

# Findings of Research on Consumer Behavior and Preference Regarding Energy Efficiency in Households disseminated

22nd May 2017



Ministry of Environment and Energy conducted a session to disseminate the findings of “Research on Consumer Behavior and Preferences Regarding Energy Efficiency in Households”. The session was inaugurated by the Minister of State for Environment and Energy Mr. Abdul Matheen Mohamed. In his remarks he highlighted the successful campaigns and projects carried out by the Ministry of Environment and Energy and emphasized on the significance of active participation of the public at an individual level, to attain the maximum benefits of energy efficiency. Ms. Soffoora Kausar from Riyan Private Limited presented the findings of the research. 20 participants from 9 key stakeholders participated in the workshop.

The contract for this consultancy assignment was signed between the Ministry and Riyan Private limited on 31<sup>st</sup> October 2016. The research was conducted as the first step to identify key information in a household

regarding energy efficiency, to determine the perception of the general public regarding energy efficiency concepts and initiatives in the Maldives. In this regard, the surveyors interviewed the public about their knowledge on energy efficiency appliances and how they could contribute in energy saving. The findings of this research will assist the MEE in formulating future policy instruments, projects and programs related to energy efficiency and conduct related consumer awareness & advocacy campaigns. Data were collected from 1894 households from 6 different islands of the Maldives. This includes, Hdh. Kulhudhuffushi, Adh. Dhidhoo, GA. Nilandhoo, K. Maafushi, Greater Male’ Area and Addu City including all the districts including Feydhoo, Maradhoo, Maradhoo-feydhoo and Hithadhoo.