

Communication Workshop in Azerbaijan Sustainable Energy

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Thursday, 4 April 2013

Venue: The Ministry of Industry and Energy of Azerbaijan, the Government House, Baku, Azerbaijan

09:30-10:00	Registration of participants
	Introduction
10:00-10:30	The Ministry of Industry and Energy of the Republic of Azerbaijan (Deputy Minister or Mr. Ramiz Rzayev, Country Coordinator) Mr. Larry Good, ITS Key Expert on Sustainable Energy Participants of the event
	Presentation of the New ITS project - Sustainable Energy and Communication
10:30-11:00	Ms. Khatuna Didbaridze, ITS Communication Expert Ms. Elena Nikitina, ITS Communication Expert
	Presenting the ITS approach to identifying sectors for focused awareness raising campaign
11:00-11:30	Mr. Larry Good, ITS Key Expert on Sustainable Energy
	Discussion on selecting the main thrust and theme for awareness raising campaign
11:30-12:15	Facilitated by the ITS experts
12:15-13:15	<i>Lunch</i>
	Discussion on the campaign strategy
13:15-14:00	Facilitated by the ITS experts
	Discussion on key target groups, messages, tools and instruments
14:00-14:30	Facilitated by the ITS experts
	Discussion on the campaign implementation modalities and sources/ways of financing, in-kind contributions etc
14:30-15:00	Facilitated by the ITS experts
15:00-15:20	<i>Coffee break</i>
	Setting up the campaign organisation committee and defining roles of stakeholders
15:20-16:00	Facilitated by the ITS experts
16:00-16:15	Wrap up
	Summary
16:15-16:30	Mr. Mr. Larry Good, ITS Key Expert on Sustainable Energy Ms. Khatuna Didbaridze, ITS Communication Expert
	Closing address(es)
	Representative of the Ministry of Industry and Energy of the Republic of Azerbaijan
16:30	End of the workshop