

Communication Workshop in Moldova Sustainable Energy

* AGENDA *

Thursday, 14 March 2013

Venue: JAZZ HOTEL, 72, Vlaicu Parcalab str., MD-2012, Chisinau city, Republic of Moldova

09:30-10:00	Registration and welcome coffee
	Introduction
10:00-10:30	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)
16:30	End of the workshop