CEE Comp: Southeast Asia's first energy efficiency competition

How a competition between buildings got companies, universities and ministries in Cambodia to save energy through behaviour change, with almost no investment.

43	~350 t	37%	9.2%
buildings over two editions	of CO2 avoided	energy saved by the best participant	average saving, first edition

THE PROBLEM

Cambodia's National Energy Efficiency Policy, approved in December 2022, aims to cut total energy consumption by at least 19% by 2030, and by 25% in commercial buildings. The government also recommends a voluntary 10% reduction for small and medium enterprises.

Part of these savings does not need new equipment. It can come from how people use the buildings they work in, if they are mobilised.

OUR ROLE

Sevea designed and led the Cambodia Energy Efficiency Competition (CEE Comp), working with the Ministry of Mines and Energy, the Ministry of Environment, WWF, EuroCham and EnergyLab. The format is inspired by CUBE, a European competition between buildings.

WHAT WE DELIVERED

- Recruitment of companies and buildings
- The competition framework and the method to measure savings
- Training of each participant's "green team"
- Monthly monitoring, with audits and public rankings
- Games, challenges and awareness campaigns for staff
- A new funder for each edition

HOW IT WORKS

Each participating building forms a green team. Over several months, the team changes habits and operations, with only minor renovations. Sevea measures consumption against a baseline every month and publishes a ranking, which keeps the competition alive.

FIRST EDITION: PRIVATE BUILDINGS

September 2021 to August 2022, with the support of the Cambodia Climate Change Alliance and the sponsorship of Schneider Electric.

Commercial buildings	**22**
Private companies	**14**
Average energy saving, all participants	**9.2%**
Low energy-intensity offices	**15.3%**
High energy-intensity offices	**11.7%**
Electricity saved	**194,000 kWh**
Emissions avoided	**200 t CO2e**

SECOND EDITION

The competition grew to 43 buildings across both editions, for about 350 tonnes of CO2 avoided in total. The best participant saved up to 37% of its energy.

PUBLIC UNIVERSITY CHALLENGE

A 90-day challenge, from May to August 2022, with six public universities: NUBB, NUM, RUFA, ITC, RULE and RUA. It ended with an Energy Day: a conference on climate change and energy efficiency, the awards, and an energy career fair.

Students in the team contests	**121**
Posters and thematic designs	**52**
Students who think energy efficiency is important	**81%**
Students who gained knowledge	**65%**
Students who changed their habits	**67%**

WHAT IT SHOWS

Behaviour change can deliver the 10% voluntary target for buildings without heavy investment, when it is measured and made visible. A fun, competitive format brought the private sector, universities and ministries into the same effort.

PLANNING AN ENERGY EFFICIENCY OR BEHAVIOUR CHANGE PROGRAMME?

We design and run programmes that have to work on the ground. Talk to us:
contact@seveaconsulting.com · +855 10 326 193

Sources: CEE Comp programme data, first edition 2021-2022 and second edition. Figures as reported by Sevea.