

## Communication Workshop in Georgia Sustainable Energy

### \* AGENDA \*

**8 February 2013, Friday**

Venue: Hotel "Betsy's", 32-34 Makashvili St., 0108, Tbilisi, Georgia

<b>09:30-10:00</b>	<b>Registration and welcome coffee</b>
	<b>Introduction</b>
<b>10:00-10:30</b>	Mr. Larry Good, Key Expert, Sustainable Energy Participants of the event
	<b>Presentation of the New ITS project - Sustainable Energy and Communication</b>
<b>10:30-10:50</b>	Ms. Khatuna Didbaridze, ITS Communication Expert Ms. Elena Nikitina, ITS Communication Expert
	<b>Presenting the ITS approach to selecting sectors for focused awareness raising campaign</b>
<b>10:50-11:15</b>	Mr. Larry Good, Key Expert, Sustainable Energy
	<b>Discussion on selecting the main thrust and theme for awareness raising campaign</b>
<b>11:15-12:30</b>	Facilitated by the ITS experts
	<b>Discussion on the campaign strategy</b>
<b>12:30-13:00</b>	Facilitated by the ITS experts
<i>13:00-14:00</i>	<i>Lunch</i>
	<b>Discussion on key target groups, messages, tools and instruments</b>
<b>14:00-15:30</b>	Facilitated by the ITS experts
	<b>Discussion on the campaign implementation modalities and sources/ways of financing, in-kind contributions etc</b>
<b>15:30-16:30</b>	Facilitated by the ITS experts
<i>16:30-16:45</i>	<i>Coffee break</i>
	<b>Setting up the campaign organisation committee and defining roles of stakeholders</b>
<b>16:45 - 17:30</b>	Facilitated by the ITS experts
	<b>Wrap up and summary</b>
<b>17:30 - 17:45</b>	Mr. Larry Good, Key Expert, Sustainable Energy Ms. Khatuna Didbaridze, ITS Communication Expert
<b>17:45</b>	<b>End of the workshop</b>