



USAID
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**MUNICIPAL HEATING
REFORM**

MUNICIPAL HEATING REFORM PROJECT

PUBLIC AWARENESS AND COMMUNICATION
PLAN

July 2009

This report is made possible by the support of the American People through the United States Agency for International Development (USAID). It was prepared by International Resources Group (IRG).

MUNICIPAL HEATING REFORM PROJECT

PUBLIC AWARENESS AND COMMUNICATION PLAN

ENERGY II IQC, TASK ORDER 9
Contract No. EPP-I-09-03-00006-00

July 2009

DISCLAIMER

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ACRONYMS

GDA	Global Development Alliance
GOU	Government of Ukraine
IC	Information Campaign
IRG	International Resources Group
MDI	Municipal Development Institute
M&E	Monitoring and Evaluation
MHR	Municipal Heating Reform Project
PA	Public Awareness
PPP	Private-public partnership
RCC	Regional Consulting Centers
USAID	United States Agency for International Development

I. INTRODUCTION

This Communication Plan will guide the international and national project staff of the USAID Municipal Heating Reform (MHR) Project in overseeing public awareness (PA) activities and campaigns that promote the project's central goal – to help Ukraine transform municipal heating into a financially viable, well-managed, consistently- and fairly-regulated sector that delivers a reliable quality of heat at an affordable price. Sustainable behavior changes require integrated, participatory, and continuous communication to build knowledge and awareness. Throughout the MHR Project, the Communications Team, under the leadership of the Communications Manager, will use communications skills and tools to engage stakeholders; enhance knowledge; identify solutions; raise awareness; and enlist civic, government, and other influential figures as advocates to achieve Project goals.

The National Plan for Public Information Campaign (IC) is intended to support the Project's tasks identified in the Work Plan Year 1. The matrix of media materials and its utilization identifies dissemination and an initial timeline to cover the entire three years. The Plan identifies communication objectives; key messages where appropriate; media and materials use with existing, revised, or new media; interpersonal activities; some milestone events; and training as essential building blocks of the Plan.

We will target stakeholders with two core messages:

The opportunity and the responsibility to control their own energy costs and comfort in their dwellings

The potential threat to that opportunity due to Ukraine's dependence on foreign energy imports

The National Campaign will consist of three stages:

1. Education – This stage lays the groundwork for the more practical phase – the opportunity to control one's own energy costs – that begins when progress is made in the cities on meter and control installations. The education process consists of creating awareness of the need for energy conservation – including practical steps on how consumers can conserve energy and the reasons why that behavior change must start with individual action – and demonstrates international experience in this field and the resulting benefits to those countries/cities/communities that implemented energy conservation measures.
2. Preparation for Heat Controls – Building on this education, we now prepare consumers with practical information that links the cost-benefits of energy conservation practices with individual heat control installations – i.e. energy conservation practices reduce bills and saves them money. The focus at this stage is on establishing condominiums as the best vehicles for energy reform.
3. Promoting Replication – We will evaluate results and share success stories and practical models with the goal of promoting replication of these practices throughout Ukraine.

Note: The Launch of MHR Information Campaign will take place in the fall, prior to the beginning of heating season in Ukraine.

2. ASSESSMENT

Under ideal conditions, a communication strategy would be prepared after launching formative research and studying the latest results from interviews with target groups, in anticipation of their behaviors toward an issue, such as heating reform.

According to the Ministry of Housing and Communal Property, no national energy conservation campaigns have been conducted in Ukraine and no significant research – focus groups, surveys – has been done that establishes baseline information on conservation awareness among consumers.

Therefore, to better ground our information campaign, and provide for after-action assessments, we will:

Hold focus groups in five pilot cities (Municipal Development Institute – MDI)

Design heating reform questions to be attached to the standard national survey, that MDI will conduct in MHR partner cities

Continue media monitoring throughout the project

Publish before-and-after success stories

3. COMMUNICATIONS OBJECTIVES

Overall, the MHR Project’s public awareness and communication program is a cross-cutting tool to support all its major activities. To build the Plan, we have identified the communications objectives as follows:

Behavior change that supports energy conservation, specifically heating, focusing first on key stakeholders and promoting advocacy to the general public regarding the cost-benefits of conservation.

Significantly increase the numbers of condominium owners who embrace responsibility for heat conservation in their own and common areas.

Promote condominiums as agents of change for municipal heating reform, underscoring the benefit of condominium ownership as primary vehicles for energy savings.

Establish “energy efficient schools” as vehicles for conservation education.

Promote the benefits of proposed legislative changes, tariff reform, and measures being implemented to provide a social safety net to public authorities and private sector leaders.

4. AUDIENCES

Target audiences in this Communication Plan fall into two major categories: internal USAID communications, which includes the specific program office, the Regional Office for

USAID/Ukraine and USAID/Washington; and external outreach, which includes the media, current and potential beneficiaries; government, private sector, and civil society counterparts; and the general public.

INTERNAL AUDIENCES

Communications directed to USAID managers and staff to promote the Program will help build synergies with other USAID/Ukraine programs. As we participate with and inform USAID/Ukraine, we will remain aware of the Mission's need to inform and support its regional activities, the US Embassy, and USAID/Washington. Internal audiences include:

USAID partners, especially those focused on energy
GDA opportunities
Ministry of Housing and Communal Services
Government Task Force on Heating Reform (Haiduk)
Ministry of Fuel and Energy
Ministry of Regional Development and Construction
National Electricity Regulation Commission
National Agency of Ukraine for Efficient Use of Energy Resources
Association of Ukrainian Cities
Ukrainian Parliament
Ministry of Finance
Ministry of Economy

Consortium Partners

Alliance to Save Energy
RTI
Taylor-deJongh
Ayrliie Parners
EnEffect Consult (Bulgarian)

Ukrainian Consortium Partners

Municipal Development Institute (MDI)
Energy Efficient Cities of Ukraine
JurEnergo
OptimEnergo

EXTERNAL AUDIENCES

Local authorities (city administrations)

- Pilot cities
- TeplokomunEnergos (major heating suppliers)

- Private Heat Service Providers

General public – Consumers of communal services

Committed Citizens as advocates, including:

- Academics, writers/journalists, scientists interested in the environmental field
- Government officials working in this field
- NGOs working in this field, environmental associations

Condominium associations, management companies and owners

- Those citizens who are not participating in condominiums

School children and college students

- Budget organizations: schools, universities, hospitals, etc. (teachers, professors, environmental clubs at universities)

Media

NGOs (Eco and Energy-saving divisions)

Local industry

Private Investors

5. THE PLAN

In order to provide comprehensive coordination and realization of the Information Campaign, MHR's Communications Manager will lead a working group consisting of communications representatives from USAID, the Ministry of Housing and Communal Services, Municipal Development Institute, key partners, and media agencies. The working group will meet on a monthly basis to discuss IC implementation status, its realization process, and if needed, will adjust strategy to changing priorities.

The MHR Communications Manager will work closely with the staff of JWT Advertising Agency to develop concepts for IC materials, such as PSAs and brochures.

Texts for all education materials will be developed based on outreach sources and expert opinions. They will be provided by ASE, IRG, USAID, and the Ministry of Housing and Communal Property, Municipal Development institute and other MHR partners: All data and information leveraged from these resources will be adapted to the Ukrainian context and to the specifics of our strategy.

Well aware of the critical nature of gender issues, we will review messages/activities/and materials to address gender opportunities and challenges. For example, women in Ukraine are particularly concerned about home comfort and child-rearing issues and certain messages will leverage those concerns or interests.

The Regional Strategy is an important component of the National Campaign, particularly regarding Task Four (Public information campaign promotes energy efficiency programs for buildings, including codes, labeling) and Task Six (Benefits of energy efficiency promoted in multi-dwelling and other buildings.) The Regional Strategy will leverage National Campaign activities and materials. (see Annex A, attached) and will coordinate all public outreach and awareness-raising efforts directed to the energy efficiency and promotion of condominiums, local government and the civil society NGOs.

INTERNAL COMMUNICATIONS

The Information Campaign Working Group will serve as a major coordination and implementation vehicle for our Information Campaign.

Beyond the circulation of project reports, we will issue monthly e-newsletter to all partners.

To ensure that our internal audiences are well-informed regarding project progress and that we share information and ideas, we will meet regularly, circulate project reports, issue monthly e-newsletters, and encourage contributions to both.

EXTERNAL COMMUNICATIONS: MATRIX

Objective/Desired Behavior	Key Messages / Slogans	Information Materials	Communications Channels	Timeline	Anticipated Results
Targeted Groups: Consumers of Communal Services/Residents of 35 pilot cities/Citizens who are not participating in Condominiums					
<p>Objectives:</p> <p>To raise public awareness about Ukraine's dependence on foreign imports.</p> <p>To educate citizens on how to save energy in their dwellings using low-cost energy conservation tips</p> <p>To educate regarding controlling energy costs/financial savings</p> <p>To educate regarding energy security – imported fuel impacts cost and security*</p> <p>Proposed new safety net</p> <p>Improved temperature control in dwellings = comfort</p> <p>To educate consumers on the principles and analysis driving the tariff-setting process and to secure public support</p> <p>Desired Behavior:</p> <p>Consumers understand that if they save energy, they (a) save their own money, (b) save Ukraine's</p>	<p>Message:</p> <p>“In order to save more energy and pay less money, citizens have to change their behaviors and attitudes, gaining more responsibility for their input into energy saving”.</p> <p>Slogans:</p> <p>Save heat; Save Ukraine;</p> <p>Save energy in your home – live in comfort</p> <p>Save energy in your home – help Ukraine avert energy crisis</p> <p>Save more energy, pay less money</p> <p>Reliable and Affordable Heat for Ukraine</p> <p>Control Energy – Save Natural Resources</p> <p>Cost recovery tariffs are basis for quality services</p>	<p>Brochures/PSAs/Posters:</p> <ul style="list-style-type: none"> • Getting Ready for Winter • Energy-Saving Tips • Save Your Country – Make it Energy Independent • Make Your Home A Comfortable Place to Live • Save More Energy – Pay Less Money <p>PSAs (billboards, TV/Radio)</p> <p>Energy-saving tips on bill Inserts</p> <p>Press releases</p> <p>Four-family profiles for web site and media stories</p>	<p>MHR Web site</p> <p>Internet/Radio/TV/Print mass media (Expert Interviews, Call-ins, Prime Time)</p> <p>PSAs (Billboard, informational materials, brochures, fact sheets, energy-saving tips for bill inserts)</p> <p>Public Events (Launch ceremonies of our IC in the cities)</p> <p>Ministry of Housing and Communal Services vehicles: website, bi-monthly newsletter: “HCP reform”</p> <p>Partner-city Administrations and Public Councils</p> <p>MHR partners</p>	<p>1st stage of IC:</p> <p>September 2009-March 2010</p> <p>2nd stage of IC:</p> <p>April 2010 – February 2012</p>	<p>Behavior change that supports energy conservation, specifically heating</p> <p>Communal services consumers are motivated to save energy in their houses as they can now control in-house temperature and their bills</p> <p>Public awareness and understanding of cost recovery tariff settings</p>

<p>financial and natural resources, (c) decrease need for price rise</p> <p>Consumers take increased ownership of their own comfort, environment, and financial situation</p> <p>Consumers become more active – we see material evidence, (for example, lowered energy bills); we also see the advantage of community effort in improving their lives and neighborhood</p>					
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Objective/Desired Behavior	Key Messages / Slogans	Information Materials	Communications Channels	Timeline	Anticipated Results
Targeted Groups: Government Officials, Peoples' Deputies					
<p>Objectives:</p> <p>To inform re: plans and activities regarding municipal heating reform legislation and heating sector management</p> <p>To inform re: benefits of proposed legislative changes, tariff reform, and measures being implemented to provide a social safety net</p> <p>To build support for heating reform, particularly in their own area of influence</p> <p>To leverage that support for MHR national information campaign – as champions, spokespeople</p> <p>Desired Behaviors:</p> <p>Govt. officials recognize the benefit in leveraging citizens' responsibility and interest in energy-saving solutions</p> <p>Govt. officials initiate and coordinate further education activities on energy efficiency in their cities</p>	<p>Message:</p> <p>“Energy savings for the entire city will become real when an educated population starts conserving”</p> <p>“Responsible legislation increases attractiveness to investors and international bodies like the EU”</p> <p>“Energy Saving – Opportunity to improve social safety net”</p> <p>“Opportunity for growing public support”</p> <p>“Reliable Heat for Ukraine: Energy Security, a Viable Economic Sector”</p> <p>Slogans:</p> <p>Energy Efficient Country Starts from Energy Efficient City</p> <p>Save energy in your city - help Ukraine prevent energy crisis</p>	<p>Brochures:</p> <ul style="list-style-type: none"> • How to Save Energy in your City • Practical kit for Energy-Saving Solutions for Municipalities • Practical kit for metering installation <p>PSAs (billboards, TV, radio)</p> <p>Posters</p> <p>Energy-saving tips on bill Inserts</p> <p>Press-releases</p> <p>Fact sheets</p>	<p>MHR Web site</p> <p>Internet/Radio/TV/Print mass media (round tables, media opinion and analytical pieces, esp. in govt. newspapers, expert briefings)</p> <p>PSAs</p> <p>Partner- city Administrations</p> <p>Association of Ukrainian Cities and Communities</p> <p>Public Events, Round tables, Trainings, Briefings, Site visits, Study Tours</p>	<p>September 2009-February 2012</p>	<p>City becomes champion in promoting energy-saving solutions</p>

Objective/Desired Behavior	Key Messages / Slogans	Information Materials	Communications Channels	Timeline	Anticipated Results
Targeted Groups: Condominium owners and associations					
<p>Objectives:</p> <p>To increase knowledge regarding efficient management practices</p> <p>To increase energy conservation activities</p> <p>To increase understanding regarding accounting methods for billing heat and utility services</p> <p>To improve collective action in condominium management and increase financial responsibility among homeowners</p> <p>Desired Behaviors:</p> <p>Condominium owners and associations take initiative in promoting personal responsibility for energy conservation in owner-run buildings, direct control of utility services</p>	<p>Message/Slogan:</p> <p>“Condominium is the best vehicle for Energy Reform in Ukraine”</p> <p>“Take ownership of your building. Conserve energy, reduce your costs.”</p> <p>“Make your home a comfortable place to live.”</p>	<p>Brochures:</p> <ul style="list-style-type: none"> • Condominium tool kit* (i.e. detailed instructions on legal and administrative procedures on establishment of condominiums) • Roadmap of legal paperwork for condominium • Energy Savings in Buildings (do it yourself tips) • Turning your Building into an Energy Efficient Building • Before and After Success Stories <p>PSAs (billboards, TV, radio,)</p> <p>Posters</p> <p>Energy-Saving Tips on Bill Inserts</p> <p>Press releases</p> <p>Fact sheets</p>	<p>Condominium Owner-run Buildings</p> <p>Condominium Associations</p> <p>Civil Network “Opora”</p> <p>PSAs</p> <p>Bill Inserts</p> <p>Internet/Radio/TV/Print mass media (round tables, media opinion and analytical pieces, esp. in government newspapers, expert briefings)</p> <p>MHR Web site</p> <p>Partner-city Administrations</p> <p>Trainings, Briefings, Round Tables</p>	<p>September 2009-February 2012</p>	<p>Condo owners become advocates for energy conservation, not only in their own apartments, and buildings but as models for further replication throughout the city/country</p>

* See Materials List

Objective/Desired Behavior	Key Messages / Slogans	Information Materials	Communications Channels	Timeline	Anticipated Results
Targeted Groups: School children and college students					
<p>Objectives:</p> <p>To educate regarding simple energy-saving solutions and how they will impact their future</p> <p>To encourage them to influence parental decisions</p> <p>Desired Behaviors:</p> <p>In becoming more aware, school children/students become more responsible for saving energy</p> <p>They become activists in their homes, schools, colleges and communities regarding energy conservation</p>	<p>Message/Slogan:</p> <p>“Let’s energize your school and house. Sign in!”</p> <p>“Save energy to build a cleaner, safer Ukraine”</p>	<p>Brochures:</p> <p>Child-accessible brochures and posters on energy-saving tips: “Let’s energize your school and house. Sign in!”</p> <p>Press-releases</p> <p>Fact sheets</p>	<p>School curricula with assignments involving parents and home energy savings</p> <p>Children’s youth organizations such as:</p> <ul style="list-style-type: none"> • UNICEF • Hiking Clubs • Eco Clubs • Internet social networking sites <p>Children’s programs</p> <p>Contests on developing banners, calendars, slogans</p> <p>College Students</p> <p>PSAs</p> <p>Internet/Radio/TV/Print mass media (round tables, media briefings)</p> <p>MHR Web site</p> <p>Partner-city Schools</p>	<p>September 2009-March 2010</p>	<p>Establish a program that is replicable and attractive enough that schools throughout Ukraine will want to incorporate it into their activities or curricula</p>

Objective/Desired Behavior	Key Messages / Slogans	Information Materials	Communications Channels	Timeline	Anticipated Results
Targeted Groups: Journalists, Editors in Chief, Producers					
<p>Objectives:</p> <p>To educate in benefits of proposed legislative changes, tariff reform, energy conservation benefits, and measures being implemented to provide a social safety net</p> <p>To encourage mass media to report on importance of energy conservation and rational usage of heating resources and attract people's attention to importance of having municipal heating reform in Ukraine</p> <p>To promote heating reform themes as major topic of discussion in the media</p> <p>Desired Behaviors:</p> <p>Journalists become aware about energy-saving solutions for Ukraine and highlight the subject in comprehensive analytical way.</p> <p>They are interested in dissemination of energy-saving tips through their outlets as they understand the importance of public awareness in energy conservation</p>	<p>Message/Slogan:</p> <p>“Help Prevent Energy Crisis in Ukraine – Make Energy Saving a Number One Topic in Ukraine”</p> <p>“Let Public Know How to Save More Energy and Pay Less Money for Heating”</p> <p>“Fourth Power* Chooses Energy Efficiency”</p>	<p>Press releases</p> <p>Fact sheets with charts</p> <p>Photos</p> <p>Success Stories (Before & After)</p>	<p>Personal meetings</p> <p>Trainings</p> <p>Press-briefings</p> <p>Press-conferences</p> <p>Round tables</p> <p>Press-tours, site visits,</p> <p>Municipal Advisory Committee Meetings</p> <p>PSAs</p> <p>Brochures,</p> <p>MHR Web site</p> <p>Partner-city Administrations</p>	<p>May 2009-February 2012</p>	<p>Sufficient number of journalists in partner-cities and on the national level who work with MHR Project on a regular basis</p> <p>Sufficient increase in number of journalists who cover theme of heating reform and energy efficiency in Ukraine</p> <p>Sufficient increase in number of publications highlighting themes of heating reform and energy efficiency in Ukraine</p>

6. MATERIALS LIST

PROJECT WEB SITE:

The MHR web site will serve as a stage for contest on best energy efficiency practices among the general public. MHR will select four to six “energy champion families” as models and our partners in promoting energy efficiency and conservation in their apartments/houses. The MHR team will follow them throughout the project, monitoring their energy practices and the impact those practices have on their energy bill.

All relevant project documents

One-stop shop re: energy conservation and savings

Family profiles, contest – see “Power of One” website (<http://www.powerofone.ie/>)

MHR will select four to six families of different status and perform energy surveys of each of their homes to determine what changes were needed for each “resident” and which ones would have the greatest impact on comfort, running costs, and environmental benefits in order for them to reach energy champion status.

During the contest all the families will introduce daily changes in their household, i.e. space heating, water heating, small power (electronics, small appliances), lighting, and cooking. As part of this initiative, the website will feature regular updates on the participants’ performance, so that the public can follow their experience and hopefully be inspired by their achievements.

BROCHURES (Illustrative)

Getting Ready for Winter

Energy-Saving Tips

Save Your Country – Make it Energy Independent

Make Your Home A Comfortable Place to Live

Let’s Energize your School and House. Sign in!”

Practical kit for energy-saving solutions for municipalities

Practical kit for metering installation

Roadmap of legal paperwork for condominium

Energy Savings in Buildings (do-it-yourself tips)

Turning your building energy efficient

BILL INSERTS

Direct Mail: The MHR Project will access the heating bill company with the request to include informative leaflet such as Energy-Saving Tips together with heating bills.

PUBLIC SERVICES ANNOUNCEMENTS

JWT Advertisement Agency will be MHR partner in designing and producing Public Service Announcements to include in the Information Campaign.

The “Big Media” Agency will allocate 50 big boards throughout Ukraine for MHR Project advertisements.

MEDIA PROGRAMMING:

Interviews, call -in shows, prime time PSAs, expert roundtables, etc.

CONDOMINIUM TOOL KIT

Energy Tips

Success stories

Resources to help owners increase their energy savings

Wall poster for common area

Advocacy

- Why it matters

- Getting started

Calendar –created by kids

ANNEX A. REGIONAL STRATEGY

ACTION PLAN: Fall 2009 – Winter 2012

Goal: To raise awareness of citizens and local government staff regarding the cost-benefit, both personal and country-wide, of implementing energy efficient and energy-saving solutions in their homes, buildings, and cities. This would: (1) help build governmental and public support regarding the social, economic, and environmental benefits of MHR activities in the regions and increase citizens' responsibility for their own dwelling comfort, and lead to energy and financial savings; (2) help develop understanding that energy saving and conservation improves comfort in buildings and houses; (3) promote condominiums as agents of change for municipal heating reform, underscoring the benefit of condominium ownership as primary vehicles for energy savings. (4) increase understanding that implementation of energy-saving solutions assure efficient use of Ukrainian natural resources and help prevent economic and ecological crises in Ukraine; (5) create a positive image of MHR Project, increase its authority and demand for its services, both among citizens and government officials.

Anticipated Results:

- 1) Increased number of information publications, information TV and radio broadcasts about energy-saving solutions and MHR activities
- 2) Increased number of analytical articles, TV and radio features based on interviews with MHR and its partners/experts as well as representatives of partner cities (mayors, their deputies, Heating Department officials)
- 3) Behavioral changes among citizens including increased advocacy efforts on behalf of energy efficiency measures, increased personal implementation of energy conservation measures
- 4) Significantly increase the numbers of condominium owners who embrace responsibility for heat conservation in their own and common areas

Approach: Information activity in cities will be well-coordinated, consistent, and continuous. MHR communications staff in Kyiv will manage and monitor the process, making adjustments as needed. The factual and accessible information materials will leverage those developed for the national campaign but their messages, design and distribution channels will be adjusted to suit targeted audiences.

Target Audience:

- General public
- Committed citizens
- Local community organizations
- Condominium owners and associations
- Youth (school children, college students)
- Teachers, professors, their professional associations, green clubs at universities, youth organizations;
- Non-governmental organizations
- Representatives of local government (deputies of city councils, officials of local executive authorities)
- District heating companies (staff of heating institutions)
- Local academics, journalists, scientists focused on the environmental arena

Institutions Involved in the OVERALL Information Campaign in the Regions

PERSON/ORGANIZATION INVOLVED	ACTIVITY
MHR central office	<ul style="list-style-type: none"> – Provide general coordination of information activity in the regions – Prepare basic information materials – Work with Press Offices of City Councils – Monitor, evaluate publication of information messages in local media – Provide assistance in preparing and coordinating information events in cities
City Council Press Office	<ul style="list-style-type: none"> – Provide technical support in organizing information events – Disseminate MHR information materials
Regional Offices of the Association of Ukrainian Cities and Communities	<ul style="list-style-type: none"> – Disseminate MHR information materials
Administrative staff of Regional Consulting Centers (RCCs) Note: MHR plans to establish three centers to cover East, West and South (Crimea) of Ukraine.	<ul style="list-style-type: none"> – Provide ongoing liaison with MHR Communications Department regarding organization of regional information events – Obtain MHR information materials and disseminate such materials via Press Offices of City Councils and local NGOs – Maintain an electronic database of local media monitoring – Gather information about local media outlets in the regions
Consultants of Regional Consulting Centers	<ul style="list-style-type: none"> – Provide current information about MHR activities in the regions to journalists – Participate in information events – Develop opportunities for public outreach such as speeches and expert interviews – Monitor of mass media in the regions (gathering source publications for archives)
Associations of Condominiums Home Owner Associations	<ul style="list-style-type: none"> – Provide technical support in organizing information events – Disseminate MHR Information Materials

Channels for Dissemination of Information:

1. Mass media outreach via RCCs, Press Offices of City Councils, and Home Owner Associations — disseminating MHR press releases and information materials
2. Direct mass media outreach press conferences and briefings during MHR-supported events in the regions; interviews of MHR representatives; MHR overview and proprietary articles
3. Internet – information on websites of City Councils and on the MHR principal website and via bi-weekly electronic newsletter featuring MHR recent activities/events/success stories; links to related websites, i.e., Ministry of HCP
4. Public events (Advisory Boards, Public Hearings, Meetings of HOA);
5. Information booths/displays in City Council buildings (announcements about MHR events and activities)
6. Citizen Reception Offices (information materials and announcements about MHR events and activities)

INFORMATION MATERIALS, DEVELOPED AND DISSEMINATED

Information about project activities will be accessible, and practical. Every project event is a full-fledged piece of news. We will provide topical and timely information, demonstrating the MHR project’s relevance and importance for the community. Publications will appear on a regular basis.

As municipal Press Offices are critical participants to the success of our outreach efforts, we will provide them with materials, including:

BACKGROUND	TIMEFRAME
Mayor’s Letter of Intent (template)	Before signing an Agreement on Cooperation
City Profile (template and basic information)	Before signing an Agreement on Cooperation
Basic information highlights on each phase of the project	Before starting cooperation with cities
Press releases, media alerts	One week before the event and/or immediately after it
Success Stories of Partner Cities	After signing an Agreement on Cooperation
Project Fact Sheet	Available
Brochures, booklets, posters, PSAs	After signing an Agreement on Cooperation/during Information Campaign
Interviews with key stakeholders (conference)	Before/after press conference; upon request;
Website Visiting Cards	TBD
Proprietary article – exclusive	Upon agreement with newspaper
Overview article – exclusive	Upon agreement with newspaper

Item #	PROJECT PHASES	INFORMATION MATERIALS	KEY MESSAGE OF MATERIAL	COMMUNICATION CHANNELS	FORMAT
1	SIGNING OF AGREEMENT ON COOPERATION	Mayor's Letter of Intent City Profile Press Release Success Stories of original cities	Our city undertakes to implement an efficient system of municipal heating, which would allow to... Our city has been selected out of ... Ukrainian cities With comprehensive support from the project, our city will be able to address a number of its fundamental energy problems	Mass media outlets	Briefing Direct mail Publish the letter on City Council website and in city government newspaper
2	ESTABLISHING A MUNICIPAL ADVISORY BOARD ON HEATING REFORM	Mayor's Letter of Intent City Profile Press Release	Comprehensive approach to address energy-saving challenges	Mass media outlets	Invite journalists to the Board meetings Post information about the Advisory Board on the City Council website and in city government newspaper
3	TRAININGS FOR GREEN SCHOOLS AND CAMPUSES	Press Release	Children and students are learning to manage energy resources efficiently	Mass media outlets	Invite journalists to a training seminar Organize press conference to launch the program (before and after) Post the information on the City Council website and in city government newspaper/TV footage
4	TRAINING FOR CONDOMINIUM OWNER ASSOCIATIONS	Press Release Homeowner Association Toolkit	Efficient energy conservation, improved comfort and effective management of condominiums	Mass media outlets	Invite journalists to a training seminar Post information on the City Council website and in city government newspaper
5	TRAININGS FOR ENERGO MANAGERS IN PILOT CITIES	Press Release	Efficient energy saving thanks to modern management	Mass media outlets	Invite journalists to a training seminar Provide expert interviews Post information on the City Council website and in city government newspaper

Item #	PROJECT PHASES	INFORMATION MATERIALS	KEY MESSAGE OF MATERIAL	COMMUNICATION CHANNELS	FORMAT
6	TECHNICAL ASSISTANCE	Press Release	The City Council has received technical assistance from the Project and now...	Mass media outlets	Invite journalists to a training seminar Provide expert interviews Post the information on the City Council website and in city government newspaper
7	INFORMATION CAMPAIGN BRIEFINGS	Press Release Brochures Posters PSAs	In order to save more energy, pay less money, citizens have to change their behaviors and attitudes, gaining more responsibility for their input into energy saving	Mass media outlets	Invite journalists and NGO reps to round table discussions on energy efficiency Provide expert interviews Post the information on the City Council website and in city government newspaper Distribute educational materials through NGOs, City Councils; post these materials at information boards, bill boards, public places in the cities;

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