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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Outline

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

How is INOGATE helping?

Energy Security

Investments

Renewables & Efficiency

Planning with Statistics

Trade / Markets / Standards

What are the costs & benefits of energy reforms?
Key Communication Activities

Website
- Social Media
- Regular emails & enewsletters

Events
- Joint organisation with PCs
- Participate in PC events

Publications & Media
- E-publications & PC-specific fact sheets, FAQ, media packs
- Clear messaging / infographics
### Key Communication Activities

<table>
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<th>Promo Materials</th>
<th>A/V</th>
<th>EE Campaigns</th>
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<td>Posters</td>
<td>Videos</td>
<td>Part of Comp. C / Joint with PCs</td>
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<td>Give aways / visibility &amp; usefulness</td>
<td>Aminated Powerpoints</td>
<td>Media support</td>
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Using new IT technologies

Website

Social Media

Webinars

Website

YouTube™
More social media...

INOGATE already on Facebook

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