

# Strategic communication for Myanmar's energy goals

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## Strategic communication is essential for energy in Myanmar

1. Behind each light bulb will be \$2+ billion/year
2. There are many ways to 'pay the bill'
3. Strategic communication can help you get there



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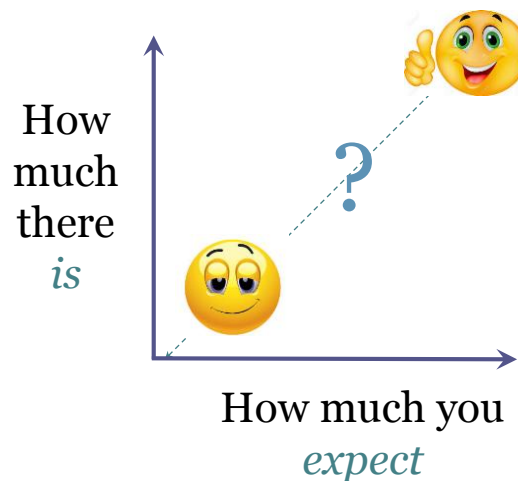
## 5 insights from the science of behavior

People tend to:

1. Interpret new information to **reinforce old ideas**
2. Overweight **short-term effects** compared to long-term
3. Do more to **prevent loss**, than gain a new benefit
4. Respond to **social incentives**, as much as economic ones
5. Act on good **intentions better with support** (eg. pledges)

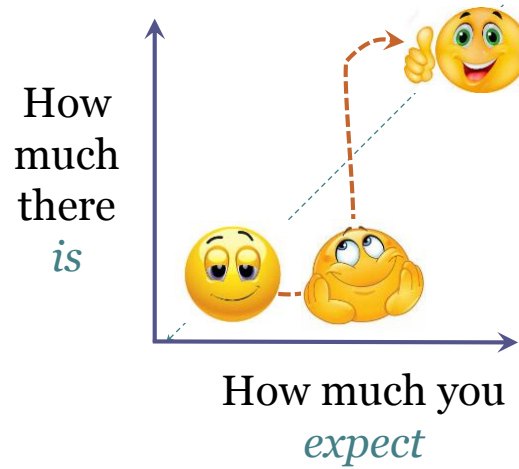
Successful policy depends on understanding what drive people's behavior and attitudes

## The development dilemma How to meet expectations



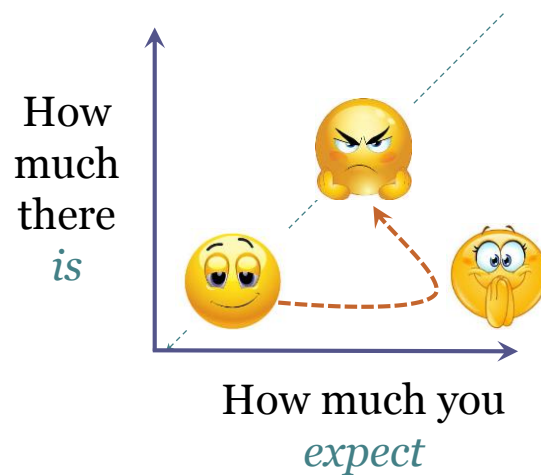
## The development dilemma

Expectation exceeded

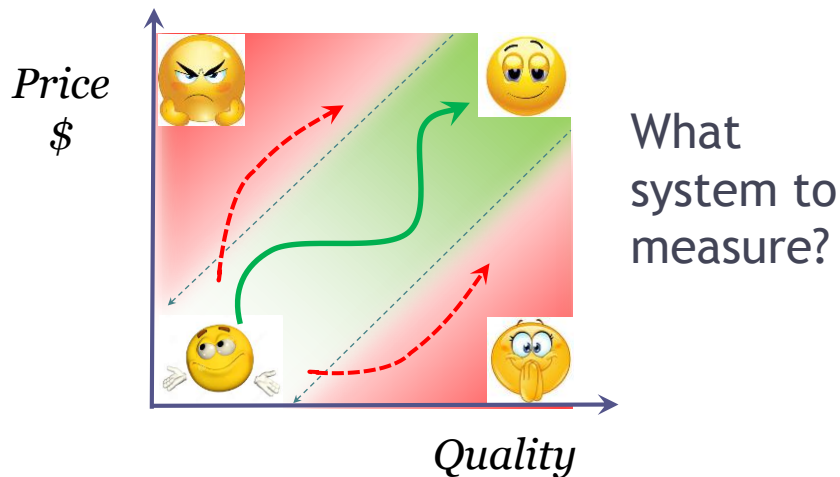


## The development dilemma

Disappointment



## Steering a path within a safe zone of 'reasonable value'



## How to measure?

- Good systems to measure **physical** factors
  - Imagine if you had to supply power by guesswork
- What systems to measure **social** factors?
  - Communication strategy!

## Communication strategy: first steps

1. Assign responsible staff.
  - Skills/training. Resources.
  - Report at a high-level.
2. Understand opinion: *What do people think & feel now?*
  - Map stakeholders. Review media. Research.
  - Survey. Interviews. Focus group discussions.
3. Agree objectives: *What do you want people to think or do?*

## Communication strategy: next steps

4. Design and test SMART messages: *What do you want people to know & feel?*
  - ✓ Simple.
  - ✓ Memorable.
  - ✓ Appeals to emotion.
  - ✓ Relevant to people's concerns.
  - ✓ Trustworthy.
5. Identify messengers, channels and tactics: *Where do people get trusted information? What gets people's attention?*
  - One message, many paths

## Communication strategy: no final step!

7. Set a timeline, budget, and measurable goals:  
*How will you know if you succeed?*

8. Implement. Repeat..

2. Understand opinion: *What do people think & feel now?*

- Map stakeholders. Review media. Research.
- Survey. Interviews. Focus group discussions.

9. Be ready to change!

- ...Take advantage of opportunities, events, developments

## Myanmar's Energy 'Menu'

**1. Regular low-energy diet.....\$1+ billion/year**

**2. Achieve new energy goals....\$2+ billion/year**

2016-2030 total: \$30+ billion

*With your choice of:*

- a) Greater subsidies
- b) Tariff reform
- c) Subsidy/tariff combo

## Many ways to 'split the bill' including to pay private sector participants

- Customers \_\_\_%
- Tax-payers \_\_\_%
- Concessional finance (donors)\_\_\_%
- Other Government revenue \_%

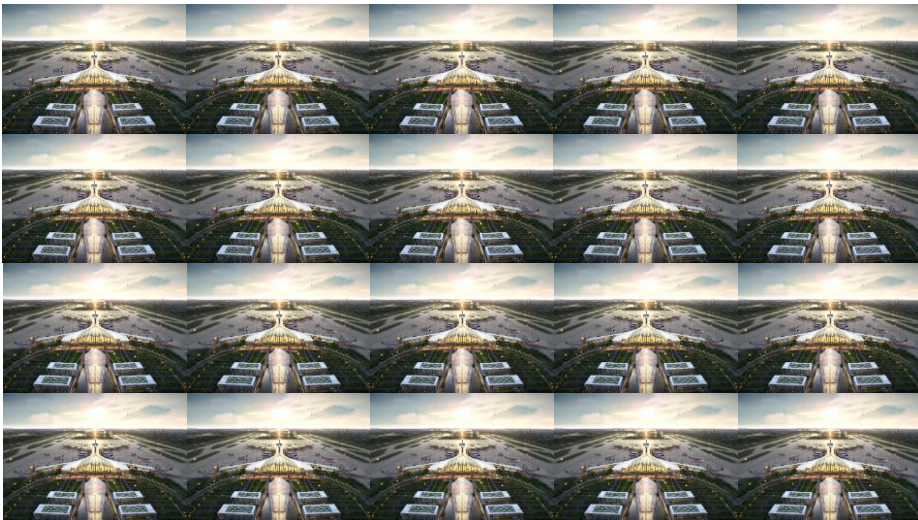
## What's behind the light-bulb?



**Hanthawaddy Airport.....\$1.5 billion**



**Achieve new energy goals....2016-2030 total: \$30+ billion  
\$30 billion = 20 Hanthawaddy Airports**





## Behind each light bulb is...20 airports of investments to make and share electricity for all Myanmar by 2030



myanmar electricity

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**Electricity, squatters 'urgent issues' for Yangon industrial zones**  
Eleven Myanmar - May 10, 2016  
Myanmar's installed electricity capacity at the end of 2015 was only 5,029 megawatts. Only about one-third of 10 million households have ...

**Citizens question sudden rise in electric power fees**  
Eleven Myanmar - May 16, 2016  
The issue gained popularity on social media sites such as Facebook, with some Yangon residents reporting that their electricity bills were ...

**Overcoming Myanmar's Myitsone Dam conundrum**  
China.org.cn - Apr 28, 2016  
Myanmar was expected to get 10 percent of the electricity garnered, own the project after a 50-year period and earn \$54 billion via tax payment, ...

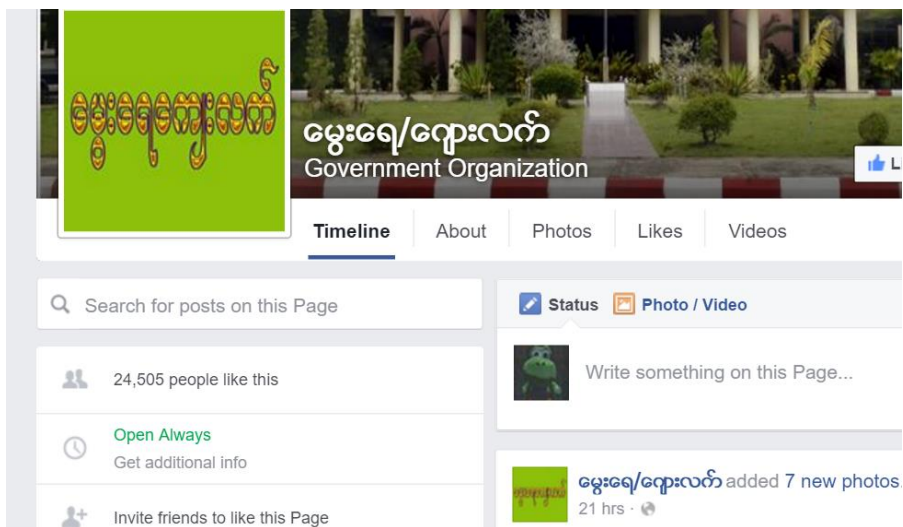
**Over 160 MW to be added to national power grid**  
Eleven Myanmar - 10 hours ago  
Pe Zin Tun, the Union Minister for Electricity and Energy, said: "A ... Myanmar's total installed power generation capacity of over 5,200 MW is ...

**7,100,000  
(12%)**

All 7.1m internet users use electricity  
...and facebook



25,000 people < 0.5% Myanmar users



**National League for Democracy**  
Political Party

2,015,020 people like this  
Htet Thurein Zaw and 91 other friends

**Sai Sai Kham Leng**  
Entertainer

3,439,653 people like this  
Ei Phyo and 67 other friends

50% like...

ကျောက်မဲပြိုင်နယ် နားခေါ်-ဝန်ဟုတ်-ဂူးခါး-လွယ်ခေါ်-ချောင်းချောက်-နောင်အင်း-ဒိပ္ပန်  
( ၇ )ရွာစီးလင်းရေးတော်စတီ  
ကျေမတီ, လင်းဖိုးဖျော့, သာဓုချေ-ဖင်ရှမ်း-ပူးချေ-လှိုင်-ရှင်-သွင်တင်း-အံ့ဖွယ် ( 7 )ထမ်း တွင်ပိုင်ပိုင်အေး  
- ရွေးချေခြင်း - 7424

ခါတ်အားသုံးစွဲသူအမည် ကျော်မင်း လက်ရာအမှတ် \_\_\_\_\_  
ရက်စွဲ ၁.၄.၁၄

စိတာအမှတ်	စိတာစက်သောအရေ		သုံးစွဲသော ယူနစ် ဝေပိုင်	ခါတ်အား	ပြိုင်ကောင်စီ ခံပြော		ဝေပိုင်
	ယခင်	ယခု			ကျွန်	ကျွန်	
	1၈၄၉	၁၆၇	၃၀၁၆	၅၀	၈၂၅၀	၅၀၀	၈.၈၅၀
လမ်းစီး							
လုံးစု	ဝတ်အား						
အခြား							
စုစုပေါင်း							

ခါတ်အားသုံးစွဲသူ \_\_\_\_\_ လျှပ်စစ်အင်ဂျင်နီယာ \_\_\_\_\_  
 နေ့စွဲ \_\_\_\_\_ နေ့စွဲ \_\_\_\_\_

၁။ ဤရွေးကောက်ပွဲအတွက် ကျွန်ုပ်တို့ရွေးချယ်ထားသော ဝေပိုင် ( ) ချက်အရ မနာက်ဆုံးထား၍ ရွေးကောက်ပွဲ သို့ဖြစ်စေ ၊ လျှပ်စစ်မီးလင်းရေးစက်မတီရုံးသို့ဖြစ်စေ ပေးသွင်းပေးပါမည်။  
 ( ပေးသွင်းခွင့်အတွက် ကော်မတီမှ သတ်မှတ်ထားသော ရွေးချေခြင်း တောင်းယူပါ )

၂။ ရွေးချေခွင့်ရရှိပျက်ကွက်ပါက လျှပ်စစ်ခါတ်အားဖြတ်တောက်ထားပြီး ၊ ပေးချေရမည့်ခွင့်မရှိဘဲ ဝေပိုင်ပိုင်ထားသော မီးသက်စက် ပေးဆောင်မှုသာ ခါတ်အားကို ပြန်လည်ဆက်သွယ်ပေးပါမည်။

Emergencias o falta de suministro: 0800-666-4002 ó (011) 4555-9600		<b>TOTAL A PAGAR hasta el 17/02/2010</b>	<b>\$43,89</b>
Servicio Telefónico Comercial: (011) 4346-8400		<b>2do. Vencimiento hasta el 03/03/2010</b>	<b>\$44,50</b>
Oficina Comercial: GUZMAN 302 (1427) CAPITAL		La próxima factura vence el 21/04/2010	
Internet: www.edenor.com.ar		Detalle de su factura	
<b>Detalle de su consumo</b>			
A la fecha de emisión de la presente factura, este suministro no registra facturas emitidas pendientes de pago por consumo de energía eléctrica.			
Domicilio de consumo		Bimestre 1	
CONDE	2886 3 0		
1430	CAPITAL FEDERAL		
Medidor Nro.	8427941	Fact. Multipl.	1
Periodo de Consumo	01/12/09 al 01/02/10		
<b>Detalle de su factura</b>			
Consumo (KWh) Pasa		Carga Fija	
Num.Lect.Actual	Lect.Anterior	Total kWh	Subm.   Dias/Periodo
1	22095	21734	361
		Actual	16,28 x 62 / 62
		Anterior	\$ 16,28
			\$ 16,28
Carga variable sin subsidio		Precio facturado cargo variable	
Precio Unit.	Dias Via.	Periodo	Precio Ponder.
		Sin subsidio	0,1920
		Subtotal por Servicio Eléctrico sin Subsidio	
		85,59	
		<b>10 - SUBSIDIO AL CONSUMO</b>	
		54,15-	
		<b>Subtotal por Servicio Eléctrico con Subsidio "A"</b>	
		31,44	
Impuesto al Valor Agregado		21,0000 %	6,60
Fondo Polv.Santa Cruz Ley N° 23.681 (s/conc. 1 a 4		0,6000 %	0,19
Contribución Municipal		6,3830 %	2,01
Res. Sec. Energía N° 745/05			3,65

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