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New ITS Project Sustainable Energy Communication and Awareness Raising

BUILDING PARTNERSHIPS FOR ENERGY SECURITY

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INO GATE New ITS Project



Overview and Awareness Raising on Sustainable Energy (Component C)

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*for ITS Component C Communication Workshop
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Targeted energy sectors



Electricity



Renewable Energy



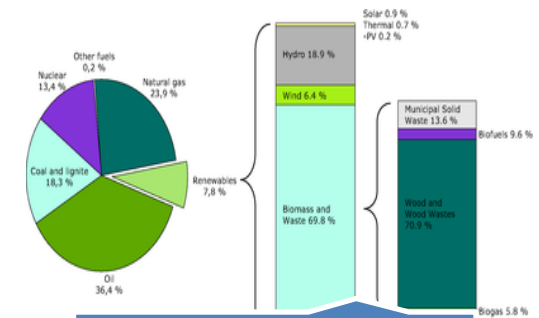
Energy Efficiency



Gas



Climate Change



Energy Statistics

Focus of the project



- Favourable investment climate for energy infrastructure and sustainable energy;
- Progress in the key areas of the Astana Roadmap:
 - Energy market convergence, safety & security, sustainable energy and investment attraction.
- Target groups – ministries, regulators, TSOs, NSIs, civil society organizations, R&D and others

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Components



- Component C
 - Strengthen energy institutional governance in relation to sustainable energy, in particular by focussing on institutional capacity
- Other Components - overall coordination and support, gas and electricity, statistics

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Component C, Sustainable Energy



- Concrete results to be achieved:
 - Investments in SE and laws passed
 - Networks to enhance the exchange of experiences and best practices on policies and regulatory frameworks
 - Improvement in knowledge transfer as well as capacity building in the field of SE technologies

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Areas of work

- Support to RE and EE legislation development, policies, action plans, trainings
 - AHEF (<http://www.inogate.org/>)
- Awareness raising assistance
 - the need for and benefits of increased energy efficiency & renewable energy use
- Institutional framework for sustainable energy
 - Capacity building – study tours, workshops, trainings



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Awareness raising



- Top-down: Build demand among policy makers
 - Challenge: stimulate demand through targeted awareness raising
- Bottom-up: Considerable interest in awareness raising to general public and industry
 - Advantage: use the momentum for raising awareness among wider public

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Main focus of awareness raising



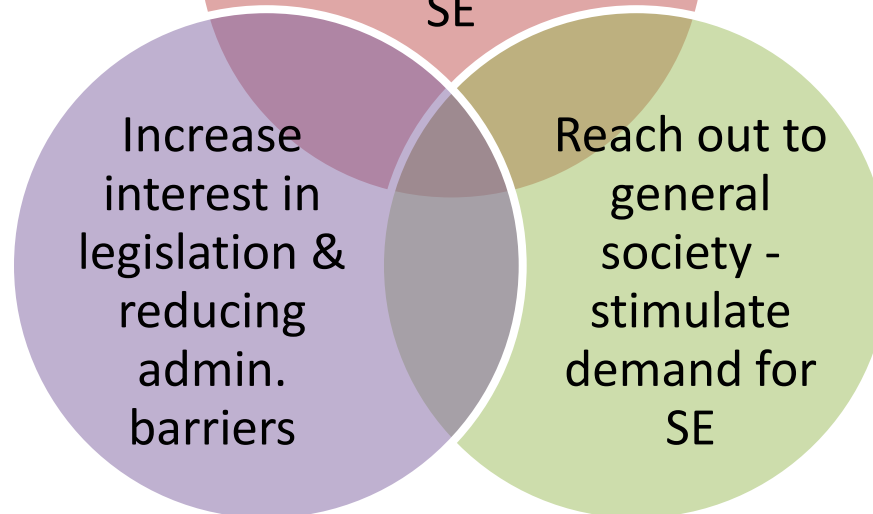
Objective



Facilitate development of enabling environment for SE

Policy & law makers

Wider public



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Stakeholder analysis



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Analyse

- Stakeholders
- Stakeholder interest
- Capacity and motivation



Key insights



- Enhance understanding of SE benefits among key stakeholders
 - energy security
 - job creation
 - resource saving etc
- Increase public awareness on energy efficiency issues in 6 ENP countries including Georgia
- “Sectoral” approach – focused SE/EE campaign in each PC (energy, transport, industry)

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JOINT Communication Workshops



- Local organisations & administrative units take ownership of awareness raising campaigns
- Build synergies – build upon existing AR campaigns, build partnerships, co-finance

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Stakeholder groups:
NGOs, youth groups, media, R&D, businesses,
industries and other

Focus of awareness raising campaign: key messages
and activities

Resource allocation: who, what, where, when, how

Be proactive, suggest innovative ideas



Thank you for your attention!



Visit web portal: www.inogate.org

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