INOGATE New ITS Project

Effective Communication & Awareness Raising in Sustainable Energy

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INOigate New ITS Project

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Sustainable Energy (SE) Component

- Awareness raising on SE
  - Importance and benefits of EE/RES and their development
- “Top down”: stimulate interest for SE among policy makers
- “Bottom up”: raising awareness of wider public on SE
Why Energy Efficiency & Renewables

• Energy security
• Competitiveness
• Sustainable development, climate change
  – EE & RES play important role in all these processes
• Growing interest for EE
Communication & awareness raising

- Public awareness and information campaigns can be instrumental for promoting EE
- EE campaigns can have different drivers and goals
- Well targeted campaign can help to maximise impact
Design and implementation of SE campaign

Behavioural change is important!

– Analyse the context
– Develop a strategy and a plan
– Define goals
– Identify target groups
– Define what determines the desired change
– Select instruments and communication channels
– Manage implementation and risks
– Monitor
– Evaluate
Communication channels & tools

Examples:

– Media: electronic, print, radio, TV
– Energy festival, expo, energy efficiency week
– Brochures, leaflets, billboards, postcards, light boxes at bus stops and subway stations
– School and educational campaigns
– Helpline
– Competition and contest
– Social media: Facebook, Twitter, YouTube, LinkedIn
What role can a bank play

- Set a good example of efficient use of resources
- Manage effectively bank products in the area of sustainable energy
Employee awareness and office energy efficiency

Improve energy efficiency in your office with our free energy-saving guides, and download employee engagement materials, posters and stickers.
A photocopier left on standby overnight wastes enough energy to make 30 cups of tea.

Switch it off and you’ll make all the difference.
A computer left on overnight for a year creates enough CO$_2$ to fill a double-decker bus.

Switch it off and you’ll make all the difference.
Air conditioning an office for 1 extra hour a day uses enough energy in a month to power a TV for over a year.

Turn it off overnight and you’ll make all the difference.
Last person out please switch off the light.

SAVE ENERGY
THIS MEANS YOU!
Awareness raising in SE financing

• Example:
  – Energocredit

• What can be used:
  – Flyers, brochures
  – Website
  – Billboards
  – TV and radio
BMC Georgia is one of the largest suppliers of central heating systems in Georgia and has been registered on the EnergoCredit website since 2010.

Tamara Lolakidze, Import Manager at BMC Georgia: “We are very glad that we had the opportunity to collaborate with the GEEP team and were registered on the EnergoCredit website from the beginning. I think that by providing the subsidy, the facility was a great help to the Georgian population. GEEP helped us greatly from the moment we started receiving inquiries about our products—they provided promotional banners and helped market our products through the EnergoCredit brochures. We always received full and detailed help from the team. Last year we offered a big discount on our boilers and with the 15% subsidy, our clients were really eager to buy the product for the winter. Helped by the EnergoCredit radio commercial, our sales doubled last year. I think that this facility has not only helped our sales, but it has also helped raise the awareness of energy efficient products among the Georgian population. Our clients were very happy with the deal they received with our discount and 15% subsidy on the boilers last year.”

Rebi established in 2004 and has been supplying PVC and aluminum windows and doors since then. It was registered on the EnergoCredit website in 2010.

Gia Malakhadze, Sales Manager at Rebi: “Our company has been in the market for a long time and we’re very experienced in providing goods and services to our customers. We decided to register on the EnergoCredit website as soon as we heard about the facility as it was a good opportunity not only to market our services but also to promote energy efficient products in Georgia. We have installed many windows for households since the start of the program and our clients were always happy to have the opportunity to buy double glazed windows with a 15% subsidy.”

Sophia Balavaudze, Head of PR Department at Bank of Georgia: “Bank of Georgia joined the EnergoCredit Residential Facility in December 2010, issuing our first loan in the same month. We issued almost 300 loans for a total of about US$ 316,000. The most popular products purchased through the credit line were central heating boilers and double glazed windows, followed by solar panels and biomass stoves.

“We’re very glad that we had the opportunity to work with the GEEP team and that our mutual efforts were rewarded with interest from the public. This facility allowed consumers to purchase energy products affordably which increased their comfort, improved living conditions and saved energy.”

GECB conducted extensive marketing campaigns in support of the facility, marketing the credit line on our ATM machines, displaying EnergoCredit banners on the windows of our branch offices and handing out leaflets. EnergoCredit leaflets were also attached to every family’s electricity bill in Tbilisi. This type of marketing campaign has never been done before.”

Nino Mazurashvili, Deputy Director of TBC Bank: “TBC Bank helped start the EnergoCredit Residential Facility in November 2009. Since then, we have issued around 430 individual loans for different types of energy efficient products, for a total of about US$ 656,000. Central heating systems and PVC windows have been the two most popular products purchased through the credit line in our bank.

TBC Bank and GEEP have collaborated extensively since the start to promote the program. We have carried out various marketing activities to promote the facility, displaying GEEP banners in our branches, playing residential videos on screens in the bank, handing out leaflets, and advertising the facility on our ATM machines.

This credit line gave individual clients the opportunity to purchase new and modern energy efficient products cheaper than they could otherwise purchase. The equipment not only saves energy but improves comfort and reduces energy bills, I think that the 15% subsidy made the credit line more affordable for our customers. This was the first subsidized loan facility ever issued in Georgia and our customers were really happy that they got the chance to purchase the product they wanted and they obtained a 15% subsidy on the product at the same time.”
GEEP Project – Small Hydro Power Plant Rehabilitation
Country saves around 7 GWh/year from avoided electricity import

New hydro-power units make savings for Company and Country
Renewable hydro resources for power generation are the basic component of the country’s energy strategy. Georgia has a potential to produce about 15 GW energy from hydro resources.

The proposed project includes rehabilitation of almost the complete water supply and electro-mechanical systems of two units with total power of 5 MW. Improvements on the water supply and elimination of losses together with replacement of hydro turbine and power generator, gives company possibility to increase annual electricity output from 6 GWh up to 13 GWh. The results will help the company to improve its financial position and saves the country around 7 GWh imported electricity. Reduced dependence on imported energy is the way to energy security and economic development.

The Company

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<tr>
<th>Main activities</th>
<th>Electricity generation</th>
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<tr>
<td>Region</td>
<td>Chkhorotsku, Georgia</td>
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Project Goal and Main Investments

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<tr>
<th>Project goals</th>
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<td>• Eliminate water losses on the water supply line and increase reliability of water supply</td>
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<td>• Increase annual electricity output</td>
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<table>
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<th>Main investments</th>
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<tr>
<td>• Rehabilitation works in the headrace channel</td>
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<tr>
<td>• Rehabilitation of the damaged concrete surfaces of water intake structure</td>
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<tr>
<td>• Rehabilitation of both hydro turbines</td>
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<tr>
<td>• Rehabilitation of generators</td>
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<td>• Rehabilitation of the substation</td>
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<th>Investment size</th>
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<td>Approximately $1.7 M</td>
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Expected Results

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<th>Operational results</th>
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<tr>
<td>• Increased annual power output from 6 GWh to 13 GWh</td>
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<td>• Decreased Green House Gas Emission of almost 5,200 tons of CO₂ equivalent per year</td>
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<td>• Annual savings on outsourced power supply around 7 GWh/year</td>
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<th>Investment profitability</th>
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<td>• Payback period of 1.3 years</td>
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<td>• Over 75% IRR on the investment</td>
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For more information on how your company can receive financing for energy efficiency projects, visit www.energocredit.ge, or call +995 32 224962.
The GEEP assignment is funded by EBRD though grant funds by: United Kingdom Sustainable Energy Initiatives Funds, Canadian International Development Agency, EBRD-Special Shareholders Fund and Early Transition Countries Funds
SUSTAINABLE ENERGY FINANCING FACILITIES

Through Sustainable Energy Financing Facilities (SEFFs), the EBRD extends credit lines to local financial institutions that seek to develop sustainable energy financing as a permanent field of business. Finance for sustainable energy projects is provided for two key areas: energy efficiency and small-scale renewable energy. Local financial institutions on-lend the funds to their clients including small and medium-sized businesses, corporate and residential borrowers.

In addition to financing, each SEFF establishes a Project Implementation Team, comprising of local and international experts who provide support to financial institutions and their clients. They train staff in promoting the new financial product and how to recognise technically eligible projects as well as supporting the creation of standards for environmental due diligence.

These experts also provide borrowers with support in identifying energy saving opportunities, developing financing applications enhancing project design and advising on high performance technologies.

SEFF financing for businesses typically ranges from a few hundred thousand to a few million euros to support the purchase and installation of equipment, systems or processes. Across the EBRD region, SEFF financing has supported diverse projects in virtually all sectors, ranging from agriculture, food processing, and manufacturing to industry, construction and services.

Residential loans cover a few thousand to a few hundred thousand euros, most often to support improvements on the building envelope. Various groups have benefited from SEFF loans including individual owners, groups of home owners and multi-apartment associations.
Exercise

• Group work
  – Effective communication with customers
  – Defining key messages
Thank you for attention!

Please visit: www.inogate.org

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