

Project Title:

Development of Energy Culturalization Programs from a Social Point of View

Department:	Energy & Environment Institute	Employer:	Nirro Research Institute
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Project Summary:

The energy concept is discussed in some fields such as lighting, indoor consumption, heating, ventilation, thermal transformers, geothermal pumps, sensors and control systems, smart grids, industrial processes, electro motors, transportation and etc. Hence, it is obvious that the wide range of stakeholders like government officials, top managers, craftsmen, and public are related with energy efficiency and productivity. Public awareness and culturalization for the necessity of the optimization of energy consumption, and introducing its novel technologies and approaches is the main stage in the Iran's energy culture development process.

In the past years, comprehensive actions have not been carried out in the country, so there is a need to address the non-economic culturalization programs in the energy activities portfolio. Therefore, the energy producing and consumption culture should be strengthened by developing the energy culturalization programs.

According to the abovementioned, the project titled "Developing of Energy Culturalization Programs form a Social Point of View" has tried to identify the challenges of implementing cultural programs beside comprehensive review of principles and foundations of developing the culturalization programs. Then, some suggestions are proposed to fix the challenges. The proposed suggestions are derived based on the two functional and structural frameworks which is presented in figure 1 and figure 2.

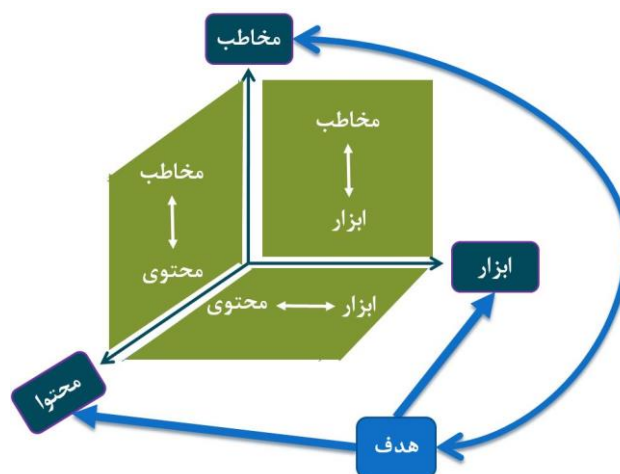


Figure 1. Structural framework of culturalization programs



Figure 2. Functional framework of culturalization programs

Project Results:

The project results are as follows:

- 1) Segmentation and positioning the audiences based on their effectiveness and protection factors (Figure 3)
- 2) Identification of the culturalization functional pillars based on the each group of audienses
- 3) Identification of the culturalization structural pillars based on the each group of audienses
- 4) Proposing some audience-based themplates for improvement the energy consumption culture
- 5) Introducing the implementation and monitoring mechanism for energy culturalization programs execution

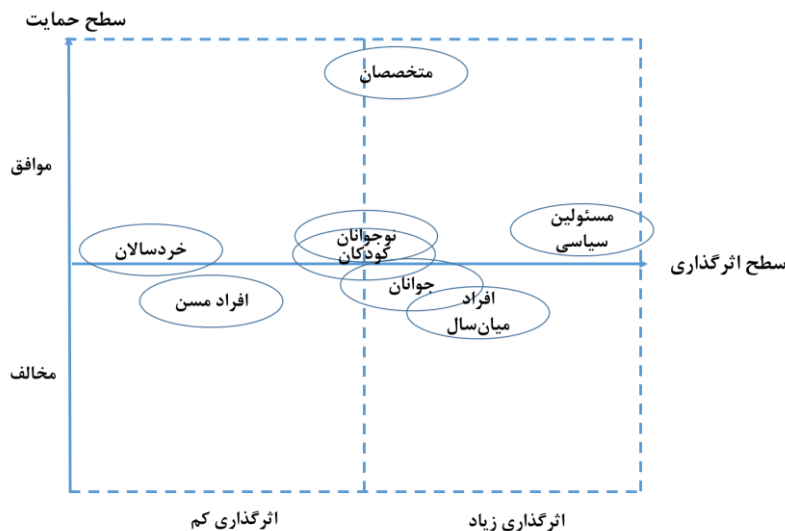


Figure 3. Audience segmentation based on their effectiveness and protection factors

Project Documentation:

The project documentations are as follows:

- 1) The reports, includins 4 step-by-step reports
- 2) Book: energy public culturalization, Nirro Research Institute (NRI), under review
- 3) Article: proposing the culturalization programs in the field of energy optimization based on bechmarking, 13th international conference of iranian operation society, under review