Sustaining the Initiatives through Communication Products
Asia Pacific

RAYMUND ABAD
TRANSPORT SPECIALIST

14 JUNE 2022
An international non-governmental organization that leads the mission for better air quality and healthier, more livable cities in Asia.

A UN-recognized partnership with a network comprised of more than 250 organizations around the world, including six Country Networks:

- INDONESIA
- MALAYSIA
- NEPAL
- THE PHILIPPINES
- SRI LANKA
- VIETNAM
Leading the regional mission for better air quality

Clean Air Asia’s mission is to **reduce air pollution and GHG emissions** in Asia and contribute to a more **sustainable**, **equitable**, and **healthier** region.

**INFORMING FOR ACTION**
- Data gathering & analysis
- Knowledge products
- Awareness raising

**CAPACITY BUILDING**
- Training & Workshops
  - Hands-on practice

**POLICY GUIDANCE**
- Science-based
Global Fuel Economy Initiative (GFEI)

Several in-country partners
Fuel economy baseline development

- How efficient are the fleets? Developing fuel economy baseline and trends to understand vehicle fleet characteristics

- What are the current policies?

- What are the policies suitable to local context to achieve global goal of improving overall vehicle fleet efficiency? Developing measures to improve energy efficiency of overall vehicle fleet (e.g. labeling and fiscal measures)
Fuel economy baseline and fuel economy measures

To introduce FE policies:
• **FE Baseline** – What is the average FE of new vehicles registered for the first time?
• **Target** – Where will FE need to be in the future?
• **Identification of policies** – Which measures are appropriate to reach the target?
• **Impact assessment of policy measures** – Regulatory, fiscal and soft measures
Communication Strategy: Targeted Audience

**National / Sub-national Government**
- Inform research outcome
- Raise awareness on solutions
- Build capacity to change
- Policy action

**Private Sector**
- (e.g. vehicle manufacturers)
- Get support for anticipated policy changes
- Generate interest
- Persuade to cooperate

**General Public**
- Get support for anticipated policy changes
- Generate interest through webinars or infographics
Communication Products

Infographics & Publications
Fuel Economy Baseline Reports
Regional progress on fuel economy in Southeast Asia
E-mobility in the Philippines

Webinars
“Supporting the Asia Pacific” series

Articles
Webinar outcomes
<table>
<thead>
<tr>
<th>Format</th>
<th>Subject</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Article</td>
<td>Creation of Pasig City Steering Committee on Electric Mobility + Training invitation</td>
<td></td>
</tr>
<tr>
<td>Webinar &amp; Article</td>
<td>Part 1: Training on fuel economy baseline and policy development for Asia</td>
<td></td>
</tr>
<tr>
<td>Article</td>
<td>Updates on Pasig e-mobility pilot with photos (experience with pilot, use and performance)</td>
<td></td>
</tr>
<tr>
<td>Webinar &amp; Article</td>
<td>Part 2: General EE policies and on fuel economy labeling - experience in Asia</td>
<td></td>
</tr>
<tr>
<td>Webinar &amp; Article</td>
<td>Part 3: Online forum on vehicle emission standards and fuel quality roadmap</td>
<td></td>
</tr>
<tr>
<td>Event &amp; Article</td>
<td>Pilot launch of Pasig City electric mobility pilot - charging stations</td>
<td></td>
</tr>
<tr>
<td>Report</td>
<td>Implementation Plan for Euro 4/IV vehicle emission standards and fuel quality for</td>
<td></td>
</tr>
<tr>
<td>Video</td>
<td>Video on electric 2&amp;3 wheeler pilot in the Philippines (w/ interviews)</td>
<td></td>
</tr>
<tr>
<td>Video</td>
<td>Video (Narrative) of electric 2- and 3-wheelers in ASEAN</td>
<td></td>
</tr>
<tr>
<td>Video</td>
<td>Video (Interview) on the progress of fuel economy baselines of Malaysia, Bangladesh, Philippines</td>
<td></td>
</tr>
<tr>
<td>Video</td>
<td>Video clip(s) on the fuel economy policy development work in Asia, highlighting</td>
<td></td>
</tr>
<tr>
<td>Webinar &amp; Article</td>
<td>EV Manufacturing Southeast Asia with the AFEVA (Asian Federation of EV Associations)</td>
<td></td>
</tr>
<tr>
<td>Article spotlight</td>
<td>Vehicle labeling (EEV labels) in Malaysia</td>
<td></td>
</tr>
<tr>
<td>Infographics</td>
<td>Electric mobility in the Philippines</td>
<td></td>
</tr>
<tr>
<td>Infographics</td>
<td>Updated tables on vehicle emission standards &amp; fuel specifications</td>
<td></td>
</tr>
<tr>
<td>Infographics</td>
<td>Video clip(s) on the fuel economy policy development work in Asia, highlighting</td>
<td></td>
</tr>
<tr>
<td>Infographics</td>
<td>Fuel economy outcomes and policy directions for each of Bangladesh, Malaysia,</td>
<td></td>
</tr>
<tr>
<td>Webinar &amp; Article</td>
<td>Fuel economy baseline development in Bangladesh</td>
<td></td>
</tr>
</tbody>
</table>
Importance of communication

Diffusion of information, and bring research, evidence and lessons to **policy and action**.

Recall...