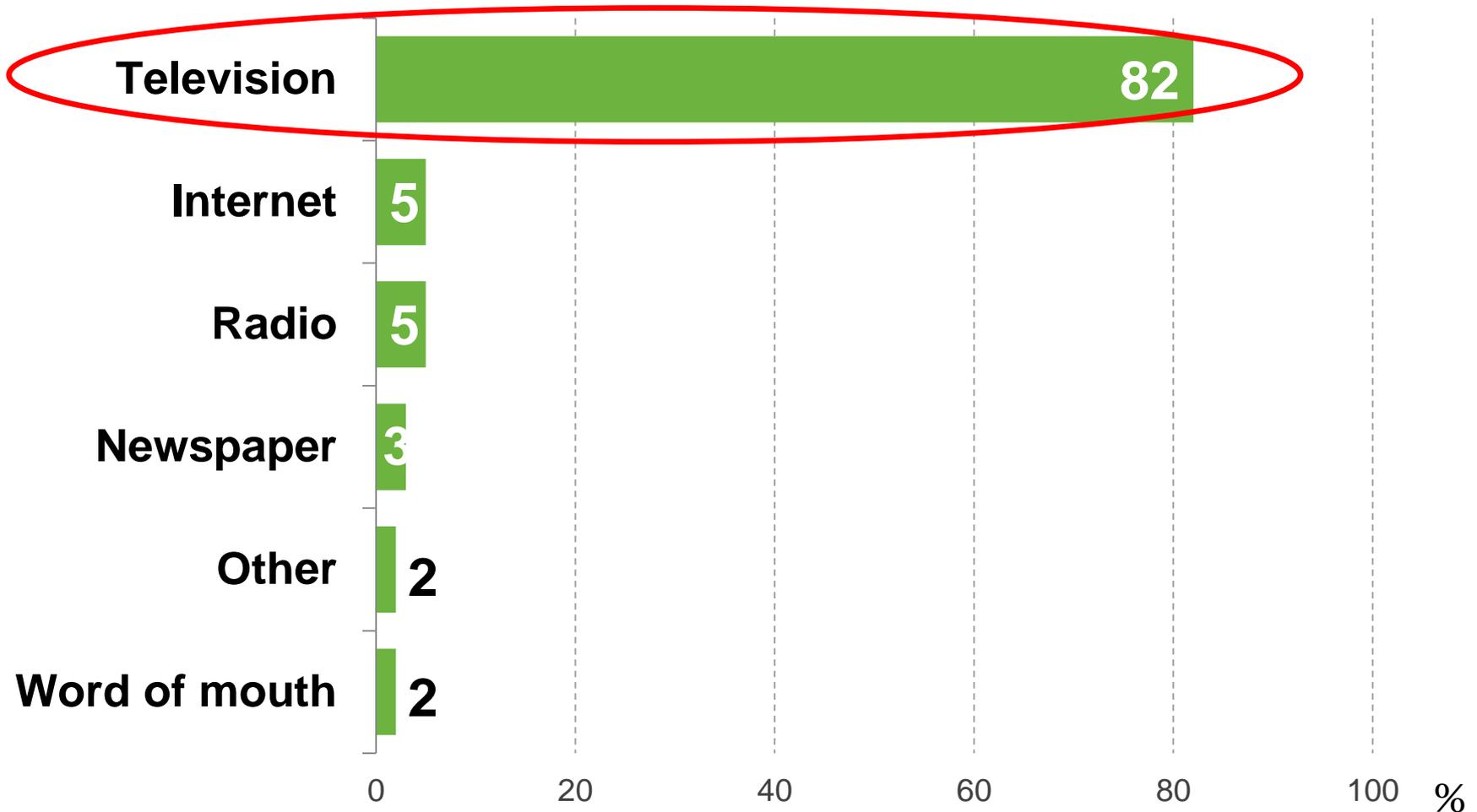
Message checklist

- Simple
- Concrete
- Credible
- Emotional
- Story

One of the worst things about having access to a lot of information is that we're tempted to share it all.

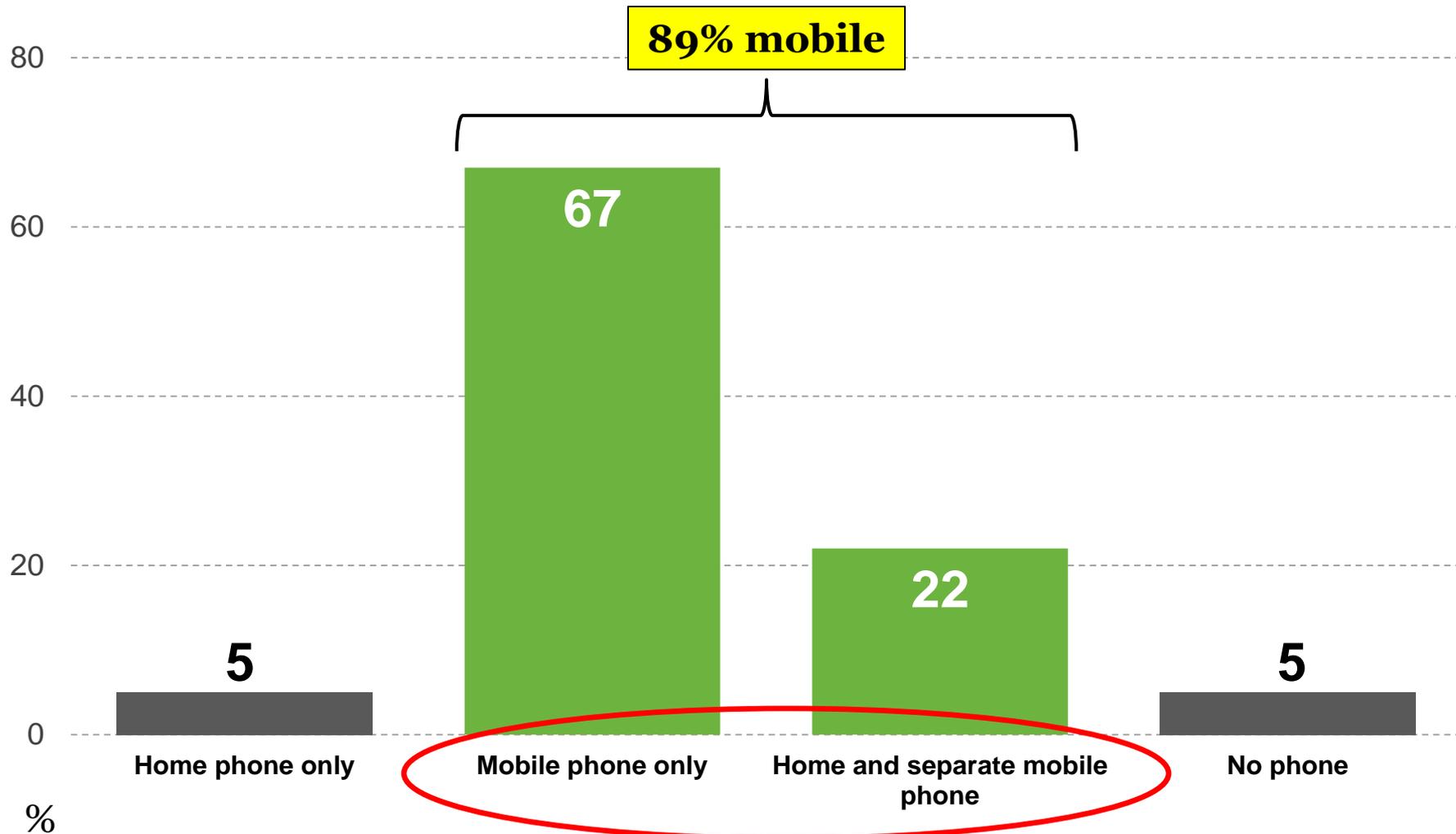
Where do people get trusted information?

What is your *main source* of information for news?



SMS messages will have a wide reach

Do you have a telephone in your home - either a home phone or a mobile phone?

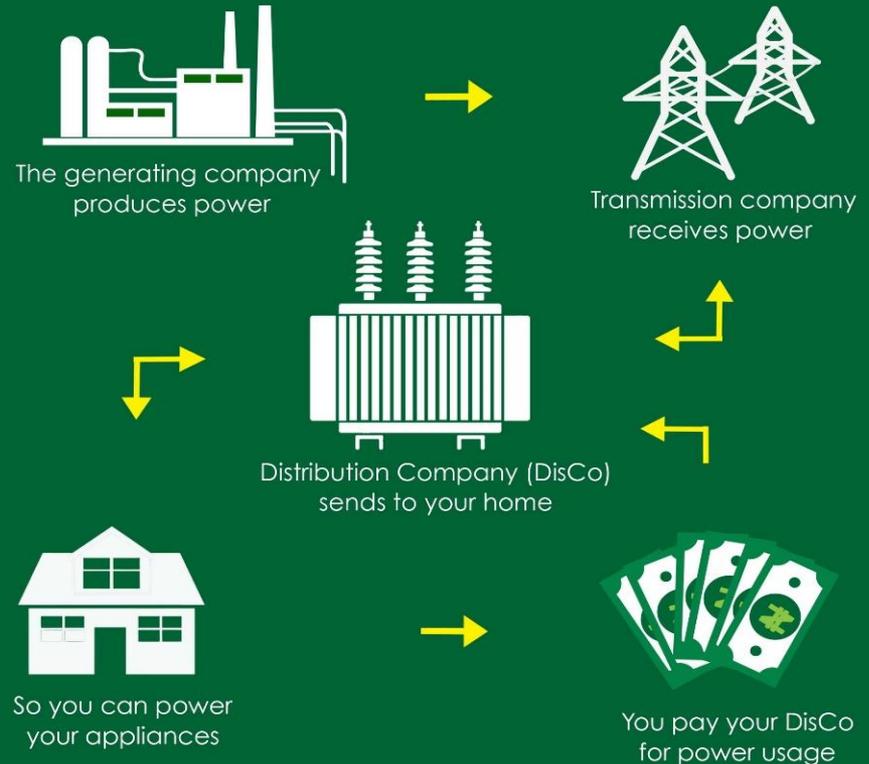




HOW POWER GETS TO YOU

ISSUES ADDRESSED:

Explaining the power value chain and debunking myths



Play your part. Pay your bills to improve power supply.

SWITCH ON NIGERIA

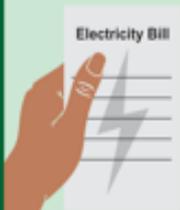
Dos for better power supply



Pay your bills.



Switch off appliances when not in use.



Call your DisCo if you don't receive your bill.



Report electricity theft.



Notify your DisCo when moving to avoid paying the previous tenant's bill.



Don'ts for better power supply



Avoid fire disaster; wire your house with the right cables.



Don't bypass your meter.



Don't Vandalize electrical installations.



A communications strategy is a process more than a document

- Requires an up-to-date understanding of public opinion and stakeholders' needs
- Requires prioritisation and choices
- May have informational and attitudinal goals that require specific compelling messages
- May change along the way if political circumstances change, requires a nimble team

Thank you

Questions and Discussion