



Media Engagement Program on Energy Efficient Buildings



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About BEEP

The Indo-Swiss Building Energy Efficiency Project (BEEP) is a bilateral cooperation project between the Federal Department of Foreign Affairs (FDFA), of the Swiss Confederation and the Ministry of Power (MoP), Government of India. The implementation agencies of the project are Bureau of Energy Efficiency (BEE) on behalf of the MoP while the Swiss Agency for Development and Cooperation (SDC) is in charge on behalf of the FDFA. Started in 2011, the project's central focus is to help India mainstream energy-efficient and thermally comfortable (EETC) building design for both commercial and residential buildings. BEEP works with building industry, policy makers, and building owners to catalyse adoption of EETC building design and technologies.



About CMS

CMS is a multi-disciplinary development research and facilitative think-tank. It endeavors to work towards responsive, governance and equitable development through research, advocacy and capacity building in social development, environment, governance, communication and media issues.

Globally, the building sector accounts for more electricity use (40%) than any other sector. With rapid increase in urbanization, higher in developing countries, there has been an evident increase in the number and size of buildings in urban areas. This has led to an increase in demand for electricity and other forms of energy commonly used in buildings.

According to Global Building Performance Network (2013), by 2030 India would have an addition of 35 billion m² of new buildings. Government and experts from the domain see a huge potential in India's building sector since it is emerging rapidly and believe that energy efficiency in building sector requires immediate attention.

There is an evident gap mapped between the availability of Energy-Efficient and Thermal Comfortable (EETC) building technology and its usage by the consumers. It is observed that this gap exists due to lack of awareness and knowledge about energy efficiency in buildings.

In order to bridge this gap, Media is seen as a tool to create necessary awareness and build knowledge. However, from studies it has been found that lack of capacity of media journalist in this regard has led to less coverage on the issue specifically on global level discourse around role of buildings in mitigating climate change, building envelope, regulations & codes on buildings, impact of energy efficient buildings on occupants' health etc.

Another challenge that follows is lack of awareness among media journalist about the available authentic and reliable sources of information and knowledge on the subject. Therefore, in order to address these gaps and further build capacities of media persons, Centre for Media Studies (CMS) in collaboration with BEEP will execute the ***Media Engagement Program on Energy Efficient Buildings***.



About the Project:

Media Engagement Program on Energy Efficient Buildings (MEPEEB):

The program aims to engage media in creating awareness, sustaining debate through disseminating accurate information among public and improving the quality and quantity of coverage on the subject with a focus on the capacity needs of the reporters covering energy and related issues in India.

A series of media workshops and a fellowship programme on building energy efficiency will be organised in Rajasthan, Gujarat, Andhra Pradesh and National Capital Delhi during the years 2019-2020.

Media Workshop on Energy Efficient Buildings

The workshops are designed to provide in-depth knowledge to journalists writing about power, energy, environment, science, real estate and various other aspects of Energy Efficient Buildings.

Features:

- Participatory, interactive workshops including exposure visits
- Journalists from print, electronic, digital media can participate in the workshop
- Interactive sessions will provide the information, data, case studies and story ideas
- Round table media discussion on bridging the gap between different stake holders

Media Fellowship for Reporting on Energy Efficiency in Buildings

The objective of the fellowship program is to ensure effective communication to masses through media reporting on need and benefits of mainstreaming the concept of energy efficiency and conservation.

- Journalists from all over the country will get an opportunity to apply
- Fellows are expected to publish three stories in the span of three months
- A grant of Rs. 75,000 will be given to the fellows