ITS Combined Event on Awareness Raising in Sustainable Energy
RWP.07
Dublin, Ireland, 15-19 June 2015

INOATE Technical Secretariat and Integrated Programme in support of the Baku Initiative and the Eastern Partnership energy objectives

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### Abbreviations

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<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
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<tbody>
<tr>
<td>DCENR</td>
<td>Department of Communications, Energy and Natural Resources</td>
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<tr>
<td>EE</td>
<td>Energy efficiency</td>
</tr>
<tr>
<td>EPBD</td>
<td>Energy Performance in Building Directive</td>
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<tr>
<td>IGBC</td>
<td>Irish Green Building Council</td>
</tr>
<tr>
<td>ITS</td>
<td>INOGATE Technical Secretariat</td>
</tr>
<tr>
<td>MoU</td>
<td>Memorandums of Understanding</td>
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<tr>
<td>NGO</td>
<td>Non-Governmental Organisation</td>
</tr>
<tr>
<td>PC</td>
<td>Partner Country</td>
</tr>
<tr>
<td>R2E2</td>
<td>Armenia Renewable Resources and Energy Efficiency Fund</td>
</tr>
<tr>
<td>RES</td>
<td>Renewable energy sources</td>
</tr>
<tr>
<td>SAARES</td>
<td>State Agency for Alternative and Renewable Energy Sources of the Republic of Azerbaijan</td>
</tr>
<tr>
<td>SAEE</td>
<td>State Agency on Energy Efficiency of Ukraine</td>
</tr>
<tr>
<td>SE</td>
<td>Sustainable Energy</td>
</tr>
<tr>
<td>SEAI</td>
<td>Sustainable Energy Authority of Ireland</td>
</tr>
<tr>
<td>SEIC</td>
<td>Sustainable Energy Information Centre</td>
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</table>
1. PART 1 – EUROPEAN COMMISSION

1.1. Background

<table>
<thead>
<tr>
<th>Assignment Title:</th>
<th>ITS Combined Event on Awareness Raising in Sustainable Energy, RWP.07</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country and Dates:</td>
<td>Dublin, Ireland, 15-19 June 2015</td>
</tr>
</tbody>
</table>
| Beneficiary Organisation: | Armenia: R2E2 Fund; Ministry of Energy and Natural Resources of the Republic;  
Azerbaijan: State Agency for Alternative and Renewable Energy Sources (SAARES); Ministry of Energy;  
Georgia: Ministry of Energy; Tbilisi City Hall;  
Moldova: Energy Efficiency Agency; Energy Efficiency Fund; Ministry of Economy;  
| Beneficiary Organisation - key contact persons – name and e-mail address | Names and e-mails of 17 participants of the event are provided in Annex 1 of this report |
| Deliverables Produced | Final report and a promotional video about the event |
| Expert Team Members | Xavier Dubuisson, Alice Ryan, Wolfgang Lutz, Oleksandr Antonenko |

1.2. Essence of the Activity

The Combined Event on Awareness Raising in Sustainable Energy (RWP.07) took place in Dublin, Ireland between 16 and 19 June 2015. The event, which combined workshops and site visits, became a logical step of ITS’s ongoing cooperation with Georgia and Moldova on the creation of Sustainable Energy Information Centres (SEICs). Taking into account that Armenia, Azerbaijan and Ukraine also expressed interest in cooperating with INOGATE on the improvement of awareness raising in Sustainable Energy (SE), the representatives of these Partner Countries (PCs) were also invited to participate in the event.

The ITS fully achieved the overall and specific learning objectives of the combined event (see section 2.2) that were related to enabling the participants to independently design and implement effective awareness raising activities on SE at different levels including the establishment and operation of SEIC.

1.3. Key Findings

1. The right combination of expert presentations, workshops and site visits was the key for sufficient transfer of knowledge and know-how to the PCs during ITS capacity building events.

2. Inviting the representatives of different stakeholders involved in development and implementation of awareness raising campaigns, i.e. relevant ministries, agencies and funds, facilitated the 3-layer networking: internal, among the PCs and with participant’s peers in the EU.

3. Equally, the Irish case studies explored by the different contributors, like representatives of ministries, agencies, municipalities, civil society organisations and journalists, underlined the importance of partnership and joined-up thinking across stakeholder groups.
4. Most speakers highlighted the importance of the policy context to progress awareness-raising that was in line with ITS strategy. Participants were given a clear picture of how EU policy instruments are translated into Irish policy at local and national level. They were also shown the concrete manifestation of this policy context on the ground e.g. through SEAI’s energy efficiency programmes or CODEMA’s energy planning support to local authorities in Dublin.

5. The participants demonstrated a very strong motivation to learn and participate in all the activities organised during the combined event. They showed enthusiastic engagement with the workshop tasks and during Q&A sessions. ITS received positive feedback from the participants as well as an official letter from the Ministry of Energy of Georgia informing ITS about the valuable contribution of the combined event to the creation of SE Information Centre in Georgia. Thus, there is an opportunity for the EC and (or) other donor organisation to follow up with the beneficiaries and participants in the area of the improvement of awareness raising campaigns and creations of SEICs in Armenia, Azerbaijan and Ukraine in the future.

1.4. Ownership and Benefits of the Activity
The main benefits of the activity for the Beneficiaries are:

1. The participants enhanced their capacity in establishment and independent operation of SE information centres. The event provided the participants with both conceptual as well as a range of practical tools and skills on which the successful operation of the SEICs in the partner countries can be based.

2. The participants learned about EU and Irish experience in developing and implementation of awareness raising programs for different stakeholders.

- The Beneficiaries took ownership in the following way:
  1. Georgia and Moldova signed with ITS Memoranda of Understanding (MoU) on the creation of SEICs in Tbilisi and Chisinau respectively.
  2. Armenia, Azerbaijan and Ukraine expressed strong interest in establishing SEICs in the future and improving their awareness raising campaigns.

1.5. Challenges Faced
Except the visa issues, the event was very well organised: the Irish counterparts were very cooperative and eager to share their experience, ITS Country experts identified and selected relevant candidates all of whom arrived timely in Dublin and took part in all sessions of the event. Taking into account that Ireland is not part of the Schengen zone and there are no Irish consular offices in PCs except Ukraine, the procedure of obtaining Irish visas was rather difficult and cumbersome. Thus, it is suggested to implement future capacity building events either in EU countries that are members of Schengen agreement or in INOGATE PCs.

1.6. Impact Matrix

<table>
<thead>
<tr>
<th>Impact Area</th>
<th>Developments</th>
<th>2012 (%)*</th>
<th>Dec 2015 (%)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy</td>
<td>Support of the EU policy instruments, like energy labelling, building certificates etc.</td>
<td>0%</td>
<td>50%</td>
</tr>
<tr>
<td>Regulation</td>
<td>N/A</td>
<td>Technology</td>
<td>5%</td>
</tr>
<tr>
<td>------------</td>
<td>----------------------</td>
<td>---------------------------------------------------------------------------</td>
<td>-----</td>
</tr>
<tr>
<td>Technology</td>
<td>Support of the development and utilisation of modern EE technologies, primarily in buildings.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Environment</td>
<td>State changes occurred as a result of behaviour changes that can help residential consumers to save up to 30% of their energy bills</td>
<td>5%</td>
<td>15%</td>
</tr>
<tr>
<td>Economics</td>
<td>Indicators of decreased energy dependency</td>
<td>4%</td>
<td>14%</td>
</tr>
<tr>
<td>Social</td>
<td>State changes occurred as a result of behaviour changes that can help residential consumers to save up to 30% of their energy bills</td>
<td>5%</td>
<td>15%</td>
</tr>
</tbody>
</table>

* The impact is estimated based on the experts’ opinion under the current circumstances and can be changed over time.

Note: It is particular difficult to quantify the impact of capacity building activities. The figures provided in the table should therefore be considered with great caution.
2. PART 2 – BENEFICIARIES

2.1. Executive Summary

This report presents the results of the combined event on Awareness Raising in Sustainable Energy (SE) which took place in Dublin, Ireland between 16 and 19 June 2015. The overall learning objective of the event was to enable the participants to design and implement effective awareness raising activities on SE at different levels including the establishment and operation of SEIC.

A total of 17 delegates from Armenia, Azerbaijan, Georgia, Moldova and Ukraine participated in the event. The programme of the event combined presentations, site visits and workshops delivered by a range of stakeholders who are actively engaged in awareness-raising on energy efficiency (EE) and renewable energy sources (RES). Various stakeholders also provided the relevant policy background at the Irish and European levels. Expert presentations were complemented by site visits which showcased best practice in the area of sustainable energy awareness raising, giving a multi-faceted view of how it can be implemented in different sectors and by different stakeholders (see Fig. 1). The workshop gave participants an opportunity to internalise the lessons that had emerged from the combined event, to share their experience and work as a group in an open and creative environment.

Fig. 1 Group photo of participants at the City of Dublin Education & Training Board in Finglas

In order to assess the improvement in knowledge resulting from the learning experience, the participants were asked to complete a tailored test before and after the combined event. The test results demonstrated an average 30% increase in knowledge, with 75% of participants achieving results categorised as ‘excellent’. The results of the confidential questionnaires also showed a significant improvement of participants’ capability in designing and implementing effective awareness raising activities on SE. Participants also highly evaluated the level at which the combined event met specific objectives, which ranged from ‘good achievement’ to ‘excellent achievement’.

The combined event was a unique opportunity for the participants from the INOGATE Partner Countries (PCs) to learn about best practice in energy awareness-raising from a range of stakeholders with differing backgrounds. The participants were offered a programme that was both comprehensive and specific. Equally, they were able to engage extensively with Irish experts on key EU legislative instruments and their implementation in Ireland. The event was also a great opportunity for networking and nurturing ties among INOGATE beneficiaries and with their Irish counterparts, which is expected will generate further collaboration in this area. Overall, the event can be described as a success from the perspective of the participants and the organising team.
2.2. Introduction

The combined event on Awareness Raising in Sustainable Energy (RWP.07) took place in Dublin, Ireland between 16 and 19 June 2015. The overall learning objective of the combined event was to enable the participants to design and implement effective awareness raising activities on SE at different levels including the establishment and operation of SE information centres.

The main specific learning objectives of the event were:

- **Decision making** - Participants provided with improved knowledge and skills for making better decisions on how to raise awareness of SE and to design more effective policies;
- **Best practice** - Participants are exposed to best practices and sharing of experience on SE awareness raising for various target groups;
- **Implementation** - Participants are able to develop and to carry out effective awareness raising activities and develop and operate SE information centres;
- **Actual demonstrations** – Participants appreciate and understand how to promote effective approaches towards SE awareness raising including demonstration of examples and success stories;
- **Networking** - To facilitate networking and establishment of contacts among the participants as well as with their peers in Europe.

2.3. Participants

A total of 17 delegates from Armenia, Azerbaijan, Georgia, Moldova and Ukraine participated in the event. The list of participants is provided in Annex 1, while Figure 2 illustrates the composition of the group. The event was effectively implemented as all invited participants came to Dublin and attended all meetings, workshops and study visits.

![Fig. 2 Composition of the trainees’ group](image)

It should also be noted that despite the ITS request to nominate three participants from each PC, the Ministry of Energy of Azerbaijan nominated four participants and covered itself all expenses related to the participation of the additional delegate. ITS also invited a journalist from Georgia, Ms Liana Jorjoliani, who wrote articles about the event (see “Promotion and media coverage” below).

Taking into account the fact that the majority of delegates represented relevant ministries and agencies responsible for the improvement of energy efficiency and development of renewable energy sources (see Fig.2), the participants also showed a strong interest in policy-related issues that support the
implementation of SE campaigns and establishment of institutional frameworks for improvement of SE awareness. Margalita Arabidze Head of Division of Energy Efficiency and Alternative Energy Resources of the Ministry of Energy of Georgia said: “The event is very useful and important for the Georgian delegation because it includes theoretical and practical subjects that will help us to establish a SE Information Centre in Georgia in the near future” (see more feedback in Annex 8).

The delegation was welcomed and facilitated by Xavier Dubuisson and Alice Ryan, respectively senior and junior awareness raising experts who cooperated in the preparation of the combined event and moderated its implementation in Dublin. In total, 13 experts from Ireland took part and generously contributed to the delivery of the event with presentations and site visits. Therefore the participants were able not only to learn from the Irish experience, but also to meet and establish contacts with their peers from this EU Member State.

2.4. Expert Presentations

The programme of the combined event (Annex 2), contained a series of presentations by a range of stakeholders who are actively engaged in awareness-raising on energy efficiency and renewable energy. John Rice, representing the Irish Ministry of Energy (DCENR), gave a comprehensive and in-depth overview of the European policy framework for sustainable energy and its transposition into Irish legislation for. He also, described in some detail the recent consultation processes leading to the publication of the Irish White Paper on Energy.

The Irish policy landscape was further elaborated in five presentations by senior representatives of the Sustainable Energy Authority of Ireland (SEAI). Matthew Kennedy’s presentation gave an overview of how SEAI informs policy-making and supports its implementation in Ireland. Joe Durkan presented the Energy Efficiency Obligation Scheme, a regulatory framework emerging from the Energy Efficiency Directive, leveraged to provide finance for energy efficiency projects among a wide range of energy consumer groups. Mr. Durkan also delivered a presentation on SEAI’s programme to support energy efficiency in the Irish public sector which has 33% energy saving target to be achieved by 2020. Chris Hughes gave a detailed account of the implementation of the Building Energy Labelling system in Ireland under the Energy Performance in Buildings Directive (EPBD). Aoife Cannon’s ‘participative’ presentation (see Fig. 3) introduced participants to the award-winning SEAI education programme for school children.

Fig. 3 Photo of participative presentation on award-winning SEAI programme for school children
These presentations also gave participants a comprehensive view of SEAI as a governmental organisation, in terms of its priorities, the nature of its interventions (notably in terms of funding, information and education) and their impacts. They also pointed to the role of regulation in driving the sustainable energy agenda, and gave successful examples of positive regulatory frameworks leveraging market forces to deliver the required energy savings (e.g. Building Energy Labelling, Energy Efficiency Obligation Scheme, Building Regulations, etc.).

The programme also included talks by representatives of civil society, each bringing a different voice, perspective and experience of awareness-raising and advocacy for sustainable energy development. The representatives included Duncan Stewart, TV producer of the Eco-Eye and About the House TV series; Oisin Coghlan, Director of the environmental NGO, Friends of the Earth Ireland; Rob Carr, freelance digital media producer and web developer, and campaigner for cycling in Dublin. The talks were illustrated with video extracts of programmes produced by Mr Stewart and Mr Carr, who also gave an insight on the practicalities of producing and broadcasting high quality TV/video material and the impact it has on informing the public of issues relevant to sustainable energy.

In addition, Xavier Dubuisson gave a detailed presentation on SEAI’s Renewable Energy Information Office, (where he held the position of Technical Manager), which discussed strategies, organisational matters, the importance of partnerships across a wide range of stakeholders, and approaches to initiate and support development in new sustainable energy markets (Fig.4).

Alice Ryan made a presentation on behalf of the Irish Green Building Council (IGBC), the Irish branch of an international non-governmental association representing key stakeholders in the development of sustainability in the built environment. Her presentation covered a number of EU-funded programmes run by the IGBC aiming at building capacity and promoting sustainable construction practices.

2.5. Site Visits

Expert presentations were complemented by site visits which showcased best practice in the area of SE awareness raising, giving a multi-faceted view of how it can be implemented in different sectors and by different stakeholders. On Wednesday, 17th of June, the first site visit brought the participants to CODEMA, the Dublin city energy agency, where they were given an overview of the range of activities undertaken by the agency and an insight into its organisational aspects (funding,
legal status, reporting, etc.), and an opportunity to engage with the agency’s staff. The visit was facilitated by Gerry Wardell, Managing Director of the agency.

On Thursday, 18th of June, the group went to visit the Training Centre for Renewable Energy Microgeneration and Passive House Construction, at the City of Dublin Education and Training Board in Finglas (see Fig.1). The visit was facilitated by Teresa Cheevers-Gibbs, Assistant Manager, and Larry Smullen who leads training programmes for tradespeople in the area of RES and EE. The participants were given an overview of the relevant courses and had an opportunity to visit the practical training labs, as well as participating in discussions on the practical aspects of setting up the courses (curriculum, facilities) and running them (number of students, accreditation, costs, etc.).

This was followed by a visit to TESCO’s first Carbon Neutral Store located at Cabra, north Dublin. The visit was facilitated by John Walsh, Climate and Energy Manager at TESCO Ireland & UK. TESCO is an international supermarket chain and the 5000 m² Cabra store showcases TESCO’s environmental policy (Fig. 5). The store acts as an innovation test bed for TESCO in terms of energy efficiency and renewable energy technology, and has a comprehensive energy management programme. Participants were also introduced to the procedures and tools applied by TESCO for energy management, and were given real examples of how staff and customers are engaged through communication tools and feedback, etc.

Fig. 5 Photo of site visit to TESCO’s first Carbon Neutral Store in Ireland

CODEMA also facilitated a visit to the Energy Fair it had organised at the Dublin Civic Offices as part of the European Sustainable Energy Week. The Energy Fair was open to the public but targeted specifically the staff and management of Dublin City Council, the largest local authority in Ireland. Participants had the opportunity to witness a number of initiatives undertaken by CODEMA and its partners in the area of sustainable energy and environmental protection, and visited a number of exhibits at which they had a ‘touch and feel’ experience of relevant campaigns.

2.6. The Workshop

Participants took part in a workshop over the four days of the combined event. The aim of the workshop, facilitated by Xavier Dubuisson, was to give participants an opportunity to internalise the lessons that were emerging from the combined event and to share their experience and work as a group in an open and creative environment. Participants were organised in four mixed nationalities groups of 4-5 people and guided through a step-by-step approach to define their own awareness-
raising campaign (Fig. 6). Each group was given a task to focus on a specific market segment and topic:

- Group 1) Water County, focussing on hydropower at regional scale;
- Group 2) Sun City, focusing on energy retrofit in the residential sector;
- Group 3) Wind Land, focusing on energy efficiency in the public sector;
- Group 4) Fun Land, focusing on energy efficiency in schools.

![Fig. 6 Photo of groups for the workshop on the development of awareness-raising campaign](image)

Using the step-by-step approach promoted by the SEAI for Awareness Raising in the Public Sector and Small and Medium Enterprises (SMEs), each group went through the process of:

- Defining the purpose of their campaign (behavioural change, investment decision-making) and the key sustainable energy measures that they were promoting;
- Identifying key stakeholder groups and their respective roles as targets, enablers and influencers;
- Assessing the framework within which they would have to operate their campaign, identifying barriers and opportunities;
- Preparing a master plan for their campaign, and give a visual and narrative representation of ‘one day in the life of your successful awareness-raising campaign, in June 2016’.

In summary, the workshop took place over nearly five hours and was an immense source of enlightenment, debate and creative introspection by the groups. All participants embraced the challenge whole-heartedly and the workshop that was professionally facilitated by ITS experts, clearly contributed to creating an atmosphere of conviviality, stimulation and proactive engagement between all the participants. The results of the workshop were recorded in drawings, pictures and videos. There can little doubt, both from the detailed assessment of this Combined Event’s impacts
(see Sections 7 and 8 of this report) as well as from informal the on-the-ground observations and feedback, that the participants were fully engaged, enthused and equipped with the fundamental concepts, knowledge and know-how for them to apply in the future; in their own ways and in the specific circumstances of their own countries, cultures and languages.

2.7. Promotion and media coverage

The INOGATE web-portal was used as principal source of communication with the participants both before and after the combined event. The delegates received the links to the following materials that were published on INOGATE website:

- Objectives, agenda, list of participants and presentations of the event;
- Photos from the event;
- Press release about the event.

The ITS also invited a journalist from Georgia (see “Participants” above), who wrote three articles about the event and published them in well-known Georgian newspapers and media portals:

1. Newcaucasus, Energy Efficiency in Irish way, an online media resource popular in AM, AZ and GE (in Russian);
2. Business and Legislation “A Sustainable Energy Information Centre will be created in Georgia soon” (in Georgian). Russian and English versions of the article were published in the newspaper “Georgian Business Week” (Annex 3a);

The articles about the event were also promoted through the INOGATE website. The ITS also requested the participants to promote the event through the websites of their respective organisations in the PCs. In addition, the ITS organised the production of a short promotional video about the event by a professional cameraman that was published on INOGATE Secretariat youtube channel.

2.8. Baseline assessment

The conducted baseline assessment aims at providing a benchmark against which to monitor and evaluate the event’s impact on enhancing the skills and knowledge of the participants to design and implement effective awareness raising activities on SE at different levels including operation of SE information centres. The baseline assessment included two levels: per individuals and per countries.

The level of individuals comprised the evaluation of participants’ knowledge using a tailored test (Annex 4) as well as the self-assessment of their familiarity, skills and experience in conducting different awareness raising activities using confidential questionnaires (Annexes 5 & 6). The results of the immediate evaluation at the level of individuals are provided in Chapter 2.9 of this report, whereas the mid-term (6 months after event) and long-term (2-3 years after the event) impact assessment should be based at the PC level, including key beneficiaries in these countries.

The baseline assessment per country was developed based on the desk review and questionnaire (Annex 8) completed by the participants before the event. According to conducted analysis, ITS
developed the following baseline indicators that should be taken into account for monitoring the event’s impact in the middle and long term periods:

- None of the PCs (key stakeholders in AM, AZ, GE, MD and UA) possesses a Sustainable Energy Information Centre or indeed any other body that targets the improvement of awareness raising in SE;
- Events – key stakeholders in the PCs have a certain experience in the implementation of SE awareness raising activities, but mostly this is related to the organisation of and participation in different events such as exhibitions, conferences etc. (see table 1).
- In the PCs, almost all the developed information materials on SE were produced with the support of international donor organisations. Governmental funds for awareness raising campaigns are insufficient and therefore, most governmental initiatives in this area are also supported by the donor organisations.

Table 1. Types of awareness raising activities implemented in PCs

<table>
<thead>
<tr>
<th>Country</th>
<th>Institution</th>
<th>Information materials (leaflets, brochures, flyers, posters)</th>
<th>Audiovisual materials and multimedia</th>
<th>Events (exhibitions, contests, public events, conferences)</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>R2E2 Fund</td>
<td>V</td>
<td>V</td>
<td>V</td>
</tr>
<tr>
<td></td>
<td>Ministry of Energy and Natural Resources</td>
<td></td>
<td></td>
<td>V</td>
</tr>
<tr>
<td>AZ</td>
<td>State Agency for Alternative and Renewable Energy Sources (SAARES)</td>
<td>V</td>
<td>V</td>
<td>V</td>
</tr>
<tr>
<td></td>
<td>Ministry of Energy</td>
<td></td>
<td></td>
<td>V</td>
</tr>
<tr>
<td>GE</td>
<td>Ministry of Energy</td>
<td>V</td>
<td></td>
<td>V</td>
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<tr>
<td></td>
<td>Tbilisi City Hall</td>
<td>V</td>
<td></td>
<td>V</td>
</tr>
<tr>
<td>MD</td>
<td>Energy Efficiency Fund</td>
<td>V</td>
<td>V</td>
<td>V</td>
</tr>
<tr>
<td></td>
<td>Ministry of Economy</td>
<td>V</td>
<td></td>
<td>V</td>
</tr>
<tr>
<td></td>
<td>Energy Efficiency Agency</td>
<td>V</td>
<td>V</td>
<td>V</td>
</tr>
<tr>
<td>UA</td>
<td>State Agency on Energy Efficiency (SAEE)</td>
<td>V</td>
<td>V</td>
<td>V</td>
</tr>
<tr>
<td></td>
<td>The Ministry of Regional Development, Construction, Housing and Communal Services</td>
<td>V</td>
<td>V</td>
<td>V</td>
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<tr>
<td></td>
<td>Ministry of Energy and Coal Industry</td>
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</table>

Given that one of the overall learning objectives of the event includes the establishment and operation of Sustainable Energy Information Centres (SEICs), the opening of such centres in INOGATE PCs should be considered as a direct tangible result of the event in the longer term. ITS has already been actively pursuing this objective and has achieved a great deal of initial success. For example, it has signed Memorandums of Understanding (MoU) on the creation of SEICs with both Georgia and Moldova in April and June 2015 respectively. Elsewhere, the Armenian R2E2 Fund has also expressed strong interest in hosting an SEIC in their new green building that is currently at the design stage. Furthermore, the State Agency for Alternative and Renewable Energy Sources of Azerbaijan (SAARES) plans to establish an RES Centre in the Gobustan area where the Agency has recently built solar and
wind power stations. The ITS had also started cooperating with Ukraine in this area, but the State Agency for Energy Efficiency (SAEE) subsequently withdrew its application for technical assistance from ITS in order to avoid overlapping with larger assistance of other donors. The ITS Combined Event held in Dublin feeds directly into these developments in a real and concrete manner, providing the participants with both conceptual as well as a range of practical tools and skills on which the successful operation of the SEICs in the partner countries can be based.

However, the mid-term and long-term impacts should also be assessed through the collection of regular information and updates from the beneficiary organisations about how they applied the knowledge and experience gained from the Combined Event in their daily work and professional development at their respective organisations. In order to provide a transparent and impartial assessment of the event’s impact, such an assessment should be based on the following:

- To what extent the participants applied the acquired knowledge and skills since the event?
- To what extent the organisations have improved their SE awareness activities?
- To what extent are these changes attributable to the event?

2.9. Immediate Evaluation

A test was carried out before and after the Combined Event to measure the participants’ knowledge acquisition as a result of the workshops and activities organised by the ITS (Annex 4). During the period of cooperation with PCs on establishing Sustainable Energy Information Centres (SEICs), most decision makers in Moldova and Georgia asked INOGATE for information on the EU experience ranging from their financing, the necessary administrative and legal instruments, varying forms of ownership and right down to practical issues such as the number of staff needed for running the centres. Thus, a test was developed in such a way that helps participants to identify the correct answers for themselves. The test included 11 questions, most with multiple-choice answers with varying levels of difficulty, which related to different aspects of the presentations and site visits undertaken. The number of unanswered questions revealed by the tailored test that was given prior to the event taking place, helped participants and organisers to focus their attention during the presentations and site visits. The unanswered questions identified a lacuna in the knowledge of the participants, which the Combined Event would attempt to fill. Figure 7 shows the results of the ‘before’ and ‘after’ tests, per delegate and in average.

Fig. 7. Results of the ‘before’ and ‘after’ tests, per delegate and in average
As can be seen from Figure 7, the average score before and after were 45% and 75% respectively, showing a substantial increase in knowledge as a result of a 4-day combined event. Three quarters of delegates scored above 70% and only one delegate scored below 60%. It is clearly demonstrated from the results of this test, that the Combined Event was completely successful in transferring knowledge and know-how to the participants from the PCs. However, this metric was just one of the ways to demonstrate the impact of the Combined Event. On order to further validate this result, additional means were applied.

For example, in addition to the above test, participants were also asked to fill in confidential questionnaires (Annexes 5 & 6), asking them to self-assess their familiarity, skills and experience in relevant areas (awareness-raising campaigns, information centres, policy advice, networking, etc.). On average, the questionnaires revealed that the participants felt that their capability was ‘Satisfactory’ at the beginning of the event but this had increased from ‘Good’ to ‘Excellent’ at the end, thereby demonstrating a clear increase in the participants’ self-assessment of their capability.

Finally, the participants evaluated the performance of the combined event in meeting its specific objectives (see ‘Introduction’ above). The results of their evaluation indicate that these objectives were either ‘fully achieved’ or ‘achieved to a good level’ (average score per objective marked in relevant column in table 2). This is in line with the sentiment of the combined event organisers.

<table>
<thead>
<tr>
<th>Objective</th>
<th>Full achievement of objectives (5)</th>
<th>Good achievement of objectives (4)</th>
<th>Some achievement of objectives (3)</th>
<th>Weak achievement of objectives (2)</th>
<th>Objectives not at all achieved (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Decision making</td>
<td>4.6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Best practice</td>
<td></td>
<td>4.4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Implementation</td>
<td></td>
<td></td>
<td>4.3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Actual</td>
<td></td>
<td></td>
<td></td>
<td>4.2</td>
<td></td>
</tr>
<tr>
<td>5. Networking</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4.1</td>
</tr>
</tbody>
</table>

*Note: the average score where full achievement of objectives is ‘5’ and Objectives not at all achieved is ‘1’

This is the first, but not the only fully successful, tangible and direct impact of this activity organised and implemented by INOGATE.

### 2.10. Conclusions

The INOGATE ITS Combined Event on Awareness Raising in Sustainable Energy which took place in Dublin between 16 and 20 June 2015 is clearly demonstrated to have been an unambiguous success for a number of reasons. First of all, the tightly-packed programme provided a wealth of know-how to participants through a combination of expert presentations, workshops and site visits. These activities explored sustainable energy awareness-raising from the perspective of different stakeholders (state, local authority, NGOs, media, industry, etc.) and looked at its implementation at several levels (local, regional and national) and in many formats (advocacy, training, information events, media campaigns, etc.). Equally, the Irish case studies explored by the different contributors
underlined the importance of partnership and joined-up thinking across stakeholder groups. In that regard, the combined event programme was both holistic and comprehensive.

Secondly, the importance of the policy context to progress awareness-raising (and vice-versa) was highlighted by many of the speakers. Participants were given a clear picture of how EU policy instruments are translated into Irish policy at local and national level. They were also showed the concrete manifestation of this policy context on the ground e.g. through SEAI’s energy efficiency programmes or CODEMA’s energy planning support to local authorities in Dublin. It is also should be noted that the passion and commitment demonstrated by Irish contributors, communicated in a friendly and unassuming manner, made the Irish experience in this regard both accessible and inspirational.

Finally, the delegation demonstrated a very strong motivation to learn and participate in all the activities organised during the combined event. It was clear from the eager Q&A sessions and from their enthusiastic engagement with the workshop tasks that participants wanted to make the most of it. The information and experience exchange took place as much in a horizontal manner among participants as between Irish contributors and their visitors. Overall, the test and evaluation performed before and after the combined event prove beyond doubt that the participants’ knowledge and ability was improved significantly as a direct result of the combined event, and that overall they themselves held that its objectives were achieved to a very satisfactory level. ITS received number of positive feedback comments about the event from the participants as well as an official letter from the Ministry of Energy of Georgia informing ITS about the valuable contribution of the combined event to the creation of SE Information centre in Georgia (Annex 8).

The feedback from Irish contributors indicated that they too benefited from being involved in the event, and were grateful to have the opportunity to showcase their know-how and achievements, as well as to learn from their peers form the INOGATE PCs. Informal bonds and connections were made between all parties, including during social activities organised as part of the event, and it is hoped that this combined event will be an important step in transnational collaboration in the areas of sustainable energy policy-making and awareness-raising.

There is no doubt that this Combined Event succesfully delivered everything that it set out to do, but more importantly, it has assisted the participants from the relevant PC bodies and organisations, to lay the foundations for professional, well-managed, creative, dynamic and successful SEIC’s in the future.
<table>
<thead>
<tr>
<th>NN</th>
<th>Country</th>
<th>Full name</th>
<th>Position</th>
<th>Participants’ sending Institution</th>
<th>E-mails</th>
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<tr>
<td>1</td>
<td>Armenia</td>
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</tr>
<tr>
<td>2</td>
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<tr>
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</tr>
<tr>
<td>4</td>
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<td>8</td>
<td>Georgia</td>
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<td>10</td>
<td>Georgia</td>
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<td>12</td>
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<td>13</td>
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<td>Constantin BOROSAN</td>
<td>Expert</td>
<td>Energy Efficiency Fund</td>
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<td>14</td>
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<td>Senior Consultant of heat generation and supply directorate</td>
<td>Ministry of Economy</td>
<td><a href="mailto:ana.nojac@mec.gov.md">ana.nojac@mec.gov.md</a></td>
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<td>15</td>
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<td>State Agency on Energy Efficiency</td>
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<td>16</td>
<td>Ukraine</td>
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<td>Head of policy formulation and implementation of residential housing policy</td>
<td>The Ministry of Regional Development, Construction, Housing and Communal Services of Ukraine</td>
<td><a href="mailto:RadchenkoRM@minregion.gov.ua">RadchenkoRM@minregion.gov.ua</a>, <a href="mailto:RadchenkoRM@minregion.gov.ua">RadchenkoRM@minregion.gov.ua</a>,</td>
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<td>17</td>
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<td>Yaroslav Kravchenko</td>
<td>Head of Division of coordination energy infrastructure construction</td>
<td>Ministry of Energy and Coal Industry</td>
<td><a href="mailto:yaroslav.kravchenko@mev.energy.gov.ua">yaroslav.kravchenko@mev.energy.gov.ua</a></td>
</tr>
</tbody>
</table>
Annex 2: Agenda of the Combined event

Combined event (training course and site visits) on sustainable energy awareness raising

Ireland, June 16-19, 2015

Day 0 (15 June)
Participants arriving in Dublin, Ireland
Welcome of participants in the evening at the hotel

Day 1 (16 June)
9:30-10:00 Welcome and intro overview of programme
10:00-11:00 John Rice/Brian O’Carroll, Department of Communications, Energy and Natural Resources (DCENR) – Irish Sustainable Energy Policy and Stakeholder Consultation for the Energy Policy White Paper
11:00-11:15 Coffee break
11:15-12:00 Oisin Coughlan, Director, Friends of the Earth Ireland - Global and European Policy for Climate Change and Energy – the roles of Friends of the Earth in advocacy and the role of NGOs in awareness raising Friends of the Earth
12:00-13:00 WORKSHOP (Design your awareness campaign and plan your information centre)
13:00-14:00 Lunch
14:00-15:00 Chris Hughes, Sustainable Energy Authority of Ireland (SEIA) – Rolling out the Building Energy Rating Scheme in Ireland as a catalyst for energy efficiency in the residential sector.
15:00-16:30 Aoife Cannon, SEAI – Raising awareness through education programmes in primary and secondary schools
16:30-17:00 Q & A session and discussion
18:30 - 20:00 Dinner and networking

Day 2 (17 June)
09:30-10:00 Xavier Dubuisson, XD Sustainable Energy Consulting Ltd, The role of sustainable energy information centres across Europe & taking inspiration from best practice in Ireland & EU.
10:00-11:00 Alice Ryan, Irish Green Building Council, European projects at the Irish Green Building Council Building and Promoting Building Renovation for Energy Efficiency
11:00-11:15 Coffee break
11:15-13:00 WORKSHOP continued – facilitated by Alice Ryan and Xavier Dubuisson

13:00-14:00 Lunch

14:00-15:00 Rob Carr, free digital media producer & web developer, Dublin’s success story at promoting cycling in the capital city.

16:00-17:30 Site Visit CODEMA, Dublin’s Energy Agency

Day 3 (18 June)

09:30-10:00 Matt Kennedy, SEAI, SEAI’s role in supporting energy policy making and its implementation in Ireland.

10:00-11:00 Alan Ryan, SEAI – Working towards 33% energy conservation target in the Public Sector

11:00-11:15 Coffee break

11:15-12:00 Joe Durkan, SEAI – The role of energy suppliers in driving energy efficiency among consumers (Energy Efficiency Obligation Scheme) leveraging in driving energy conservation.

12:00-12:45 WORKSHOP continued – Alice Ryan and Xavier Dubuisson

12:45-13:30 Lunch

14:00-15:00 Site visit - Finglas Passive House Training Centre

15:45-16:30 Site visit: TESCO - CABRA Store

Day 4 (19 June)

10:00-11:00 Duncan Stewart, EarthHorizon, How to use television/video to raise awareness about sustainable energy

11:00-13:00 European Sustainable Energy Awareness Week - Showcase event at Dublin City Hall

13:00-14:00 Lunch

14:00-15:00 WORKSHOP conclusion

15:00-16:30 Evaluation of study tour

16:30-17:00 Conclusions

Day 5 (20 June)

Participants’ departure to their respective home countries.
Annex 3a: Article in Georgian Business Week

Первое бизнес-издание в Грузии
Издается с 1993 года

№967
29 июня – 5 июля, 2015

Еженедельный
информационно-аналитический бюллетень
консультационно-издательской компании
The Georgian Business Consulting Group

Распространяется по подписке в электронном и печатном виде в Австрии, Грузии,
Азербайджане, Армении, Болгарии, Великобритании, Греции, Израиле, Италии,
Иране, Канаде, Литве, России, США, Турции, Украине, Франции, ФРГ, Швейцария,
Эстонии
и других странах.

Главный редактор: Владимир Мирошниченко
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E-mail: GBWeek@gmail.com

В ТБИЛИСИ БУДЕТ СОЗДАН ИНФОРМАЦИОННЫЙ ЦЕНТР ПО УСТОЙЧИВОЙ
ЭНЕРГЕТИКЕ

Как сообщил GBW представитель городской службы по экономической политике
Тбилиси Георгий Чачанидзе, в настоящее время ведётся работа над концепцией
будущего центра по устойчивой энергетике, и проект INOGATE будет помогать в его
создании.

По его словам, Тбилиси присоединился к соглашению мэров в 2010 году.
«Присоединившись к этому соглашению, Тбилиси взял на себя обязательства по
сокращению выбросов CO2 не менее, чем на 20 процентов к 2020 году, и этим внес
вклад в развитие «зелёной экономики» и улучшение качества жизни. С этой целью
осенью этого года будет создан информационный центр по энергоэффективности.
На начальном этапе центр расположится в здании Тбилиской мэрии. Основной
целью центра будет предоставление населению информации по энергоэффективным технологиям и преимуществах их использования. Также центр будет содействовать популяризации использования возобновляемых источников энергии (использование энергии солнца, ветра). Ближайшем будущем планируется создание таких центров по всему городу, которые будут расположены в общественных зданиях. И конечно вопрос финансирования является наиболее важным в этом процессе. На начальном этапе возможно получение части финансирование с городского бюджета. Также планируется привлечение грантов от иностранных фондов», – отметил г-н Чачанидзе.

Кроме того, по его словам, помимо активной работы с населением по повышению осведомленности по вопросам энергоэффективности планируется организовывать экскурсии для учащихся младших и старших классов в информационный центр, отметив, что очень важно обучение детей с раннего возраста, как экономить энергию.

«Информационный центр позволит объединить экспертов, занимающихся вопросами энергоэффективности и использования возобновляемой энергетики. Планируется привлечение компании, которые производят различные энергоэффективные материалы, либо торговые фирмы, работающие в этом секторе. Возможно, эти компании предоставят своего консультанта для работы с населением», – подчеркнул г-н Чачанидзе.

Он также добавил, что Тбилисская мэрия с целью популяризации возобновляемых источников энергии запускает новый проект под названием «Солнечное дерево». Согласно этому проекту, в одном из городских парков будут установлены солнечные батареи, с помощью которых будет работать устройство для зарядки мобильных устройств и планшетов. Пилотный проект будет запущен в течение этого года.

«Мы объявим тендер для отбора компании, которая будет осуществлять этот проект. Финансовые ресурсы на осуществление проекта будут выделены правительством Тбилиси. Если проект будет успешным, аналогичные устройства будут установлены и в других парка столицы», – сообщил г-н Чачанидзе.

Отметим также, что при организации технического секретариата INOGATE с 15-19 июня в Дублине (Ирландия) прошло комбинированное учебно-ознакомительное мероприятие на тему «Повышение осведомленности в вопросах устойчивой энергетики». Следует отметить и тот факт, что Грузия и Молдова в этом году подписали Меморандумы о взаимопонимании по созданию информационных центров по устойчивой энергетике. Соответственно, обучающий семинар в Дублине имел особо важное значение для этих стран. В мероприятии приняли участие представители Грузии, Армении, Азербайджана, Молдовы и Украины. На семинаре обсуждали вопросы энергоэффективности и возобновляемых источников энергии и изменения климата.

INFORMATION CENTER ON ENERGY EFFICIENCY TO BE SET UP IN TBLISI

As GBW has been told by representative of the Tbilisi City Economic Policy Service Giorgi Chachanidze, at the present time a concept of the future Energy Efficiency Center is being elaborated and INOGATE will assist in setting it up.

According to him, Tbilisi joined the Mayors’ agreement in 2010. Having joined the agreement, Tbilisi undertook commitment to reduce CO2 emission not less than by 20% by 2020 and make by it a contribution to “green economy” development and
improvement of the life quality. In autumn of the current year the Information Center on Energy Efficiency will be set up. At the initial stage the Center will be situated in the building of the Tbilisi City Hall. The Center’s main aim will be to provide the population with the information on energy efficient technologies and advantage of their use. Besides, the center will promote popularization of use of renewable energy (use of solar and wind energy). Such centers are planned to be set up in all districts of the city in the nearest future, they will be located in public buildings. Of course, the issue of funding is the most important in this process. Possible, a part of funds will be allocated from the city budget. Besides, foreign funds’ grants are planned to be attracted”, Mr. Chachanidze said.

According to him, excursions for pupils of junior and senior forms to the Information Center are planned alongside with active work with the population on increasing awareness of energy efficiency issues. Besides, as he noted, it is important to teach the children from the early age how to save energy.

"The Information Center will give the possibility to unite experts, dealing with issues of energy efficiency and use of renewable energy. It is planned to attract companies, producing different energy efficient materials or commercial firms, working in this sector. Possible, these companies will provide their consultant for work with the population”, Mr. Chachanidze noted.

He also added that the Tbilisi City Hall would launch a new project, titled “Solar Tree” with the aim of renewable energy popularization. According to the project, solar batteries will be installed in one of the city’s parks that will be used for a device, charging mobile devices and tablets. The pilot project will be launched within the current year.

"We will announce a tender for selecting a company, which will implement this project. The Tbilisi City Government will allocate funds for its implementation. If the project is successful, analogous devices will be installed in other parks of the capital”, Mr. Chachanidze said.

He also noted that on June 15-19 a complex training-familiarization event on the theme “Increase of Awareness of Energy Efficiency” had been organized by INOGATE Technical Secretariat in Dublin (Ireland). It should be noted that this year Georgia and Moldova have signed the Memorandum of Mutual Understanding in Setting up Information Centers on Energy Efficiency. Thus, the familiarizing seminar in Dublin was of great importance for these countries. Representatives of Georgia, Armenia, Azerbaijan, Moldova and Ukraine participated in the seminar, which was dedicated to issues of energy efficiency, renewable energy and climate change.
Axon 3b: Article in Komsomolskay Pravda

IРЛАНДСКИЙ ОПЫТ ДЛЯ ГРУЗНИ

ОДНО из ключевых в конечном итоге проблем обеспечения надежного, экологичного и доступного электроэнергоснабжения – это энергетический эффект. Недавно взяла на себя проблему Энергетики Грузии, Молдовы, Украины, Польши, Словакии, Чехии и Нидерландов.

ИРЛАНДСКИЙ ОПЫТ по нашему Ирландская Республика, является одним из лидеров в области энергетики. Ирландия имеет значительный опыт в области использования возобновляемых источников, включая ветроэнергетику, солнечное и гидроэнергетику.

Опыт Ирландии может быть выполнен и в Грузии. В Ирландии уже используются системы, которые могут эффективно использовать местные ресурсы.

Вывод: Ирландский опыт может быть выполнен в Грузии, чтобы обеспечить надежное, экологичное и доступное электроэнергоснабжение.

СОПРЯЖЕНИЕ

Получение информации о существующих технологиях в области энергетики и их применении в Грузии.

Вывод: Ирландский опыт может быть выполнен в Грузии, чтобы обеспечить надежное, экологичное и доступное электроэнергоснабжение.

ПОЛЬНЫЕ ВСТРЕЧИ

Чтобы получить информацию об успешных решениях в области энергетики, необходимо провести встречи с представителями других стран, в том числе Ирландии.

Вывод: Ирландский опыт может быть выполнен в Грузии, чтобы обеспечить надежное, экологичное и доступное электроэнергоснабжение.

Приложение: План действий по реализации проекта.

Вывод: Ирландский опыт может быть выполнен в Грузии, чтобы обеспечить надежное, экологичное и доступное электроэнергоснабжение.

Приложения: Документы, свидетельствующие о работе над проектом.

Вывод: Ирландский опыт может быть выполнен в Грузии, чтобы обеспечить надежное, экологичное и доступное электроэнергоснабжение.
Annex 4: TEST for Combined event on SE awareness raising

<table>
<thead>
<tr>
<th>Some questions can have more than one correct answer</th>
<th>b= 6 points</th>
<th>d= 6 points</th>
<th>b+d = 10 points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. What actions did the Irish government undertake as part of its consultation process on Energy Policy documents (i.e. Green Paper)?</td>
<td>a) It used Facebook to poll citizens</td>
<td>correct + wrong answers: a = -2</td>
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<td></td>
<td>b) It organised information events around the country</td>
<td>c= -2</td>
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<td></td>
<td>c) It held a national referendum</td>
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<td></td>
<td>d) It invited written submissions</td>
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<tr>
<td>2. What is the legal status of the Sustainable Energy Authority of Ireland (SEAI)? (SEAI plays a leading role in transforming Ireland into a SE society):</td>
<td>c = 10 points</td>
<td>correct + wrong answers: a, b &amp;d = -4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>a) An NGO</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>b) not-for-profit limited company</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>c) An independent statutory body</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>d) Part of the Ministry of Energy (DCENR)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. SEAI is funded by?</td>
<td>d = 10 points</td>
<td>correct + wrong answers: a, b &amp;c = -4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>a) Annual funding from the Irish Ministry of Energy (DCENR)</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>b) The Dublin area local authorities</td>
<td></td>
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<td></td>
<td>c) Irish energy utilities</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>d) National and EU funds</td>
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<tr>
<td>4. What is the legal status of the Dublin City Energy Agency, CODEMA? (CODEMA works with Dublin’s Local Authorities on improving the energy efficiency of public buildings):</td>
<td>b = 10 points</td>
<td>correct + wrong answers: a, c &amp;d= -4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>a) An NGO</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>b) Not-for-profit limited company</td>
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<tr>
<td></td>
<td>c) An independent statutory body</td>
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<tr>
<td></td>
<td>d) Part of the Ministry of Energy (DCENR)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. CODEMA is funded by :</td>
<td>b= 6 points</td>
<td>d= 6 points</td>
<td>b+d = 10 points</td>
</tr>
<tr>
<td></td>
<td>a) Annual funding from the Irish Ministry of Energy</td>
<td>correct + wrong answers: a, &amp;c= -2</td>
<td></td>
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<tr>
<td></td>
<td>b) The Dublin area local authorities</td>
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<td></td>
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<tr>
<td></td>
<td>c) Irish energy utilities</td>
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<td></td>
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<td></td>
<td>d) EU and national funded project work</td>
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<tr>
<td>6. CODEMA, the Dublin City Energy Agency, has a team of:</td>
<td>a = 10 points</td>
<td></td>
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<tr>
<td></td>
<td>a) 11 people</td>
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<td></td>
<td>b) 41 people</td>
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<td></td>
<td>c) 61 people</td>
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<td></td>
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<td></td>
<td>d) 101 people</td>
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<tr>
<td>7. What are the ways by which SEAI informs policy-making by national government in Ireland?</td>
<td>a= 6 points</td>
<td>d= 6 points</td>
<td>a+d = 10 points</td>
</tr>
<tr>
<td></td>
<td>a) It provides statistical information on energy demand and</td>
<td></td>
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</tbody>
</table>

supply
b) It writes energy policy on behalf of the Ministry of Energy
c) It advises on appropriate policy instruments to support nuclear energy
d) It measures and reports on the effectiveness of national sustainable energy policy instruments
correct + wrong answers: b, &c = -2

8. Please re-order the following key five steps of an Energy Awareness Campaign (the same approach is used by SEAI in the framework of its Energy Management Action Programme)?
   a) Take Action
   b) Commit
   c) Review
   d) Identify
   e) Plan
   b-d-e-a-c=10 points
   4 out of 5 = 8 points
   3 out of 5 = 6 points

9. At what age do students start participating in SEAI’s workshops?
   a) 5 years;
   b) 8 years;
   c) 13 years;
   d) 16 years.
a = 10 points

10. What are the schemes/instruments that are used in the EU to increase awareness on energy efficiency among households:
    a) Labelling of energy consuming appliances
    b) Certification of buildings
    c) Training of energy auditors
    d) Mandatory energy audits of small and medium enterprises
    a= 6 points
    b= 6 points
    a+b= 10 points
    correct + wrong answers: c, &d = -2

11. The latest EU directive on energy efficiency (2012/27/EU) does not require:
    a) Ensure the establishment of SE Information centres by local and regional authorities
    b) Ensure availability and wide dissemination of information of available EE mechanisms
    c) Promote suitable information, awareness raising to inform citizens of the benefits of taking EE improvement measures
    d) Ensure that a final consumer have an easy access to information on historical consumption
    a = 20 points
    correct + wrong answers: b, c &d = -10
Annex 5: Questionnaire for immediate evaluation (at the first day of the event)

INOGATE Technical Secretariat
-Questionnaire-

Before filling out this questionnaire, we kindly ask you to consider carefully each question given the questionnaire before answering.

The questionnaire is provided in English with a translation into Russian. We recommend that you work with the original English text.

Please note that Sustainable Energy here includes both Energy Efficiency and Renewable Energy Sources.

Q1: How would you rate your overall knowledge and understanding of awareness raising programmes and activities in Sustainable Energy?
☐ Excellent
☐ Good
☐ Satisfactory
☐ Basic
☐ None

Q2: What is your knowledge and familiarity with information centres on Sustainable Energy?
☐ Excellent
☐ Good
☐ Satisfactory
☐ Basic
☐ None

Q3: How much do you know about specialised Sustainable Energy agencies in EU and their work, especially in awareness raising?
☐ Extensive knowledge
☐ Good knowledge
☐ Moderate knowledge
☐ Basic knowledge
☐ None

Q4: How would you rate your skills in designing and/or implementing Sustainable Energy awareness raising and information campaigns?
☐ Excellent
☐ Good
☐ Satisfactory
☐ Basic
☐ None
Q5: Please name three types of activities that an agency specialising in Sustainable Energy (for example, Energy Efficiency agency, Energy Efficiency and Renewables fund etc) can perform with regards to awareness raising

1. 

2. 

3. 

Q6: Please rate your understanding of policy advice that an agency specialising in Sustainable Energy (for example, Energy Efficiency agency, Energy Efficiency and Renewables fund etc) can provide

☐ Excellent
☐ Good
☐ Satisfactory
☐ Basic
☐ None

Q7: How would you rate the capacity of your organisation to establish contacts and network with similar organisations (Energy Efficiency agency, Energy Efficiency and Renewables fund etc)?

☐ Excellent
☐ Good
☐ Satisfactory
☐ Basic

Q8: Please name three main expectations that you have about this event

1. 

2. 

3. 

Q9: Please briefly describe your role and contribution in your organisation’s work, especially for awareness raising and information dissemination on Sustainable Energy
Annex 6: Questionnaire for immediate follow-up, after the event

INOGATE Technical Secretariat
-Questionnaire-

Before filling out this questionnaire, we kindly ask you to read the study tour objectives presented below and carefully consider each question given in the questionnaire before answering.

The questionnaire is provided in English with a translation into Russian. We recommend that you work with the original English text.

Please note that Sustainable Energy here includes both Energy Efficiency and Renewable Energy Sources.

**Objectives**

The overall objective of the combined event is to contribute to raising awareness on sustainable energy in PCs through enhancing capacities of the participants to design and implement effective awareness raising activities on SE at different levels including operation of SE information centres. In addition, participants from PCs will have an opportunity to learn about the work and experience of a specialised SE agency in Europe and enhance networking.

The main specific objectives of the combined event are:

1. **Decision making** - to equip participants with improved knowledge and skills for making better decisions on how to raise awareness in the area of SE and to design more effective policies;
2. **Best practice** - to facilitate transfer of best practices and sharing of experience on SE awareness raising for various target groups including SE information centres;
3. **Implementation** - to improve capacity of the participants to develop and to carry out effective awareness raising activities and operate SE information centres;
4. **Actual demonstrations** - to promote effective approaches towards SE awareness raising including demonstration of examples and success stories;
5. **Networking** - to facilitate networking and establishment of contacts among the participants as well as with their peers in Europe.

Please answer to what extent the objectives of the study tour have been achieved.

<table>
<thead>
<tr>
<th>Objective (please see above)</th>
<th>Full achievement of objectives</th>
<th>Good achievement of objectives</th>
<th>Some achievement of objectives</th>
<th>Weak achievement of objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Decision making</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Best practice</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>3. Implementation</td>
<td></td>
<td></td>
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<tr>
<td>4. Actual</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Networking</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Q1: How would you rate your overall knowledge and understanding of awareness raising programmes and activities in Sustainable Energy?
☐ Excellent
Q2: What is your knowledge and familiarity with information centres on Sustainable Energy?
- Excellent
- Good
- Satisfactory
- Basic
- None

Q3: How much do you know about specialised Sustainable Energy agencies in EU and their work, especially in awareness raising?
- Extensive knowledge
- Good knowledge
- Moderate knowledge
- Basic knowledge
- None

Q4: How would you rate your skills in designing and/or implementing Sustainable Energy awareness raising and information campaigns?
- Excellent
- Good
- Satisfactory
- Basic
- None

Q5: Please name three types of activities that an agency specialising in Sustainable Energy (for example, Energy Efficiency agency, Energy Efficiency and Renewables fund etc) can perform

4. 

5. 

6. 
Q6: Please rate your understanding of policy advice that an agency specialising in Sustainable Energy (for example, Energy Efficiency agency, Energy Efficiency and Renewables fund etc) can provide
☐ Excellent
☐ Good
☐ Satisfactory
☐ Basic
☐ None

Q7: How would you rate the capacity of your organisation to establish contacts and network with similar organisations (Energy Efficiency agency, Energy Efficiency and Renewables fund etc)?
☐ Excellent
☐ Good
☐ Satisfactory
☐ Basic

Q8: Please name three main results that you received from this event

1. 

4. 

5. 

Q9: Please briefly describe how the acquired knowledge and experience will help you to contribute to your organisation’s work, especially for awareness raising and information dissemination on Sustainable Energy
Annex 7 – Questionnaire for baseline analysis per country

INOGATE Technical Secretariat
-Questionnaire-

For the Sustainable Energy Awareness Raising Combined Event (at the stage of selecting participants and conducting baseline analysis)

Please provide the following information:

- Which Partner Country you are representing? Choose an item.
- Which type of organisation you are representing? Choose an item.
- Full name of the organisation you are representing:

- Your current position at the organisation you are representing:

Your full name: Date of submitting the questionnaire:

Q1: Is raising awareness and provision of information on energy efficiency and renewable energy sources currently included in the area of responsibilities of your organisation?

☐ Yes
☐ Partially
☐ No

Q2: Has your organisation ever implemented awareness raising activities or information campaigns on energy efficiency and renewable energy sources?

☐ Yes
☐ Yes, but to a limited extent
☐ No
Q3: Has your organisation ever participated in awareness raising activities or information campaigns on energy efficiency and renewable energy sources?
☐ Yes
☐ Yes, but to a limited extent
☐ No

Q4: How would you assess your organisation’s experience in designing or implementing awareness raising activities and information campaigns on energy efficiency or renewable energy sources?
☐ Extensive
☐ Good
☐ Moderate
☐ Limited

Q5: How would you assess the capacity of the staff of your organisation to design or implement awareness raising activities and information campaigns on energy efficiency or renewable energy sources?
☐ Excellent
☐ Good
☐ Satisfactory
☐ Limited

Q6: Is your organisation planning to conduct awareness raising activities or information campaigns on energy efficiency or renewable energy sources in 2015?
☐ Yes
☐ Not decided yet
☐ No

Q7: What were/will be the priority thematic focus of already implemented/planned awareness raising activities and information campaigns of your organisation for energy efficiency and renewable energy?
☐ Energy Efficiency
☐ Renewable Energy Sources
☐ Both
☐ Not decided yet
Q8: Please select priority groups that your organisation targeted or plans to target for awareness raising activities and information campaigns on energy efficiency and renewable energy

☐ Children
☐ Youth
☐ General population
☐ Policy makers
☐ Industry
☐ Medium and small business
☐ Other (please specify):

Q9: Which of the tools listed below has your organisation used or is planning to use for awareness raising and information campaigns on energy efficiency and renewable energy?

☐ Information materials (such as leaflets, brochures, flyers, posters)
☐ Audiovisual materials and multimedia (such as videos, social advertisements, animated graphics)
☐ Events (such as exhibitions, contests, public events, conferences)
☐ All of the above
☐ Other (please specify):

Q10: Which of the communication channels listed below has your organisation used or is planning to use for awareness raising and information campaigns on energy efficiency and renewable energy?

☐ TV
☐ Radio
☐ Social media (Facebook, Twitter, LinkedIn)
☐ Direct interaction (through meetings, trainings, road shows etc)
☐ All of the above
☐ Other (please specify):

Q12: Has your organisation experience in providing policy advice or research for policy makers on energy efficiency and renewable energy sources?
☐ Yes
☐ Yes, but to a limited extent
☐ No

Q13: Has your organisation experience in providing other services in energy efficiency and renewable energy sources such as funding schemes, selection and implementation of projects, specialised trainings etc?
☐ Yes
☐ Yes, but to a limited extent
☐ No

Q14: In your opinion, will the planned INOGATE Sustainable Energy Awareness Raising study visit help your organisation to enhance the professional capacity of the staff?
☐ I strongly agree
☐ I agree
☐ Neutral
☐ Disagree
☐ Not sure

Please provide use with any additional comment, if you think it is necessary.
Annex 8 – Official feedback from the participants

Liliya Rybenko, Head of Department of publicity and public relations of the State Agency on Energy Efficiency of Ukraine

Ирландский опыт детских обучающих программ в сфере энергосбережения является очень полезным и для Украины. Очень важным является факт о том, что буквально с пятилетнего возраста в Ирландии детей обучают как экономить электроэнергию. В Украине ведется работа с населением по повышению осведомленности по вопросам энергоэффективности, но не с такого раннего возраста.

The Irish experience for children’s educational programs in the field of the Energy Saving is very useful for Ukraine. Very important is the fact that literally from the age of five in Ireland children are taught how to save energy. Ukraine works to raise awareness for Energy Efficiency among the population, but not from such an early age.

Constantin Borosan, expert of the Energy Efficiency Fund of Moldova

Я считаю, что очень полезными для участников стали посещения Агентства по энергоэффективности и ознакомление с ирландскими компаниями, в которые внедрены энергоэффективные технологии. При создании центра энергоэффективности я буду стараться использовать знания, полученные в ходе семинара. Очень важно то, что эти мероприятия проводились и со всеми представителями стран-партнеров. Это те же задачи в области энергоэффективности и возобновляемых источников энергии, так как у нас похожие цели в направлении внедрения энергоэффективности и возобновляемых источников энергии.

I think that, most beneficial for the participants was the visit to the Energy Efficiency Agency and introduction of the Irish companies, which applied energy efficient technologies. While creating a SE Information centre I will try to use the knowledge gained during the workshop. It is very important that these activities were carried out with the representatives of the partner countries. There are the same goals in the Energy Efficiency and Renewable Energy field and we have similar problems towards the development of Energy Efficiency and Renewable Energy sources.

Ana Nojac, Senior Consultant of heat generation and supply directorate of the Ministry of Economy of Moldova

В первую очередь, очень важно обмен опытом. Если сравнивать , то Молдова в принципе такая же небольшая страна, как Ирландия. Исходя из того, что так много было сделано в этом направлении в Ирландии, очень много можно перенять и для Молдовы.

First of all it is important to exchange experiences. If we compare, Moldova is as small country as Ireland. According to the fact that so much has been done in this area in Ireland we can adopt a lot for Moldova too.

Margalita Arabidze, Head of Division of Energy Efficiency and Alternative Energy Resources of the Ministry of Energy of Georgia

The event is very useful and important for the Georgian delegation because it includes theoretical and practical subjects that will help us to establish a SE Information Centre in Georgia in the near future.”
TO: Wolfgang F. Lutz

Key Expert Sustainable Energy
INOGATE Technical Secretariat
2 Southampton Street,
Tbilisi, 0105, Georgia

02/12/2015

Dear Wolfgang F. Lutz,

First of all, on behalf of the Ministry of Energy, I would like to express our gratitude towards the INOGATE Technical Secretariat for the intensive cooperation.

The Ministry of Energy is delighted to be informed about the progress on the establishment of the Sustainable Energy Information Centre.

The Division of Energy Efficiency and Alternative Energy Resources has been actively involved in the processes of establishing the Center from the initial stage, since we believe that successful operation of the Center will contribute to public awareness raising campaigns regarding energy efficiency and sustainable development.

Moreover, as you are aware, the head of the Division of Energy Efficiency and Alternative Energy Resources, Mr. Margarita Arashidze has participated in the training courses and study tours on sustainable energy in Dublin, Ireland, that aimed at improving the capacity of participants in designing and implementing effective measures for the Sustainable Energy Information Centre. I strongly believe that the gained experience will highly contribute to our joint intention to establish the Sustainable Energy Information Centre in Tbilisi.

I reconfirm the support of the Ministry of Energy and commend Mrs. Margarita Arashidze and Mr. Natalia Jamakuria as a main contact person for all thematic issues related to the establishment of Sustainable Energy Information Centre.

Sincerely yours,

Margarita Arashidze
Deputy Minister

Ministry of Energy
OF GEORGIA