



ENERGY COOPERATION BETWEEN THE EU, THE LITTORAL STATES OF THE BLACK & CASPIAN SEAS AND THEIR NEIGHBOURING COUNTRIES



REPORT: COMMUNICATION WORKSHOP IN ARMENIA

by Component C, INOGATE New ITS Project

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Table of contents

Table of contents	ii
1. Executive Summary	1
2. Participants	2
3. Objectives	3
4. Main findings and further actions	3
5. Conclusions	5
6. Annexes (separate documents)	6

1. Executive Summary

The INOGATE Technical Secretariat (ITS) conducted a communication workshop on sustainable energy in Yerevan, Armenia, on 25 April 2013. Goals were a) to define the main direction of an awareness raising campaign for Armenia, b) to identify contributing stakeholders, and c) to identify potential actions for implementation.

ITS will use its limited resources to support local stakeholders willing to take ownership of awareness raising campaigns. ITS will build synergies and reinforce existing initiatives through media, internet, information centres, schools and more.

Thematically, the communication workshop chose a focus on energy efficiency in two areas: industry/business and general public including schoolchildren and youth. Based on the discussions during the workshop, these were identified as the main directions of an awareness raising campaign in Armenia.

After discussion and brainstorming, participants presented their best ideas on awareness raising campaign themes and activities:

- Demonstrations for industry/businesses on EE
- Events for industry/businesses to promote EE and green business
- Trainings for businesses on new SE technologies
- Educational and information materials for schoolchildren and youth
- Events, contests on energy and environment
- Production of video materials
- Greater involvement of media
- Awareness raising for policy makers on SE benefits and new technologies
- Enhance understanding and importance of conducting awareness raising on SE among policy makers

2. Participants

The workshop gathered key stakeholders with interest and willingness to support awareness raising activities on SE. The stakeholders were the key state authorities in SE, the Ministry of Energy and Natural Resources of Armenia and the Armenia Renewable Resources and Energy Efficiency Fund (R2E2). From international organisations, UNDP-GEF Armenia and IFC Armenia took part in the workshop and share their experiences and ideas for possible joint activities. Other participants represented educational institutions, think tank, a number of NGOs working on environmental and energy efficiency issues and private sector representatives.

The INOGATE Country Coordinator co-chaired the workshop. The organisers of the communication workshop were sustainable energy and communication experts of the INOGATE ITS Project and the Country Expert for Armenia.

Participants actively engaged in discussions and contributed their views and ideas for identifying awareness raising needs and potential activities. They recognised the importance of promoting SE and involving different target groups. The final list of participants appears in Annex 2 of this report.



Stakeholders at the communication workshop in Armenia

3. Objectives

The overall objective of the workshop was to identify the main direction of awareness raising campaign, to develop a tailored campaign strategy and, subsequently, an action plan for Armenia.

The main specific objectives of the communication workshop were

- To discuss and select the thematic focus of an SE campaign in Armenia
- To identify target groups in order to refine the concept of an SE campaign and ensure its effectiveness
- To elaborate ideas for the plan of activities for awareness raising campaign
- To identify organisations that would lead, guide and contribute to conducting the SE campaign.

It is critical that local stakeholders take ownership of awareness raising campaigns. ITS will use its limited resources to support those organisations that are willing to contribute and sustain such campaigns. The ITS approach aims at building synergies and reinforcing existing initiatives, where possible, rather than embarking on new campaigns. Options for specific actions may include mass media publications, local websites, SE/Energy information centres, educational materials on SE for schools, contests.

Thematically, the communication workshop focused on possible awareness raising activities in energy efficiency. Participants highlighted the need to increase awareness of industry and business as well as general public including youth and schoolchildren on EE. They also underlined the importance of enhancing SE awareness among policy makers.

4. Main findings and further actions

ITS presented its approach for selecting energy sectors for a targeted awareness raising campaign.



Discussion during the workshop

Discussions and brainstorming yielded the following proposals:

- Demonstrations for industry/businesses on EE – demonstration through examples of EE measures implemented by companies; experience sharing among industry/businesses
- Events for industry/businesses to promote EE and green business - organisation of events to promote EE, development of green business, joint events with local stakeholders (Energy Weeks, exhibitions on EE, energy forums)
- Trainings for businesses on new SE technologies – organisation of specific trainings on new technologies in EE
- Educational and information materials for schoolchildren and youth – building on the existing experience, reinforcing and further developing such materials for youth and schoolchildren; capacity building for students and

- lecturers; facilitate creation of a “P2P2” network for students interested in SE issues.
- Events, contests on energy and environment - joining forces of different stakeholders for organisation of various; organisation of contests with involvement of public figures; site visits and demonstration for students.
 - Production of video materials - TV spots, videos and Public Service Announcements (PSAs) on EE; TV programmes for schoolchildren.
 - Greater involvement of media – despite the effort, interest among media for SE is still low. Stimulating interest and enhancing capacity of media through specific trainings on SE and environmental issues.
 - Awareness raising for policy makers on SE benefits and new technologies – this may include demonstration of economic benefits of SE, information about technological advancements, sharing of EU’s experiences.
 - Enhance understanding and importance of conducting awareness raising on SE among policy makers – enhance recognition of importance of awareness raising on SE among policy makers.

5. Conclusions

The workshop participants expressed their support for the effort aimed at creating a conducive and enabling environment for the development of sustainable energy. Many stakeholders present at the workshop showed interest in participating in awareness raising activities for EE. The awareness raising needs identified by the stakeholders during the workshops are twofold: a) awareness raising for policy makers, and b) awareness raising for industry/businesses and the wider public. For the first group, the aim is to **enhance institutional capacity** and the legislative framework. For the second group, it is to reach out to industry/business and to the wider public to **improve understanding of EE**, educating and fostering behavioural change.

6. Annexes (separate documents)

6.1 Agenda

6.2 List of Participants

6.3 Presentations by ITS:

- Presentation: New ITS Project – Sustainable Energy and Communication, part I
Overview and awareness raising on sustainable energy – Khatuna Didbaridze
- Presentation: New ITS Project – Sustainable Energy and Communication, part II
A new direction of communication for INOGATE – Khatuna Didbaridze
- Presentation: ITS approach to identifying sectors for focused awareness raising campaign – Larry Good
- Presentation: Awareness Raising on Sustainable Energy EE Campaigns– Khatuna Didbaridze