

17 MARCH 2016, BRUSSELS



HIGH-LEVEL CONFERENCE
**EU ENERGY COOPERATION
WITH THE EASTERN NEIGHBOURHOOD
AND CENTRAL ASIA**

Celebrating the 20 years of the INOGATE Programme
and preparing for the new stage



Sustainable Energy Information Centre: a catalyst for consumers behaviour change in Moldova

Republic of Moldova
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Session No. 2 : Empowering consumers
through awareness raising on energy efficiency

OVERVIEW

1. EEA role in the energy sector
2. Challenges of the energy complex
3. Promotion of EE and RES in the Republic of Moldova.
State of play.
4. Sustainable Energy Information Centre as a communication tool
5. Lessons learned/ Conclusions

ENERGY EFFICIENCY AGENCY

Date of establishment	21 of decembre, 2010
Ownership and organizational form	state/ public authority
Subordination	Ministry of Economy
Number of employees	11
Fields of activity	<ul style="list-style-type: none">• energy efficiency• renewable energy sources
Key sectors	<ul style="list-style-type: none">• energy transformation/conversion sector;• industry sector;• constructions sector;• transportation sector;• public sector.

MISSION OF THE ENERGY EFFICIENCY AGENCY

The Agency, as a central public authority and the focal point in the field of energy efficiency and RES, has the mission to:

- manage the activity in the energy efficiency and renewable energy sectors;
- ensure the implementation and reach the objectives set out in the national energy efficiency and renewable energy programs and coordinate the actions in these fields;
- ensure the implementation of the legal framework in the field of energy efficiency and renewable energy;
- **ensure the implementation of the National Communication Strategy on EE and RES**

The Agency shall promote the concept for efficient use of energy and development of renewable energy sources based on advanced, state-of-the-art technologies.

EEA COOPERATION WITH INOGATE PROGRAMME

The Republic of Moldova has been an INOGATE Partner Country since 1996 and has benefited from 30 projects

The Energy Efficiency Agency has been cooperating with INOGATE for last 5 years, since Agency's creation

Areas of cooperation:

1. Energy standards
2. Energy statistics
3. Energy efficiency
4. Energy investments
5. Energy policy

CHALLENGES OF THE ENERGY SECTOR

- The Republic of Moldova is highly dependent on energy imports, 88 % of the energy consumption is covered from import
- Very high energy intensity (roughly 3 times over EU average)
- The share of RES in final energy consumption is about 13,25% (according to the 2014 Energy Balance)

The lack of own resources and high energy intensity sets the energy efficiency and renewable energy sources as a top priority



PROMOTION OF EE AND RES IN THE RoM

STATE OF PLAY

1. Consultancy/ informational support
2. Mass-media campaigns
3. Mobile exhibitions
4. Radio and TV interventions
5. Audio and video spots, infographics
6. Leaflets, brochures, guidelines, instructions, etc.
7. Public events:
 - contests
 - festivals, concerts feed by solar energy
 - exhibitions
 - Round tables, workshops, etc.



PROMOTION OF EE AND RES IN THE RoM

STATE OF PLAY

2011-2012



2013-2014



2015



Moldova

Eco Energetică

În spiritul dezvoltării durabile



Istorii

Eco Responsabile



Idei

Eco Responsabile



Tehnologii

Eco Responsabile

SUSTAINABLE ENERGY INFORMATION CENTRE

The SEIC is to be built as a **HUB** for all existing private, university and state institution initiatives

SEIC Facilities:

- Library (including electronic one)
- Exhibition Room
- Conference room
- Helpline
- On-line hub



LESSONS LEARNED/ CONCLUSIONS

- Implementation of the state policy on energy efficiency and renewable energy should be accompanied with communication activities
- Palitra of communication tools should be diversified in order to cover all sectors
- The communication tool should be adjusted to the target group
- There is a must to educate pupils on consuming rationally energy resources
- **The only way to change someone else's behavior is to change your own**

Спасибо!
Thank you!

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