

SWITCH

The Movement. SWITCH is a social mobilization movement that seeks to demonstrate how ordinary Filipinos and specific sectors of Philippine society can contribute substantively—through fundamental changes in lifestyle, behavior or standard practices—to the massive effort needed to address the dire consequences of skyrocketing oil prices and climate change.

Social mobilization – what’s that?

Social mobilization involves planned actions and processes to reach, influence, and involve all relevant stakeholders— from the national to the community level—in order to create an enabling environment and to effect positive behavior and social change in the context of best energy practices.

SWITCH evolved as a result of the 2008 Energy Summit, which itself was a social mobilization activity. Held last January, the Summit drew over 2,500 stakeholders from various sectors and employed social mobilization and performance monitoring as key strategies for sustaining program interventions that would be recommended. SWITCH crystallizes all the proposed social mobilization plans and activities arising from the Summit under a single “umbrella” campaign to maximize impact.

Supporting—not duplicating—programs. SWITCH culls from regular DOE programs and from private sector/civil society initiatives specific aspects with vital social mobilization components. From these regular programs and initiatives that require a high level of involvement from sectors and/or communities, it selects those program aspects that can be termed “low-hanging fruit” in terms of the following criteria:

- It is strategic: it will help build the critical mass needed to realize impact in terms of significant energy savings and reductions in greenhouse gas emissions.
- It is immediately replicable and/or scalable in a cost-effective manner.
- It will promote multi-stakeholder consensus and united action.

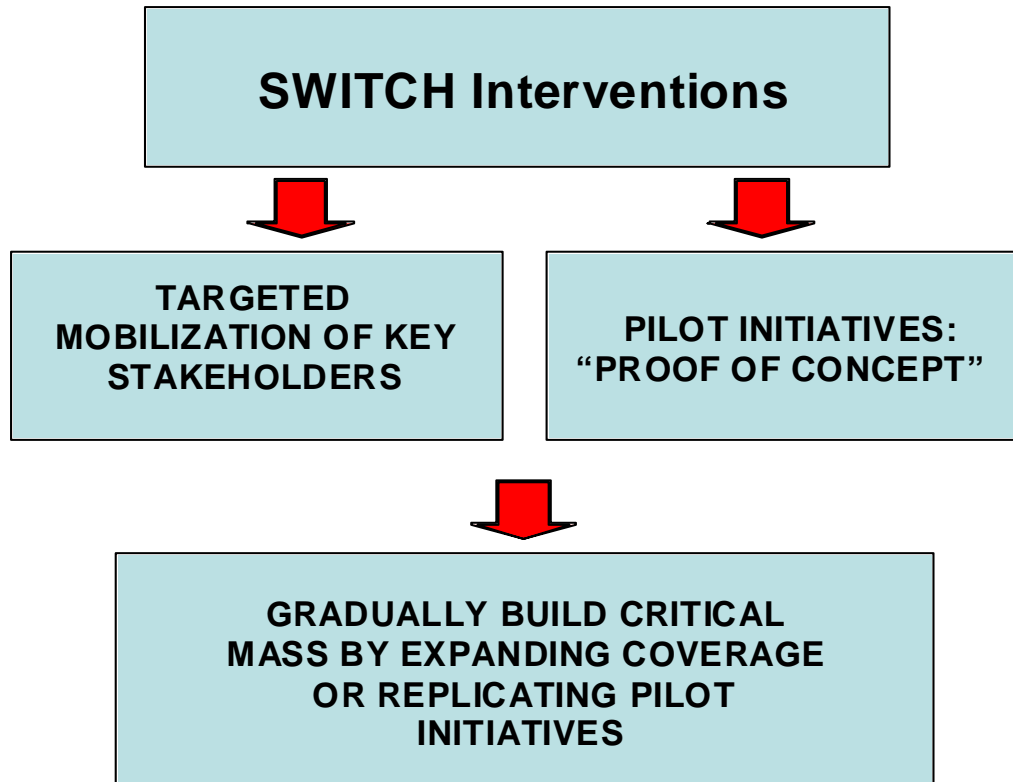
The Movement’s Objectives

As a social mobilization initiative, SWITCH is designed to:

- Make energy programs of both the government and the private sector more participative for better appreciation, acceptance and involvement among key stakeholders
- Accelerate and scale up the adoption of best energy practices that are simple but strategic
- Lay the institutional foundation to sustain best energy practices on the ground.

SWITCH will take on the social mobilization components of those program aspects which have been prioritized for scaling up and/or fast-tracking. SWITCH does not seek to duplicate or supersede existing initiatives on the part of DOE and other organizations; in fact, it complements these programs and projects to ensure broader social awareness, acceptability and involvement.

The SWITCH movement was launched in Metro Manila on July 16. There will be subsequent launches in the different regions of the country.



Fast-tracking social mobilization. To accelerate social mobilization among priority programs identified during the Energy Summit, SWITCH is working along two tracks.

One involves scaling up mobilization of key stakeholders in mature programs that have ready resources for this purpose.

The other track involves identifying promising concepts of best energy practices that have been proven to work on a pilot basis—and devising a way to replicate these initiatives systematically in other areas.

Through both tracks, SWITCH can build the critical mass necessary to make a difference in the energy sector.

Calls to Action – Phase 1

The first phase of SWITCH is planned for July-December 2008. During this phase, the campaign will focus on five calls to action:

- Switch from inefficient to efficient energy practices—starting with lighting—in workplaces, buildings, homes and public places.
- Switch from petroleum-based fuels to alternative fuels and cleaner technologies in the transport sector
- Switch from kerosene to renewable energy sources for lighting and basic electricity in remote rural areas
- Switch from fossil fuel-based technologies to renewable energy technologies in power generation, where feasible at the local level
- Switch from vestiges of centralized energy planning to more participative, bottom-up energy planning at the local level.

Leading social mobilization in these five SWITCH clusters is a multi-stakeholder task force, consisting of action officers from the private sector who work in close collaboration with counterpart technical officers from the Department of Energy (DOE).

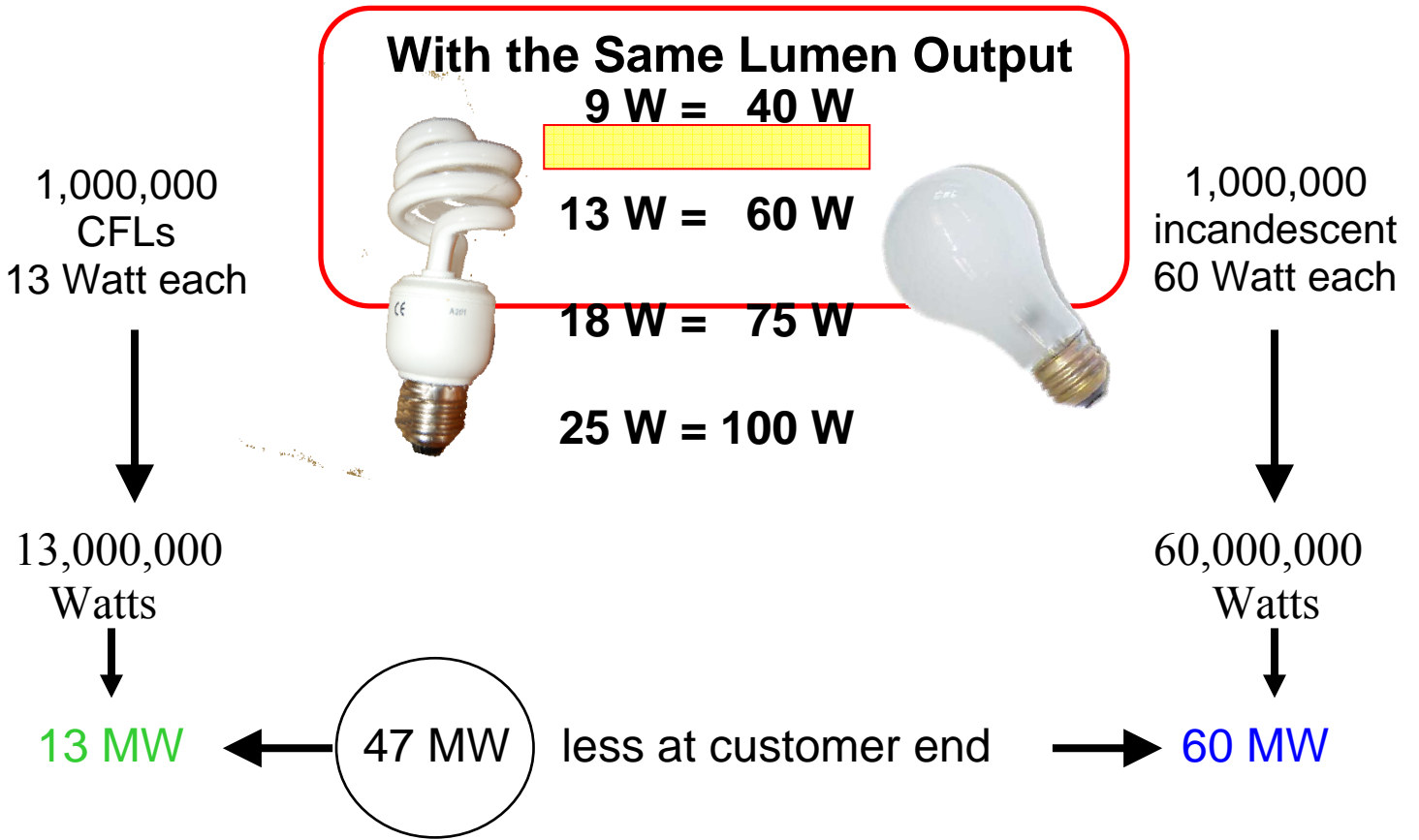
Focal Area	Action Officer	Technical Officer (DOE)
SWITCH to efficient energy practices	Ms. Liesl Lim	Director Raquel Huliganga
SWITCH to cleaner transport fuels & technologies	Mr. Yeb Saño	Director Mario Marasigan
SWITCH to RE sources for rural electricity	Ms. Techie Capellan	Director Mylene Capongcol
SWITCH to RE for power generation	Ms. Cates Maceda	Director Mario Marasigan
SWITCH to participative local energy planning	Mr. Rean Tirol	Planning OIC-Director Salvador Salire

First SWITCH Salvo: Palit-Ilaw

SWITCH will start off with an initiative called “*Palit-Ilaw*”. Individuals and institutions will be urged to switch from incandescent bulbs to compact fluorescent lamps (CFLs) and other energy-efficient lighting technologies.

This simple switch carries tremendous strategic impact. It is estimated that replacing one million 60-watt incandescent bulbs with equivalent 13-watt compact fluorescent lamps (CFLs) would mean savings of at least 50 MW in equivalent power generation. This means that for \$1.5 million worth of CFLs, we can forego the installation of a power station worth at least \$50 million. At the same time, this spells significant energy savings for households, offices, schools, hospitals, factories and other establishments. It will also lead to a marked reduction in greenhouse gas emissions that have been identified as a major cause of global warming.

Strategic value of a light switch



Savings of at least **50 MW** of equivalent generation

Source: Asian Development Bank

CFLS: Costs vs. Savings

1,000,000 CFL



A new **50 MW** power station



\$ 1.5 Million

VS

\$ 50 Million

Turning on the SWITCH

How you can help. As an ordinary citizen, you can contribute to the overall effort to conserve energy and to reduce greenhouse gas emissions. Here are just a few simple ways:

<p>Conserve energy</p> <ul style="list-style-type: none"> • Make sure that all the lights in your house are CFLs or make use of other efficient technologies. • Turning off lights and unplug appliances that you're not using. • In buildings, use the stairs, instead of the elevator, when going up or down a few floors. 	<p>Be efficient on the road</p> <ul style="list-style-type: none"> • Keeping your car's engine in shape • Make sure your tires are inflated properly • Drive at moderate speeds • Avoid peak traffic periods as much as you can. • Leave your car in your garage more often and ride the bus, MRT, or jeep/AUV or join a carpool instead. • For short distances, a walk or a bike ride would do you—and our planet—a lot of good. 	<p>Reduce waste</p> <ul style="list-style-type: none"> • When shopping, bring your own cloth bags so that you can help reduce the volume of plastic bags. And, as much as possible, buy only what you really need. • When eating, avoid putting on your plate more than you can consume. ▼ • The less waste we all make, the less greenhouse gases (like methane) garbage dumps would emit. • If demand for goods is moderated, less energy would be consumed for industrial over-production.
--	--	---

Your school. Schools or students and civil society, religious and youth groups can provide assistance in a variety of fronts: from mobilizing communities to conducting energy audits of schools, hospitals and other public facilities.

Your company. Companies and professional/civic organizations can help by switching to energy efficient lighting in their offices and by organizing internal energy efficiency campaigns. They can also adopt specific SWITCH initiatives as vehicles for corporate social responsibility programs. For instance, companies can sponsor the lighting switch of a poor or remote community, public school, hospital, market or park.

For inquiries, call or fax (632) **812-5974**. Or get in touch with the SWITCH call center by dialing **8-SWITCH**. Or log on to **switchnatayo.ning.com** and leave a comment, query or suggestion.

