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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
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Outline



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

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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



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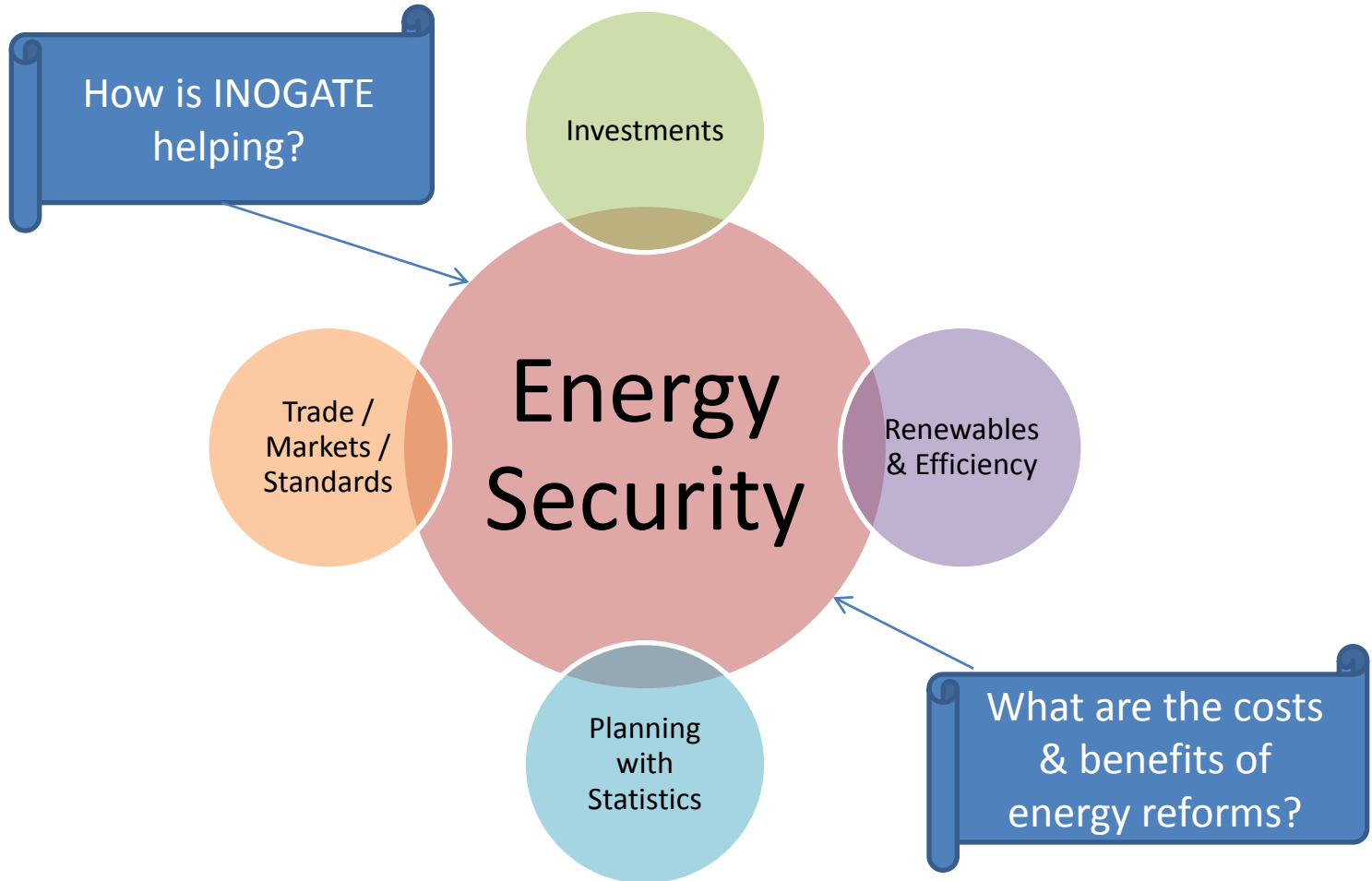
3 overriding communication objectives



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

You Tube™



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 and a person with arms outstretched, with the INOGATE logo and "PROGRAMME FUNDED BY THE EU" text. The page name "INOGATE Technical Secretariat" is visible, along with "45 likes" and "22 talking about this". The right sidebar shows a list of friends and a "Create Page" button. The bottom of the browser window shows the Windows taskbar with the date "25/11/2012" and time "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 Armenia 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.