



How fixing the lifestyle problem can also solve the energy problem



Energy is everywhere around us and our life depends on it. Many people do really think that sources of energy on our planet are eternal, so we can keep calm and use as much energy as we can. But the real situation is far from being so. Now our planet is running out of oil and gas, so we must think about this problem and search for new sources of energy. Energy problems concern every part of a human's life including the economy, politics, law, industry, etc.

So searching for the way out of this situation is a task not only for engineers, but also for specialists from other professions.

What concerns my country, Belarus, is that there are only a few people thinking about energy problems. The research for new sources of energy is very slow and apathetic; most people are not used to saving energy. So this problem has no development and innovative solutions.

Personally I, as a future marketer, am always trying to find some solutions for the energy problem using available instruments – communication, strategy, advertisement, etc. Using sustainable energy is global problem, but in my opinion we can start solving it on local level.

How much time does one spend with their family every day? Not much really. A typical evening in ordinary family looks like this: the father is watching TV, the mother is washing dishes or doing something in another room, child (or children) is (are) sitting in front of the computer or doing their homework in their room. This way of spending time is not very efficient in terms of energy consumption. Can it be different? Yes, if family members have closer communication and spend more time together.

Then energy consumption can be decreased a lot. So I suggest a PR and communication strategy for increasing a positive image of the family, which will make family members spend more time together. I think such a solution can be efficient, because sometimes solutions to one problem lay in the solution to another problem.

Moreover I think that the promotion of a healthy life style can also help in solving energy problems. For example, outreach of using bicycles with special machinery, which can charge one's telephone or do something of that kind. I as marketer think that all new products must be evaluated from the energetic point of view, i.e. whether a new product can help in efficient energy use or not (starting from the production and ending at recycling).

Discussing the energy problem and trying to solve it from different points of view is the only possible way of finding the most harmonic and informed decision. So it's important to attract the attention of a variety of professionals to this problem.

To sum up it's important to say, that sustainable energy use is one of the most important and discussed points of international activities hope to encourage more people to become involved in, and active in, this debate in order to change behaviour and contribute to tackling the energy problem.

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