



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



## **REPORT: COMMUNICATION WORKSHOP IN AZERBAIJAN**

*by Component C, INOGATE New ITS Project*

*4 April 2013, Baku*

**“INOGATE Technical Secretariat & Integrated Programme in  
support of the Baku Initiative and the Eastern Partnership energy  
objectives”**

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## **1. Executive Summary**

The INOGATE Technical Secretariat (ITS) conducted a communication workshop on sustainable energy in Baku, Azerbaijan, on 4 April 2013. Goals were a) to define the main direction of an awareness raising campaign for Azerbaijan, 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 the transport sector for awareness raising. Transport sector received priority for awareness raising in Azerbaijan. This was identified during the preparatory visit before the workshop and the discussion with the Ministry of Industry and Energy of Azerbaijan.

Workshop participants engaged in a brainstorming session and presented their best ideas on awareness raising campaign themes and activities:

- Promotion of energy efficient vehicles
- Cycling and energy efficient means of transport
- Educational materials for efficient and sustainable transport
- Video and information materials
- Organisation of events
- Biofuel
- Sharing of best practice and EU's experience for sustainable transport for policy makers

## 2. Participants

The workshop gathered key stakeholders with interest and willingness to support awareness raising campaigns for the development of sustainable transport. There was a particularly high number of policy makers from the transport sector present at the workshop. This included different divisions of the Ministry of Transport and the State Maritime Company. The State Agency on Alternative and Renewable Energy Sources also participated in the workshop. The Ministry of Industry and Energy coordinated and led the discussion on the governmental support actions.

Other participants included the Azerbaijan State University of Architecture and Construction (educational institute cooperating with ESIB), the Baku City authority and several NGOs working on environmental, energy efficiency and transport.

Representative of the EU Delegation to Azerbaijan attended the workshop. The INOGATE Country Coordinator and the ITS experts on sustainable energy and communications co-chaired the workshop. The final list of participants appears in Annex 2 of this report.

Participants discussed key issues in the transport sector and presented ideas for awareness raising for more energy efficient and sustainable transport. They all recognised the importance of raising public awareness in this area.



*Mr. Ramiz Rzayev,  
the INOGATE  
Country Coordinator  
chairing the workshop*

### 3. Objectives

The overall objective of the workshop was to develop a tailored campaign strategy and, subsequently, an action plan for Azerbaijan with emphasis on promotion and development of sustainable transport.



*Stakeholders at the  
communication  
workshop in  
Azerbaijan*

The main specific objectives of the communication workshop were

- To focus on sustainable transport as the main thrust of an SE campaign for Azerbaijan
- 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 sustainable transport 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. The transportation sector emerged as the priority sector for two main reasons: it is one of the biggest energy consuming sectors in Azerbaijan and the key stakeholder, the Ministry of Industry and Energy expressed willingness to coordinate the awareness raising effort.

#### **4. Main findings and further actions**

ITS presented its approach for selecting the energy sector in Azerbaijan that would receive a targeted awareness raising campaign.



*Discussion during  
the workshop*

Brainstorming discussion yielded the following proposals for efficient and greener transport:

- Promotion of energy efficient vehicles - transport sector is one of the main energy consuming sectors in Azerbaijan with a growing number of cars, especially in Baku. Promotion of energy efficient vehicles can be one of the directions of awareness raising.
- Cycling and energy efficient means of transport – raising public awareness on sustainable transport and behavioural change is an important element. This may include promotion of cycling, public transport, raising awareness on eco driving, information for drivers.

- Educational materials for efficient and sustainable transport – involvement of youth and schoolchildren may contribute to a longer term change. This may include development of different materials for this target group.
- Video and information materials - preparation of TV spots, videos, Public Service Announcements (PSAs) for general public (discourage use of big engine cars, use less fuel, better parking, underlying health benefits etc) as well as supporting TV programmes on sustainable transport; development of information materials (leaflets, brochures, flyers).
- Organisation of events – building on the experience of some NGOs, organising workshops, photo exhibitions involving different target groups; possibility of events at local/community level can also be considered.
- Biofuel - Experience sharing in new technologies including development of biofuels.
- Sharing of best practice and EU's experience for sustainable transport for policy makers – policy makers expressed interest in finding out more about the EU's experience in sustainable transport including public transport, how to improve energy efficiency in transportation, technical standards, legislation. Policy makers are also interested in an analysis of needs and recommendations to improve EE in transport.

## 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. Most of the stakeholders present at the workshop showed interest in participating in awareness raising activities for sustainable transport. The awareness raising needs identified by the stakeholders during the workshops are twofold: a) awareness raising for policy makers, and b) awareness raising for the wider public. For the first group, the aim is to motivate them to **enhance institutional capacity** and improve legal framework for SE in transport. For the second group,

the aim is to reach out to the wider public to **create demand** on sustainable transport as well as improve understanding of the issue, fostering behavioural change.

The communication workshop in Azerbaijan also helped to identify the synergies, especially between the policy makers that may lead to effective and successful awareness raising.

## **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 – Elena Nikitina
- Presentation: ITS approach to selecting sectors for focused awareness raising campaign – Larry Good
- Presentation: Selecting the main thrust and theme for awareness raising campaign, sustainable transport – Khatuna Didbaridze