

The City of Cape Town - Electricity Saving Campaign

Sarah Ward

Head: Energy & Climate Change Branch

Environmental Resource Management Dept. - City of Cape Town



CITY OF CAPE TOWN | ISIXEKO SASEKAPA | STAD KAAPSTAD

THIS CITY WORKS FOR YOU

Objective



The City of Cape Town aims to achieve a 26 - 40% reduction in the electricity consumption of mid-high income households.

Our approach



- Research, Research, Research
- Consumers unsure of which actions are effective
- Research established the need for simple authoritative actions consumers could implement
- No Cost, Low Cost and Invest to Save
- Communicate the actions as simple tips
- Establish :

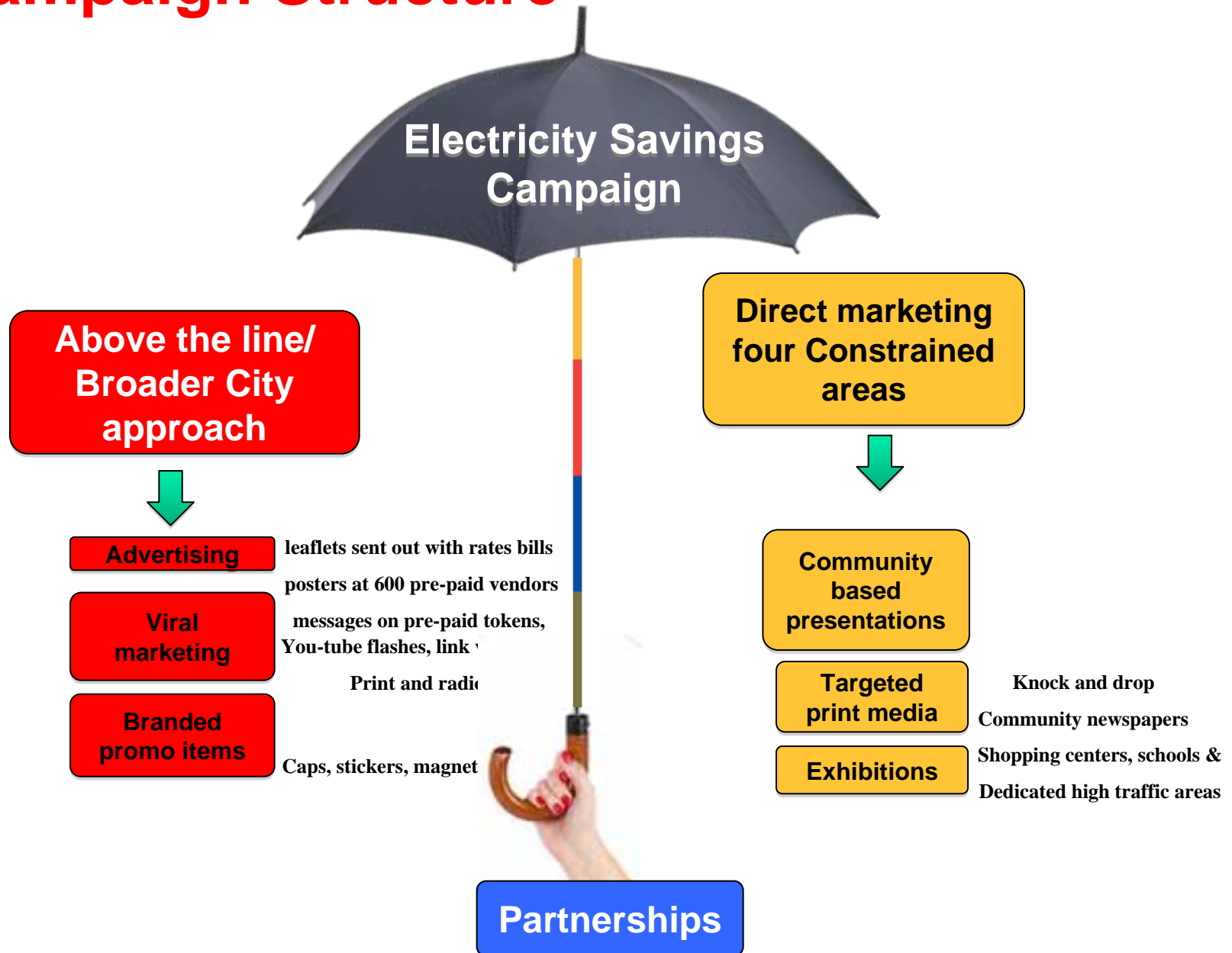
“Electricity is expensive. Saving is Simple.”

Campaign content:

10 best ways to save at home (overall)

<ul style="list-style-type: none">• No cost behavior change	<ul style="list-style-type: none">• Turn the geyser temperature down to 60°C.• Use less hot water• Switch off equipment when not in use.• Reduce pool pump operating hours• Reduce excessive heating or cooling
<ul style="list-style-type: none">• Low cost options, investing under R1000	<ul style="list-style-type: none">• Install an efficient shower head.• Insulate geyser and water pipes leading to it.• Install efficient lighting
<ul style="list-style-type: none">• Invest to save options	<ul style="list-style-type: none">• Install a solar water heater• Insulate the ceiling

Campaign Structure



Campaign Identity



Smart Living. Smart Saving.
For all the right reasons.



CITY OF CAPE TOWN | ISIXEKO SASEKAPA | STAD KAAPSTAD

THIS CITY WORKS FOR YOU

Communication Strategy



- Long term approach required
- Provide simple tips and drive consumers to the website for more information
- Engage consumers both on an emotional level as well as a rational level.
- Emotional Triggers: Environment, Natural Beauty,
- Rational Trigger: Save Money, My Back Pocket



Emotional Approach:
Electricity could cost
more than you think.



Electricity could cost more than you think.

Now more than ever, we need to save electricity. If we don't, it's not just higher prices that will affect us. The extra power stations we'll have to build will cost us our environment too. Visit www.SavingElectricity.org.za for 10 of the simplest electricity saving tips you can follow.



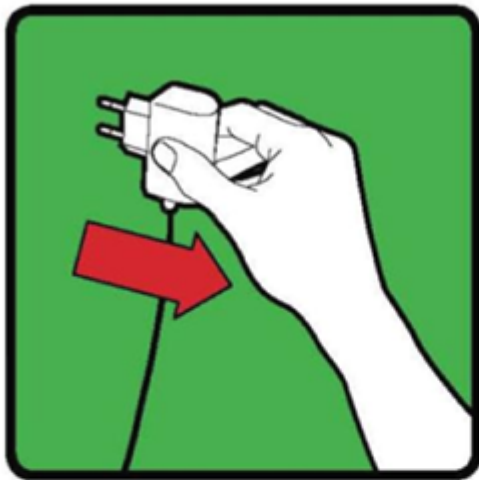
Smart Living. Smart Saving.
For all the right reasons.



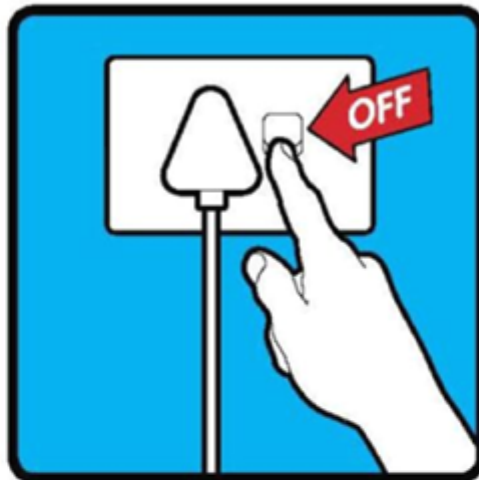
CITY OF CAPE TOWN
SIBAKHANYE ISIKHANYE
THIS CITY WORKS FOR YOU



Rational Approach:
Electricity is expensive.
Saving is simple.



Pull



Press



Twist

Electricity is expensive. Saving is simple.

Disconnect chargers and appliances when not in use and replace regular light bulbs with energy savers to use up to 6 times less electricity. Visit www.SavingElectricity.org.za for more tips.



Smart Living. Smart Saving.
For all the right reasons.



CITY OF CAPE TOWN | YIZENKO SIKHELETHI | 2010 GAAPENDE

THIS CITY WORKS FOR YOU



Turn



Flip



Fit

Electricity is expensive. Saving is simple.

Turn down your geyser's temperature, shower rather than bath and fit an energy-saving showerhead to save up to 25% in electricity. Visit www.SavingElectricity.org.za for more tips.



Smart Living. Smart Saving.
For all the right reasons.



CITY OF CAPE TOWN: IZINDO SIKHAKHALI, IZINDI KHEPHEKO
THIS CITY WORKS FOR YOU

ROSE, THORN The 19th-century artist was an extremely skilled and hard-working craftsman of the South African colony. He was a member of the Orange Free State and later moved to the Cape. He was a member of the Orange Free State and later moved to the Cape. He was a member of the Orange Free State and later moved to the Cape.



Flower fun in Rondebosch

The 19th-century artist was an extremely skilled and hard-working craftsman of the South African colony. He was a member of the Orange Free State and later moved to the Cape. He was a member of the Orange Free State and later moved to the Cape.

Mum launches nanny book



THE NANNY Author of the book 'Nanny' is seen here with the book. The book is a guide for nannies and employers.

The author, a former nanny, has written a book that is a guide for nannies and employers. The book covers everything from finding a nanny to the legal aspects of the job. It is a practical guide for both parties.

Maytham tackles 'wall' monologues

Maytham's monologues are a series of one-act plays that tackle social and political issues. They are performed in a variety of venues and have received critical acclaim. The plays are a mix of comedy and drama.

New score for world premiere of socialist story at Fugard Theatre

The Fugard Theatre has premiered a new play that tells a socialist story. The play is a collaboration between the playwright and the theatre's music director. It is a powerful and moving work.

WAREHOUSE CLEARANCE SALE
 100% OFF
 100% OFF
 100% OFF

decofurn
 FACTORY SHOP
 100% OFF
 100% OFF
 100% OFF

Piano and cello soiree

A piano and cello soiree is a social event where musicians play and socialize. It is a great way to enjoy music and meet other people who share your interests.

Liesbeek Neighbourhood Watch AGM

The Liesbeek Neighbourhood Watch AGM is a meeting for residents to discuss community issues and elect representatives. It is an important event for the neighborhood.

SUMMER
 People's Post
 The Name will be published in our City Edition of Tuesday 25 October.

Train for thought in poets voice

A poetry reading event featuring a variety of poets. The event is a celebration of the written word and a chance for poets to share their work with an audience.

The event is a celebration of the written word and a chance for poets to share their work with an audience. It is a wonderful opportunity for both poets and listeners.

60°C
Turn
Flip
Fit
Electricity is expensive. Saving is simple.
SAVE
 Turn down your heater's temperature, shower rather than bath and fit an energy-saving showerhead to save up to 25% in electricity. Visit www.SavingElectricity.org.za for more tips.

Poster



Turn

Turn down your geyser's temperature to 60°C. This will save you up to 6% on your water heating bill.



Flip

Rather take short showers. A 2-minute shower will use 5 times less electricity than heating a full bath of water.



Fit

Install an energy-efficient showerhead. It's designed to use less hot water and therefore far less electricity.



Pull

Switch off appliances at the wall and pull out chargers. Leaving them in Standby Mode could cost you up to 6% more in electricity.



Press

Switch off appliances at the wall and pull out chargers. Leaving them in Standby Mode could cost you up to 6% more in electricity.



Twist

Replace regular bulbs with energy-saving ones. They cost six times less in electricity.



Cover

Insulate your geyser with a geyser blanket. It prevents heat loss, which reduces the amount of electricity needed to keep your water hot.



Wrap

Insulate your hot water pipes. This prevents heat loss, reducing the amount of electricity needed to keep your water hot.



Get

Install a Solar Water Heater. It uses the sun's energy to heat up your water, saving you typically 66% of your water heating bill.



Lay

Insulate your ceiling. This prevents heat loss, reducing the amount of electricity needed to heat your home.



Match

Use a hot plate that's most similar to the size of your pot to ensure your electric stove runs efficiently.



Set

Program your pool pump timer to run for fewer hours. This can account for up to 20% of your electricity bill.

Electricity is expensive. Saving is simple.

Follow these tips to save money on your electricity bill. For even more tips, visit www.SavingElectricity.org.za.



Smart Living. Smart Saving.
For all the right reasons.



Brochure



Electricity is expensive.
Saving is simple.





Turn

Turn down your geyser temperature to save typically 6% of your water-heating costs.



Twist

Replace regular bulbs with energy-saving light bulbs as they use 3 times less electricity.



Press

Switch appliances off at the wall to save up to 6% on your electricity bill.



Get

Install a Solar Water Heater to save up to 80% of your electricity bill.



Flip

Take a short shower rather than a bath to use five times less hot water and electricity.



Cover

Install a geyser blanket to prevent heat loss and reduce the electricity you need.



Set

Cut down the amount of time your pool pump runs to save electricity.

Electricity is expensive. Saving is simple.

If your house has a swimming pool, turning the pool pump filter for about 10 hours a day uses typically 11% of household electricity.

By cutting down the amount of time it runs it can save 10 hours a day. This can be reduced to 7% and in summer run it for 4 hours and it'll be down to 5%.

Stick this to the pump's control timer to keep that in mind.




Get more tips at www.fairlightelectricity.org.za

Electricity is expensive. Saving is simple.

The more you're able to keep the water inside your geyser hot, the less electricity you'll need to constantly keep heating it.

By installing a geyser blanket and insulating your hot water pipes you'll prevent heat loss, greatly reducing the amount of electricity you need.

Use this sticker to remind you to heat it done.




Get more tips at www.fairlightelectricity.org.za

Electricity is expensive. Saving is simple.

Taking a bath uses 3 times more hot water than a 5-minute shower. By using less hot water, your geyser will need far less electricity to heat up that water. And that means you'll look far more healthy.

Peel off this sticker and attach it somewhere in the bathroom as a reminder.




Get more tips at www.fairlightelectricity.org.za

Electricity is expensive. Saving is simple.

The amount of electricity your geyser uses to keep the water hot makes up typically 80% of your electricity bill.

You can save so much electricity by installing a Solar Water Heater that it will have paid for itself in just a few short years.

Use this sticker to remind you that it's an investment worth making.




Get more tips at www.fairlightelectricity.org.za

Electricity is expensive. Saving is simple.

Leaving appliances like TVs or DVD players in "Standby Mode" is a real thief of electricity. By switching them off at the wall, you could save up to 6% of the electricity you pay for.

Use this sticker as a reminder that even when an appliance is in "Standby Mode" and looks like it's off, it's not.




Get more tips at www.fairlightelectricity.org.za

Electricity is expensive. Saving is simple.

Energy-saving light bulbs use 3 times less electricity than regular bulbs. They may cost a little bit more to buy, but with the saving you'll make in electricity, you'll be saving far more money in no time at all.

Use this sticker as a sticky reminder to replace your regular bulbs with energy-saving ones.




Get more tips at www.fairlightelectricity.org.za

Electricity is expensive. Saving is simple.

If you know that your geyser accounts for up to 80% of the electricity you pay for! By simply turning down its temperature to the optimal 60°C, you can save typically 6% of your water-heating costs.

Think of the money that could save you.

Use this sticker as a sticky reminder to use as a reminder to turn down your geyser.




Get more tips at www.fairlightelectricity.org.za

Electricity is expensive. Saving is simple.

Follow these tips to save money on your electricity bill. Stick them up where you're likely to be reminded of them every day.




Get more tips at www.fairlightelectricity.org.za

Rates Bill



CITY OF CAPE TOWN (SIBINDI SIKHAKA) 1010 KAPSTAD

Civic Centre,
12 Hertzog Boulevard, 8001
PO Box 655, Cape Town, 8000
VAT Registration number
4500193497

TAX INVOICE NUMBER
100001479717

CUSTOMER VAT
REGISTRATION NUMBER

THIS CITY WORKS FOR YOU

020220810310022011



MR MG RAATH
19 DONELLY DRIVE, BEDFORD, WK41977
UNITED KINGDOM
0000

Page 1 of 2

ACCOUNT NUMBER **202358103**

DISTRIBUTION CODE

BUSINESS PARTNER NUMBER 1001382971

ACCOUNT SUMMARY as at 16/02/2011

DUE DATE 14/03/2011

	R	C	R	C
Previous Account Balance			22 412.91	

Contact Details

Telephone Enquiries

Less Payments

ARREARS

Latest account (See Reverse For Details)

CURRENT AMOUNT DUE

TOTAL (A) + (B) **23 825.35**

TOTAL LIABILITY

Total (A) + (B) Above 23 825.35

P.O. Box 655
Cape Town 8000

For counter enquiries, please
call at your nearest local
municipal office.

GRAND TOTAL

23 825.35



Electricity is expensive. Saving is simple.
For top electricity saving tips, visit www.SavingElectricity.org.za

IMPORTANT NOTES

- Cheques must be made payable to the City of Cape Town. Post-dated cheques will not be accepted.
- Interest will be charged on all amounts outstanding after the due date.
- Failure to pay could result in your water and/or electricity supply being disconnected/restricted. Immediate reconnection of the supply after payment cannot be guaranteed. A disconnection fee will be charged and the amount of your deposit may be increased.
- Even if you are engaged in a dispute with the Council concerning this account, you may not withhold payment.
- Do not send cash by post or deposit it in boxes marked "For cheque payments". Council will not accept responsibility for any loss you may incur.
- A convenient debit order facility is available. For further details please phone 086 010 3089.
- Bank charges on payment amounts in excess of R4 000.00 made by credit/debit card will be debited to your account.
- When making a direct deposit at ABSA Bank, please state your account no. 202358103.
- Register at your bank for internet payments. Log onto your bank's website and select "City of Cape Town Municipality" and insert your nine digit municipal account number in the beneficiary reference field. Kindly ensure that there are no spaces between the numbers.

PAYMENT SLIP - PLEASE RETURN THIS SLIP WITH YOUR PAYMENT



MR MG RAATH



>>>> 915552023581039

Amount tendered

R

Account Number **202358103**

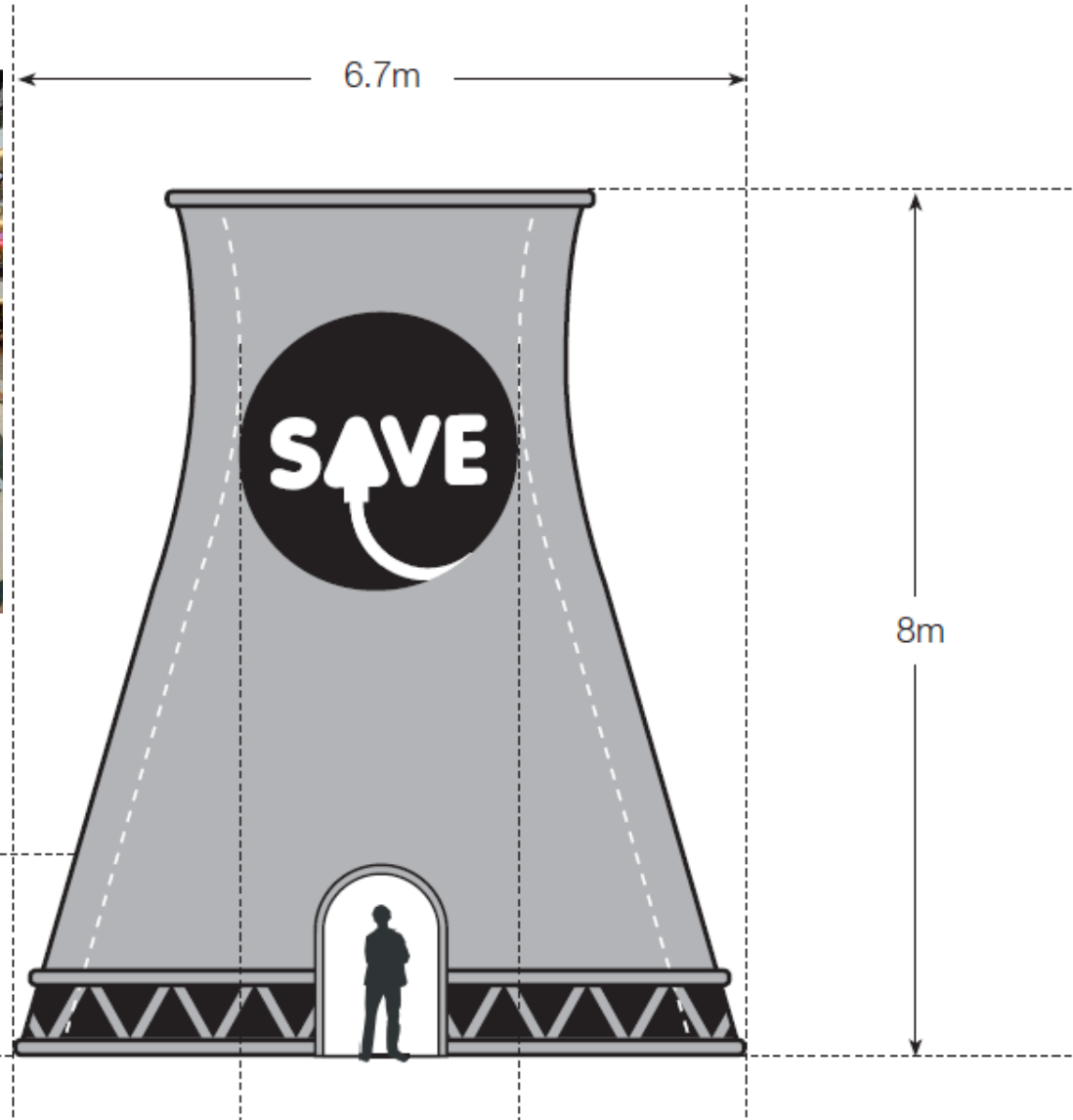
Arrears Due Immediately R 22 412.91

Amount Due 14/03/2011 R 1 412.44

Total due if not paid in cash R 23 825.35

Amount due if paid in cash R 23 825.35

Rounded down amount carried forward to next invoice R 0.00



Advice Booth

2.3m

6.7m

8m

Advice Booth



FRONT VIEW



BACK VIEW

Website



CITY OF CAPE TOWN | (ISIKENDI SASEKHAPA | IINDO KAAPSTAD)

THIS CITY WORKS FOR YOU



Electricity is expensive. Saving is simple.

For top electricity saving tips, visit www.SavingElectricity.org.za

| [City Home](#) |

| [Site guide](#) |

Search



Wed, 29 Sep 2010

[City of Cape Town](#) > [English](#) > [Electricity Saving](#) > How to save > **At home Top 10**

Home

Why save

How to save ▶

Measure & calculate

Smart shopping

Questions & answers ▶

Climate change ▶

News & events

Resource links

Contact us

How to save: At home Top 10

Click any tip below to view all the details on how to save.

1. [Install a solar water heater](#)
2. [Insulate your ceiling](#)
3. [Turn your geyser temperature down to 55° C](#)
4. [Use less hot water](#)
5. [Switch off equipment when not in use](#)
6. [Reduce your pool pump's operating hours](#)
7. [Reduce excessive heating or cooling](#)
8. [Install an energy-efficient showerhead](#)
9. [Insulate your geyser and the water pipes leading to it](#)
10. [Install energy-efficient lighting](#)

For more information, select one of the categories from the **Questions & answers** tab on the left side of the page.



Fit

Install an energy-efficient showerhead. It's designed to use less hot water and therefore far less electricity.



Smart Living. Smart Saving.
For all the right reasons.



CITY OF CAPE TOWN | ISIXEKO SASEKAPA | STAD KAAPSTAD

THIS CITY WORKS FOR YOU

Sarah Ward

Head: Energy & Climate Change Branch

Environmental Resource Management Department

sarah.ward@capetown.gov.za - 021 487 2124 / 2284