

Campaign messaging

Action needed from households

- **Geyser:**
 - **Switch off** at 17:00 and back on again at 21:00 (5pm to 9pm)
 - Reduce thermostat to 60 degrees
 - Insulate geyser and water pipes
- **Lighting**
 - Switch off all unnecessary lights
- **Shower:**
 - Shower rather than bath – less hot water is used.
 - Install an energy efficient shower head
- **Climate control:**
 - Minimise use of air conditioners by first opening windows to allow cool air to circulate
 - Set air-conditioners' average cooling temperature to around 23°C
- **Pool pumps:**
 - **Switch off** the pool pump between 17:00 and 21:00
 - Reduce the operating time to limit water circulation to twice a day
- **Vampire appliance usage** - Don't leave appliances in standby mode. Unplug cellphone chargers

Share the existing content with the National Spokesperson and Media desk to address the urgent need for content.

Campaign messaging

Action needed from commercial buildings

- **Standby electricity:** Don't leave your computer, copier, printers and fax machines on standby mode
- **Lighting:**
 - Switch off all necessary lighting
 - Reduce lighting levels in parking areas to the minimum legal requirement during the day, and turn off at night after the building lights have been turned off
- **Climate control:**
 - Set air-conditioners' average cooling temperature to around 23°C
 - Extraction fans can be turned on at around 04:00 to draw cold outside air through the building to cool down the structure,
 - Close window blinds to shade your rooms from direct sunlight, allow your workers to wear light, comfortable clothing during hot weather