

Third Party Evaluator's Opinion on Promotion of Electricity Energy Efficiency Project

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Criteria-1 Relevance

The relevance of the project continues to increase, in light of rising energy costs worldwide, and the impacts of the high oil price on Thailand. Though the demand for electricity has not increased in a dramatic way since the completion of the project, due to the moderate growth of the economy (around 4.5 to 5%) in the absence of an investment upsurge, the awareness of the need to conserve energy and to achieve greater efficiency in energy use is now widespread. Credit must be given to the strong and continuous public campaign to promote energy efficiency as stressed by the Project. More recently, it is also outstanding that the climate change issue has now become a public opinion point in the mass media, like television programs. As such, the project's relevance is clearly demonstrated.

Though the 10th National Economic and Social Development Plan does not specifically refer to energy efficiency in the electricity sector as a strategy, the overall strategy of the Plan clearly states the importance of increasing energy efficiency and the need to find alternative sources of energy to support the country's development. As such, energy efficiency in the use of electricity is a part of the country's development strategy.

Criteria-2 Sustainability

Compared with a decade ago (when the project was first implemented), the present energy efficiency is a widely recognized word for households with regard to household electrical products. Energy efficiency labeling for household electrical appliances, especially the air-conditioners and refrigerators focused on by the Ministry of Energy and Ministry of Industry is widely understood and used by both manufacturers and consumers. This is the result, in my view, of the public informational and educational activities of the project. As the External Evaluator Ryo Fujikura's report (2006) indicates, the sustainability of the outcome can be considered to be high. I have no reason to disagree with this assessment. What is interesting to note is that by focusing on the consumer's awareness, the project helps to give the signal through the market to the manufacturers that this is what the consumer wants.

As Thailand becomes more aware of the role and responsibility to address the climate change issue, the relevance and the sustainability of the project is likely to increase further.