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# A new direction for INOGATE Communication

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BUILDING PARTNERSHIPS FOR ENERGY SECURITY

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# INOGATE New ITS Project

## A New Direction of Communication for INOGATE (Component A)

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*for ITS Component C Communication Workshop  
Chisinau, 14 March 2013*



# Outline



- INOGATE Visibility & Communication Survey results
- Communication Objectives
- Messaging
- Key stakeholders
- Proposed Communication Activities
- What are the next steps for Moldova?

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# Online INOGATE Survey results



- Improved information content needed
- More user-friendly website
- Social media is used by key stakeholders
- Email still is preferred method of receiving information
- Webinars are considered of interest
- High interest for Sustainable Energy Campaigns

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INOGATE  
SURVEY



ΟΠΡΟΣ  
INOGATE



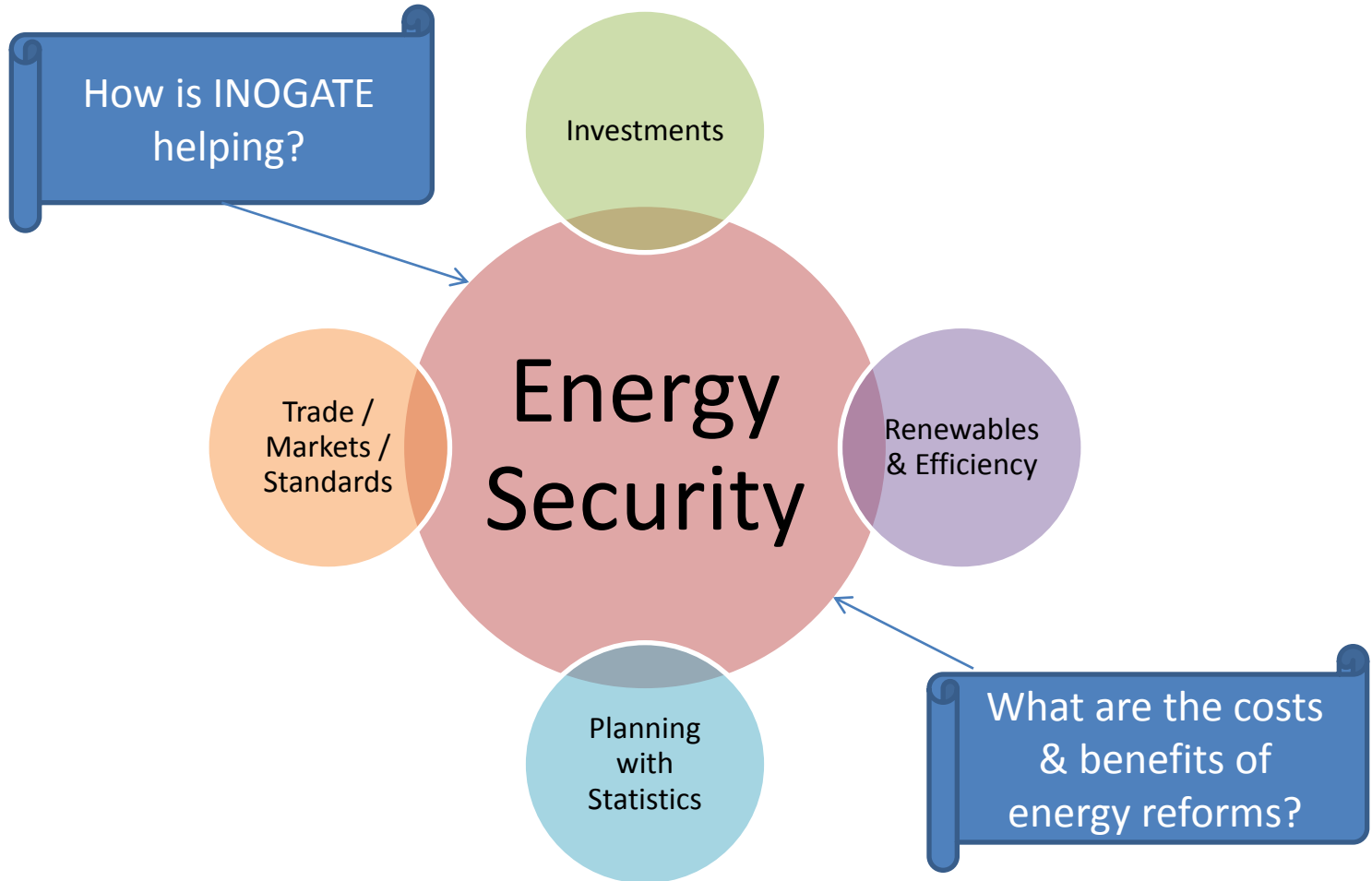
# 3 overriding communication objectives



1. Increasing awareness of INOGATE results and how they can be replicated and built upon
2. Increasing understanding of the costs and benefits of energy reforms
3. Increasing public awareness on sustainable energy issues in 6 ENP countries

The presentation focuses on (1) & (2).

# Messaging strategy built around Energy Security



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# Key Communication Activities



## Website

Social Media

Regular emails  
&  
newsletters

## Events

Joint  
organisation  
with PCs

Participate in PC  
events

## Publications & Media

E-publications &  
PC-specific fact  
sheets, FAQ,  
media packs

Clear  
messaging /  
infographics

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# Key Communication Activities



## Promo Materials

Posters

Give aways /  
visibility &  
usefulness

## A/V

Videos

Aminated  
Powerpoints

## EE Campaigns

Part of Comp.  
C / Joint with  
PCs

Media  
support

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# Using new IT technologies



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Webinars

Social  
Media

Website



# More social media...



**INOGATE already on Facebook**

<https://www.facebook.com/InogateTechnicalSecretariat>

A screenshot of a Mozilla Firefox browser window displaying the Facebook page for "INOGATE Technical Secretariat". The browser's address bar shows the URL "https://www.facebook.com/InogateTechnicalSecretariat". The page features a large cover photo of a wind turbine with a person standing in front of it, arms outstretched. The INOGATE logo is visible in the top left of the cover photo and in a smaller box on the left. Text on the page includes "INOGATE Technical Secretariat", "45 likes · 22 talking about this", and a description: "Energy/Utility The INOGATE Programme supports energy policy cooperation between the European Union and the INOGATE Partner Countries." The right sidebar shows a list of friends and sponsored posts. The Windows taskbar at the bottom shows the date as 25/11/2012 and the time as 17:10.

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# Key stakeholders



- Ministries of Energy, of Natural Resources, of Industry and New Technologies,
- Transmission systems operators (TSO) for electricity and gas,
- National regulators,
- Ministries in charge of Finance,
- National and Regional Standardization Bodies,
- National Statistical Institutes
- National Construction Authorities,
- National Agency dealing with consumer protection,
- Civil Society organizations for consumer protection,
- National Associations and Unions for gas and electricity,
- R&D institutes,
- Energy Agencies,
- Energy Services Companies and Audit Centres
- Media

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# Key insights



- Targeted, simplified and convincing messaging
- More work with media
- More joint organisation of events, campaigns with Partner Countries
- Need for systematic results collection

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# Vision – what do we want in the end...



- We want Moldova see INOGATE as a very useful programme because it has facilitated energy security through:
  - increased investments, e.g. EE & RES
  - helped pave the way for EE, RES, competitive markets and cross-border trade through the uptake of new policies / laws/ codes / standards
  - improved energy planning through the use of reliable statistics

**Communication enables the above.**

