



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



REPORT: COMMUNICATION WORKSHOP IN MOLDOVA

by Component C, INOGATE New ITS Project

14 March 2013, Chisinau

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1. Executive Summary

The INOGATE Technical Secretariat (ITS) conducted a communication workshop on sustainable energy in Chisinau, Moldova, on 14 March 2013. Goals were a) to define the main direction of an awareness raising campaign for Moldova, 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 and energy saving for general public including schoolchildren and youth. For various reasons, this was the most appropriate direction of an awareness raising campaign in Moldova.

Workshop participants worked in small groups for brainstorming sessions, then presented their best ideas on awareness raising campaign themes and activities:

- Information campaign for general public on EE and Energy Saving
- Educational information campaign on EE and Energy Saving involving schoolchildren and youth
- Organisation of events and demonstrations
- Development of video and other information materials
- Involvement of media
- Enhanced coordination and cooperation between various stakeholders
- Enhanced capacity of policy makers on SE

2. Participants

The workshop gathered key stakeholders with interest and willingness to support awareness raising campaigns on SE. The stakeholders were: the state authorities – the Ministry of Economy, the National Agency of Energy Regulation, the Agency for Energy Efficiency, educational institution - the Institute of Power Engineering, NGOs involved in energy efficiency and environmental education, private sector representatives and media. Representative of the EU Delegation to Moldova addressed the workshop participants during opening.

Participants actively engaged and contributed to the discussions and group work during the workshop. Each stakeholder group presented their ideas on the needs and possible activities for awareness raising on SE. Furthermore, they also identified awareness raising needs for other participating stakeholders from their own prospective, for instance the state authorities for private sector, NGOs for the state etc.

Participants recognised the importance of promotion of EE among general public and particularly engagement of youth and schoolchildren. The final list of participants appears in Annex 2 of this report.



ITS experts making presentations for the participants

The organisers of the communication workshop were sustainable energy and communication experts of the INOGATE ITS Project and the Country Expert for Moldova.

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 Moldova.

The main specific objectives of the communication workshop were

- To discuss and select the thematic focus of an SE campaign in Moldova
- 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 the public on the benefits of EE and Energy Saving. Also, Moldova has experience in education campaigns for schoolchildren and youth. This can be reinforced and further developed.

4. Main findings and further actions

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



Group discussions



Working group discussions yielded the following proposals:

- Information campaign for general public on EE and Energy Saving – general public awareness on energy issues including EE is low. Population needs to be better informed about the importance and benefits of energy efficiency, its economic benefits, different products (including energy labelling) and how to save energy.
- Educational information campaign on EE and Energy Saving involving schoolchildren and youth - Moldova has experience in developed educational and informational materials on environmental issues and

energy efficiency/energy saving for schoolchildren. This can be multiplied and developed further. Educational programmes and activities for children and youth can help to nurture the culture of efficient use of resources and contribute to longer term behavioural change.

- Organisation of events and demonstrations – Building upon existing experience in organising summer schools and camps, national contests on EE including ones for schoolchildren (for instance, Moldova Ecoenergetika); organisation of demonstrations in combination with educational materials will enhance effectiveness of the effort.
- Development of video and other information materials – some video materials exist but more can be developed and disseminated through various channels including social networks (TV spots, cartoons, TV and radio programmes). Information materials can include leaflets, brochures, flyers, posters for billboards.
- Involvement of media – media should be more actively involved in SE issues. This means both enhancing capacity of media and building interest to work on SE. Presently there are little incentives to increase coverage on SE and promotion of SE through TV is costly.
- Enhanced coordination and cooperation between various stakeholders - some joint initiatives exist but enhanced cooperation between different stakeholders can be enhanced. Support to improved coordination and information sharing between key stakeholders (state and non-state) can bring better results.
- Enhanced capacity of policy makers on SE - sharing of best practices and EU's experience in SE including awareness raising, support in capacity building for awareness raising; organisation of workshops, conferences, seminars on SE for policy-makers.



*Presentation of
group work
results*



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 the wider public. For the first group, the aim is to **enhance institutional capacity** and effectiveness of work. For the second group, it is to reach out to the wider public to **improve understanding of EE**, educating and fostering behavioural change.

The communication workshop in Moldova also helped to identify the synergies that may lead to effective and successful public awareness.

6. Annexes (separate documents)

6.1 Agenda

6.2 List of Participants

6.3 Presentations by ITS:

- Presentation: Overview and awareness raising on sustainable energy – Khatuna Didbaridze
- Presentation: A new direction of communication for INOGATE – Elena Nikitina
- Presentation: Summary of INOGATE work programme for sustainable energy – Larry Good
- Presentation: Awareness raising on sustainable energy, EE campaigns – Khatuna Didbaridze