Promotion of state support of energy efficiency
Measures to reduce gas consumption:

- Reducing gas consumption limits for population
- Reducing social norms of gas consumption for the population
- Incentive-based tariffs
- The simplified procedure of commissioning of the heat power industry facilities using renewable energy sources

State Energy Efficiency Programme:

- Compensation to individual owner (a private house / separate apartment)
  Loan values for the acquisition of “non-gas” boiler
  - 20% тіла кредиту на придбання «негазових» котлів
  - 30% тіла кредиту на енергоефективні обладнання та матеріали
  - 70% of the principal amount of loan for a household - recipient of subsidies on utilities ' bills

- Compensation to Home Owners’ Associations (multi-apartment buildings)
  - 40% тіла кредиту на енергоефективні обладнання та матеріали
Coordination of PR-activities

International projects

Trading chains

Public service advertising

Mass Media

Information Projects

Trainings’ organisation

Civil society organisations, opinion leaders

Video clips, banners

Round Tables

Workshops

Manufacturers

Banks (hand-outs in banks’ outlets)

Audio and video clips on TV
Sensitisation campaign

- Organisation of a Energy Efficiency Partnership Forum
- Regional seminars on energy efficiency
- 473 regional workshops
- Advertising (social, outdoor, Internet advertising, video audio visual materials)
- Advisory services to individuals and organisations: website, call-centre
Informing the target audiences about the State Energy Efficiency Programme

Initiating the cooperation with the regions regarding the allocation of money in regional and local budgets for compensation of interest on loans

Signing of 14 memoranda on co-financing with regions
The information of the web-site meets the needs of the main target audiences: general public, business, population

The web-site is visited by representatives of leading countries

440 thousand web-site visitors
(01.01.15 - 11.11.2015)

55% of the web-site users are the new visitors

Agency’s web-site
State of Regional Cooperation

- 24 memoranda were signed
- Are planning to sign a Memorandum
- Have not signed a Memorandum

An Energy Efficient Partnership Forum was conducted gathering 400 participants from all regions of Ukraine

459 workshops on energy efficient partnership were conducted

It has been planned to conduct another 14 workshops
Agency’s call-centre

- It has been established to provide the population, HOA and housing maintenance offices (ZHEKs) with the clarifications on obtaining the state support for energy efficiency measures

- Call-centre operators provide advisory services to citizens daily from 9:00 am till 5:30 pm

- From May 1, 2015, more than 5760 enquiries were processed.

5 760 enquiries

71% of telephone calls from citizens

29% of electronic enquiries from citizens

Up to 406 enquiries are processed weekly
Presence in the media and work with the general public

- More than 500 thematic materials were published in print and electronic publications
- More than 150 interviews and comments were given on TV and radio
- 33 press conferences and briefings were held
- Provided assistance in the development of the communications programs for regional centres (473)
- 24 memoranda on cooperation were signed
- Participated in more than 700 public events
- Continuous cooperation with the Public Council at the SAEE
### Monthly dynamics of demand for state support by individuals and HOA* (replacement of gas boilers and purchase of energy efficient equipment/materials)

*За даними уповноважених банків - according to the authorized banks*
Our strategic goal is changing the energy consumption culture!