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# ENHANCING CAPACITY FOR LOW EMISSION DEVELOPMENT STRATEGIES/EC-LEDS CLEAN ENERGY PROGRAM

Cooperative Agreement No. 114-A-13-00008

## PUBLIC AWARENESS AND COMMUNICATION STRATEGY



May 2014

This publication was produced for review by the United States Agency for International Development. It was prepared by Winrock International.



# ENHANCING CAPACITY FOR LOW EMISSION DEVELOPMENT STRATEGIES CLEAN ENERGY PROGRAM

## PUBLIC AWARENESS AND COMMUNICATION STRATEGY (DRAFT)

May 2014

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# I. ACRONYMS AND ABBREVIATIONS

CBSM	Community-based social marketing
CSOs	Civil Society Organizations
EC-LEDS	Enhancing Capacity for Low Emission Development Strategies
EE	Energy Efficiency
EEC	Energy Efficiency Center
GB	Green Building
GDA	Global Development Alliance
GBRC	Green Building Rating and Certification
GHG	Greenhouse Gas
GOG	Government of Georgia
HOA	Home Owners' Association
IC	Information campaign
M&E	Monitoring and Evaluation
PA	Public Awareness
POWG	Public Outreach Working Group
PPP	Public-Private Partnership
RCC	Regional Consulting Center
SEAP	Sustainable Energy Action Plan
USAID	United States Agency for International Development



# I. INTRODUCTION

The Public Awareness and Communication Strategy will guide the staff of the USAID Enhancing Capacity for Low Emission Development Strategies (EC-LEDS) Clean Energy Program (“the Program”) in implementing public awareness activities and campaigns to promote the project’s major goals – to help Georgia reduce greenhouse gas (GHG) emissions, institutionalize climate change mitigation on the national level, and increase private sector investment in energy efficiency and green buildings.

Sustainable behavior change requires participatory and continuous communication, and depends on widespread knowledge and awareness of the benefits of clean energy measures and target behaviors. The Winrock EC-LEDS Communications Team will use a variety of tools and techniques to engage stakeholders; enhance public understanding and awareness about clean energy; identify measures and solutions the public can undertake to change usage behavior; and enlist local and national government and civil society organizations (CSOs) and the media, as well as international and donor organizations, to advocate for and support low emission development strategies.

The Public Awareness and Communication Strategy (the Strategy) is designed to support the tasks identified in the Project Work Plan for Year I. The External Communications Matrix (Table I) identifies an initial timeline for dissemination of these materials that covers the three years of the program. The Strategy identifies communication objectives, key messages, instruments and distribution channels for information dissemination, outreach activities, milestone, and recommended training, as well as monitoring and evaluation planning.

## **The outreach campaigns described in the Strategy will focus on delivering several core messages to stakeholders:**

- The opportunity to control and mitigate energy costs and enhance comfort in their residences;
- The importance of saving energy to reduce greenhouse gas (GHG) emissions – and the key role that multi-story buildings can play in achieving this goal; and
- The importance of saving energy in order to reduce Georgia’s dependence on foreign energy imports.

## **Outreach campaigns will be carried out on several levels:**

- **Nationwide outreach** will focus on communicating the importance of energy efficiency (EE) and clean energy (CE) measures for achieving LEDS and reducing Georgia’s dependence on foreign energy imports.
- Outreach efforts at the **municipal outreach** will disseminate national information campaign messages to key municipal-level stakeholders.
- In parallel, **regional outreach campaigns** will be directed at achieving specific program targets – e.g., municipal energy efficiency goals, development of Sustainable Energy Action Plans (SEAPs), and implementation of Green Building Ratings and Certification (GBRC) schemes.

## 2. AWARENESS ASSESSMENT

A preliminary qualitative assessment of the current level of awareness regarding EE and clean energy in Georgia is based on interviews with leading sub-contractors and stakeholders of the EC-LEDS Clean Energy Program, including the Energy Efficiency Center of Georgia (EEC), the Sustainable Development and Policy Center (SDAP), and the Green Building Council of Georgia (GBC-G).

Baseline research performed by EEC indicates a low level of awareness in the population on issues related to clean energy, GHG emissions, and climate change. According to the organizations interviewed, no nation-wide energy conservation campaigns have been conducted in Georgia. However, a number of previous projects—including the USAID-sponsored New Applied Technology Efficiency and Lightning Initiative (NATELI)-1 and NATELI-2 projects—included outreach activities that raised public interest in clean energy issues.

Most interviewees mentioned the Energy Bus program<sup>1</sup> as the most effective outreach instrument used to date in Georgia. The Energy Bus, which was co-financed by BP-Georgia and the USAID NATELI project (implemented by Winrock International, 2009-2011), traveled the country raising awareness about energy efficiency and clean energy among a wide variety of audiences including students, residential populations, and professionals (e.g., engineers and builders). Approximately 75,000 people visited the Energy Bus and its exhibitions during the two-year period it was active. The Energy Bus program also fostered Georgia's participation in Sustainable Energy Week, when exhibitions, cultural events, sports competitions (marathons), and informational meetings were conducted to raise awareness of sustainable energy issues.

To date, however, no significant research (e.g., through qualitative focus groups or quantitative baseline surveys) has been carried out to assess the impact of these types of outreach activities on energy conservation awareness and behavior among consumers. An EEC representative indicated that, although EEC has performed awareness needs assessments, it has had neither the resources nor the methodology to carry out post-campaign impact assessments of the implemented awareness-raising measures.

Ideally, an EC-LEDS communication strategy would be prepared after undertaking formative research and studying results from interviews with target groups in order to better anticipate their attitudes and reactions to issues such as energy efficiency, clean energy, Georgia's energy dependence, and climate change mitigation. However, the current Strategy was prepared based on past EC-LEDS program experience in Eastern Europe and the former Soviet Union, due diligence conducted with government agencies, CSOs, donors, and international organizations in Georgia, and with the understanding that baseline research and focus groups will be undertaken during the first year of the program to inform public awareness and communications activities.

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<sup>1</sup> The Energy Bus Project was financed by the Organization for Security and Co-operation in Europe (OSCE) Mission to Georgia, USAID, BP, and other partners. The energy efficiency and energy education program was implemented in Georgia during 2009-2011. It focused primarily on rural communities, and its goals were to raise awareness among consumers on the effective and safe usage of energy, improve access to renewable energy sources through practical information about alternative energy resources, and help communities find cost-effective and environmentally friendly solutions/applications. The Energy Bus Project was awarded the Energy Globe National Award in 2011.

The main objectives of the formative research (awarded through competitive RFP) are:

- 1) To collect and analyze baseline data on 'End Users' (consumers) to be utilized as input for the preparation and modeling of Sustainable Energy Action Plans (SEAP) at the municipal level;
- 2) To collect and analyze data to inform the preparation of Public Awareness and Outreach Campaigns;
- 3) To collect and analyze data on the behavior of energy consumers in order to plan Community Based Social Marketing (CBSM) pilot campaigns.

Results and conclusions drawn from the formative research will inform development of a detailed National Communications Plan including public outreach messaging, behavior change strategies, initiatives, activities, and overall implementation.

Moreover, to better ground the EC-LEDS information campaign and provide before- and after-action assessments, a number of additional assessment activities will also be conducted:

- Hold focus groups in several EC-LEDS Project pilot cities to facilitate the development of the most effective messaging for the behavior change campaigns.
- Conduct continuous media monitoring throughout the project to supply EC-LEDS project management with information to help direct the communication and outreach tasks and provide data for ex-post evaluation.
- Publish before-and-after success stories featuring behavior change/implementation of EE/CE measures as a result of EC-LEDS awareness efforts.

### 3. COMMUNICATIONS OBJECTIVES

The EC-LEDS Project's public awareness and communication Strategy is designed to be a crosscutting tool to support the Program's major activities and achieve the following major objective:

**Behavior change that supports energy efficiency, focusing on key stakeholders and promoting advocacy to the general public regarding the costs and benefits of energy conservation, climate change mitigation, and alternative energy resources.**

The objectives for the development of the Communications Strategy are:

- Create awareness and understanding of energy efficiency benefits for reducing GHG emissions as well as for strengthening the country's economy and security.
- Increase awareness among the public regarding alternative energy sources.
- Raise awareness among relevant stakeholders regarding the purpose of green buildings (GBs) and GB rating and certification, and increase market demand for GBs; educate the public about how alternative solutions influence LEEDS.
- Create local awareness in pilot cities regarding SEAPs as a mechanism to achieve energy efficiency at the municipal level.
- Promote homeowners' associations (HOAs) and building assemblies/councils as agents of change for municipal energy reform, underscoring the benefit of ownership as a primary motivating force for energy savings.
- Prepare and conduct a community-based social marketing (CBSM) campaign.
- Establish "Champions for Change" as a vehicle to foster leadership among women and involve representatives from advocacy groups for people with disabilities.

**Through these integrated outreach efforts, the EC-LEDS objective is to reach one million people and influence at least 10% of them to take at least one energy-saving action.**

## 4. AUDIENCES

Target audiences for the Communication Strategy fall into two major categories:

- a) Internal Audiences: the EC-LEDS program staff, consortium partners, USAID/Georgia, and USAID/Washington.
- b) External Audiences: the media, national government and municipal authorities, international organizations, civil society organizations, private sector entities, donors, and the general public.

### INTERNAL AUDIENCES

Communications that promote and publicize the Program activities will be directed to USAID managers and staff to help build synergies within the EC-LEDS Program and with other USAID/Georgia programs. These communications activities will help fulfill the USAID/Georgia Mission's need to inform and support its regional activities, the US Embassy, and USAID/Washington.

Internal audiences include:

- EC-LEDS program staff
- Regional Office for USAID/Georgia
- USAID/Washington
- Other USAID program implementers throughout Georgia, especially those focused on clean energy or climate change mitigation
- Government Steering Committee on the Low Emission Development Strategy
- Public Outreach Working Group
- Energy Efficiency Center in Georgia
- EC-LEDS Project Consortium Partners:
  - Alliance to Save Energy
  - DecisionWare Group
  - Remissia
  - Green Building Council-Georgia (GBCG)
  - Sustainable Development and Policy Center (SDAP-Center)

### EXTERNAL AUDIENCES

- National and municipal policymakers
  - Parliament of Georgia
  - Ministry of Economy and Sustainable Development
  - Ministry of Energy and Natural Resources
  - Ministry of Environment Protection and Natural Resources
  - Ministry of Regional Development and Infrastructure
  - Georgia National Energy and Water Supply Regulatory Commission
  - People's Deputies of City Councils
- Local municipalities (*Sakrebulo*s) and communities
- Electricity/Natural Gas Distributors:
  - Telasi
  - Energo-Pro Georgia

- Kahheti Energy Distribution
  - KazTransGaz-Tbilisi Ltd.
  - (70) Smaller natural gas distribution companies
- Building construction professionals/green building stakeholders
  - Developers, architects, construction experts
  - Real estate professionals
  - Public building managers
  - Private rental housing or business space owners
  - Environmental impact assessment experts
  - Consumer rights protection groups and associations
- General public – consumers of gas, electricity, and other fuels and energy resources
- Citizen advocates, including:
  - Academics, writers/journalists, scientists interested in the environmental field
  - NGOs/professional associations (in the clean energy field)
  - Environmental and energy associations (e.g., Association of Certified Energy Engineers)
  - Technical universities
  - Technical experts
- Housing Sector:
  - HOAs/condominium associations and owners
  - Municipal maintenance companies
  - Private homeowners
- Education Sector:
  - Ministry of Education
  - School children and college students
  - Teachers, professors, academic staff, environmental clubs at universities
- Public healthcare system: Facility management at hospitals, polyclinics, other medical centers
- Representatives of media outlets (e.g., television stations, journalists, reporters, blogs, etc.)
- Advertising/PR agencies – Opportunities exist to leverage funding from creative agencies themselves (through “socially oriented partnerships”) and from private sector donors (e.g., through Global Development Alliance)
- NGOs focused on environment or clean energy (e.g. CENN)
- Local industry and private investors
- Financial institutions and banks (Bank of Georgia, ProCredit Bank, TBC Bank, Bank Republic, and others.)

Given the variety and large number of groups to be covered by the campaign, audience targeting will be done by combining broad, nationwide outreach efforts addressing issues of energy efficiency, clean energy and climate change mitigation, with distinct sub-campaigns devoted to specific technical topics of interest to select groups (e.g., HOA development, SEAP preparation, green buildings).

# 5. PUBLIC AWARENESS IMPLEMENTATION

In order to better coordinate the informational campaigns, the EC-LEDS Communication Team will form and lead an **Public Outreach Working Group (POWG)** consisting of communications representatives from USAID, the Alliance to Save Energy, the Ministry of Energy, Ministry of Economy and Sustainable Development, Ministry of Environment Protection, EEC-Georgia, consortium partners (e.g., Remissia, GBCG, SADP-Center, the Building Institute of Georgia), NGOS or CSOs, media outlets and representatives of local governments. The Working Group will meet on a regular basis (monthly) to discuss the development and implementation of the outreach campaigns and provide advice and insight regarding planning, organization, and challenges.

To develop the concepts, messages, and approach for informational materials and specifically public service announcements (PSAs), the EC-LEDS Communication Team will hire a local media/production/advertising agency (to be selected by tender released from the EC-LEDS team)—that has the capacity to support the Program’s outreach efforts. Through the coordination of the Information Campaign Working Group, draft concepts and messages will be circulated for review and input prior to finalization.

The team will ensure the integration of gender considerations by developing messages, activities, and materials designed to address gender inequalities and maximize opportunities for inclusion and empowerment of women in addressing energy issues – e.g., by focusing messaging on issues of traditional concern to Georgian women (such as home comfort, health, child-bearing, and upbringing issues).

## IMPLEMENTATION LEVELS AND STAGES

The Public Awareness and Communication Strategy consists of two distinct but complementary information campaign strategies/levels:

- **A National Campaign** providing key messaging to be used, targeting numerous varieties of stakeholders throughout Georgia (including key municipal-level stakeholders).
- **Regional Campaigns** tailoring outreach to particular target localities and technical topics related to the Program activities. These regional campaigns will be the primary vehicle for providing targeted outreach on the following topics:
  - Development and Implementation of Sustainable Energy Action Plans under EC-LEDS Activities 3.1 and 3.4.
  - Energy efficiency programs for buildings
  - Energy efficiency in multi-apartment housing and the role of HOAs

The regional campaigns (see Annex A) will deliver sub-campaigns, focusing on these diversified technical topics, in priority localities defined by the program. For example, priority target municipalities for outreach on SEAP preparation would be selected from the signatories of the Covenant of Mayors; the GB campaign would target the two priority GB cities (potentially Tbilisi and Batumi); and the HOA information campaign would target Tbilisi because the municipality has a co-financing support scheme in place. The regional campaigns will leverage

National Campaign activities and materials, and will coordinate all public outreach and awareness-raising efforts directed to the energy efficiency and promotion of climate change mitigation practices, local government and the civil society NGOs.

**On the national and regional levels, the information campaign will be implemented—with coordination by the Public Outreach Working Group—in three stages:**

**Stage 1. Education** – The first stage is focused on creating awareness among Georgian citizens about the need for saving energy and the importance of starting with individual action, as well as practical steps that consumers can take to conserve energy. During this stage, the EC-LEDS project will widely promote energy saving tips and practices and will demonstrate international experience from other countries and cities that have implemented energy conservation measures, developed SEAPs, and introduced green building practices. The awareness raising efforts will highlight the benefits of energy savings, such as reduced energy bills, increased home comfort, reduced reliance on imported fuel, and GHG emission reductions.

**The information provided through a variety of communications and media channels and tools, and the language and scope of technical information provided will be tailored to maximize impact on each stakeholder target group. Messages related specifically to the EC-LEDS tasks will also be continually updated based on the achievements and strategic direction of the program.**

For example, for the Green Building Rating and Certification segment of the information campaign, the outreach materials developed for relevant professionals and stakeholders will be synchronized with the methodological and institutional developments within the EC-LEDS GB task, as well as parallel efforts by the Government of Georgia on energy efficiency and energy performance. The messages will be presented through capacity building activities, roundtables, press briefings, case studies, fact sheets and brochures, and other information materials.

In order to leverage community-based outreach resources, it is recommended the EC-LEDS program engage condominiums/HOAs. Considering the Tbilisi municipality's ongoing 30/70 co-financing scheme for HOA investments in multi-apartment residential buildings, as well as the potential focus of the EC-LEDS project on residential energy efficiency and facilitation of financing, targeted condominiums could be motivated to mobilize the community, initiate EE actions, seek the 70% co-financing from the municipality, and implement EE retrofits.

With regard to outreach efforts directed at development of SEAPs by Georgian municipalities, the EC-LEDS project will strongly benefit from targeting the cities and towns that have already signed the Covenant of Mayors but have not yet submitted their SEAPs (e.g., Batumi, Kutaisi, Zugdidi). Other likely candidates are cities where administrations have expressed the political will to explore municipal energy planning and/or local climate change mitigation measures, have actively cooperated with the COMO-East process and/or Rio+20 Local Agenda 21 efforts, have shown commitment to investing in energy efficiency projects, or have implemented municipal “intelligent energy days.”

**Stage 2. Preparation of practical steps** – Building on the educational activities, Stage 2 entails encouraging the targeted groups to take action and change behavior. This outreach will be carried out through a set of appeals and motivational literature, featuring specific steps consumers and other

stakeholders may take in order to change their behavior to promote energy efficiency and clean energy. The messaging during this stage will highlight the related benefits of these actions– e.g., saving money at the household level, as well as saving energy resources for the good of the country. Message during this stage will include slogans such as: “Replace inefficient light bulbs with efficient ones! Save more energy, pay less money.”

**Stage 3. Monitoring and Evaluation/Promoting Replication** – Throughout the implementation of the EC-LEDS Project, the Communications Team will monitor the results of the information campaign through media monitoring, focus groups, and interviews with major stakeholders. At the end of each year of the Program, the Communications Team will evaluate these results and will share success stories and practical models with the goal of promoting replication of these practices throughout Georgia during the last year of the Program’s activities. Throughout the course of the Program, messages and campaign themes will be adjusted and updated based on qualitative inputs and the ongoing evaluation of the Program’s public outreach success.

**The recommended timeframe for the launch of the EC-LEDS public outreach and informational campaigns is the fall 2014, prior to the beginning of the heating season in Georgia.**

## 6. MATERIALS LIST

### PROGRAM WEBSITE

With approval from USAID, the website (or web page) of the EC-LEDS Program will serve as a portal for many of the communications resources related to clean energy in Georgia—including educational materials, relevant legal documents, and information on financial opportunities in EE/LEDS spheres. The program will work also through social networks and/or through subcontractor(s)' websites to communicate key messages and information via Internet.

The overall goals of website development are to serve as a readily accessible informational portal to increase the quality of energy efficiency information in Georgia and to improve the visibility of EC-LEDS efforts in order to raise public awareness on EE/LEDS among all targeted audiences.

If development of a program website is not viable then the EC-LEDS Communications Team will work with an existing, sustainable partner organization, e.g. Ministry of Energy, Association of Certified Energy Engineers, CENN, etc., to develop an EE/LEDS page to serve as a collective informational portal.

It is highly recommended to create a Program Facebook profile. It's a real-time social networking to reach the audience, engage in discussion and establish program awareness, and one of the best sources to stay updated with latest news. Facebook is a leading social network that provides the most comprehensive analytics for brand/activity promotions (reach between fans and non-fans, optimal posting times, engagement rate, etc.).

### BROCHURES AND POSTERS (Illustrative list)

- Energy-Saving Tips
- Save Your Country – Make it Energy Independent
- Making Your Home Energy Efficient
- Make Your Home a More Comfortable Place to Live
- Energy-Saving Kit for Municipalities
- Legal Roadmap for Green Building Rating and Certification
- EU Guidelines on SEAP Development
- EE/LEDS wall poster for common areas

### BILL INSERTS

Direct Marketing: The EC-LEDS Project will seek to obtain permission from local gas/electricity companies to include informative leaflets (e.g., Energy-Saving Tips) along with heating/electricity bills distributed to residences and businesses. The bill insert concept is a common and effective way to raise residential consumer awareness and has proved effective throughout the world. However, in Georgia institutional challenges, reliance on payment kiosks, and the need for negotiating ongoing commitments from local energy utilities to participate in the bill insert program should be addressed in order for this initiative to take full form.

## **PUBLIC SERVICE ANNOUNCEMENTS AND PLACEMENTS**

The EC-LEDS Program will hire a professional media/production house to design and produce PSAs to support the information campaign. The Public Outreach Working Group, led by the EC-LEDS Communications Team, will provide insight and advice during the development process. The Program will also work closely with local media companies and municipalities that have spaces/rights to place outdoor advertisements (billboards), in order to ensure key placement of billboards and posters that promote the EE/LEDS information campaign messages.

## **MEDIA PROGRAMMING**

Media programming to support the information campaign will include radio and television interviews with energy experts and celebrities, roundtables and call-in shows with energy experts, and radio and television PSAs.

In Table I we lists proposed messages/slogans, communications channels and proposed timelines for each communication objective. These plans will be refined in the final **National Communications Plan** to be developed based on the baseline survey research (formative research) to be completed in the summer of 2014.

**Table I. EXTERNAL COMMUNICATIONS**

Objectives/Desired Behavior	Key Messages / Slogans	Information Materials	Communications Channels	Timeline	Anticipated Results
<b>Targeted Groups: Consumers of Communal Services/Residents of Pilot Cities</b>					
<p><b>Objectives:</b>            To educate citizens on saving energy and increasing comfort in their dwellings using low-cost energy conservation tips            To educate citizens on controlling energy costs/ achieving financial savings            To raise public awareness about Georgia’s energy security and dependence on foreign imports; imported fuel impacts costs and security            To educate the public regarding benefits of clean energy for reducing GHG emissions  <b>Desired Behavior:</b>            Consumers take increased ownership of their own comfort, environment, and financial situation            Consumers become more active – evidenced through, lower energy bills and community efforts</p>	<p><b>Message:</b>            “In order to save more energy and pay less, citizens have to change their behavior and attitudes, taking more responsibility for their input into energy saving and climate change mitigation.”  <b>Slogans:</b>            Save energy; Save Georgia;            Save energy in your home – live in comfort            Save energy in your home – help decrease GHG emissions and save the environment ;            Save energy in your home – help Georgia build energy security            Save more energy, pay less money            Reliable and Affordable Heat for Georgia</p>	<p><b>Brochures/PSAs/Posters:</b></p> <ul style="list-style-type: none"> <li>• Energy-Saving Tips</li> <li>• Save Your Country – Make it Energy Independent</li> <li>• Make Your Home A Comfortable Place to Live</li> <li>• Save More Energy – help fight climate change</li> <li>• <b>PSAs</b> (billboards, TV/Radio)</li> </ul> <p><b>Energy-saving tips on bill Inserts</b>  <b>Press releases</b></p>	<p>Website            Internet/Radio/TV/Print mass media (Expert Interviews, Call-ins, Prime Time)            PSAs (Billboard, informational materials, brochures, fact sheets, energy-saving tips for bill inserts)            Public Events (Launch ceremonies of the information campaign in the pilot cities)            Ministry of Housing and Communal Services vehicles: website, bi-monthly newsletter: “HCP reform”            Partner-city Administrations and City Councils            EC-LEDS partners</p>	<p><b>1<sup>st</sup> stage of Information Campaign :</b>            September 2014- February 2015</p> <p><b>2nd stage:</b>            April 2015 – February 2016</p>	<p><b>Behavior change that supports energy conservation, climate change mitigation</b></p> <p><b>Communal services consumers are motivated to save in their houses as they can now control in-house energy-consumption and their bills</b></p> <p><b>Public awareness and understanding of EE from country’s energy security standpoint and climate change mitigation</b></p>

Objectives/Desired Behavior	Key Messages / Slogans	Information Materials	Communications Channels	Timeline	Anticipated Results
<b>Targeted Groups: National Government and Municipal Officials, Peoples' Deputies</b>					
<p><b>Objectives:</b>            To inform these key groups about activities related to municipal energy reform legislation and sustainable energy planning            To inform them about the benefits of SEAPs as effective mechanisms for decreasing energy consumption and GHG emissions            Organization of Energy Days to raise public awareness and support for EE issues.            Raising awareness about GBRC and the related benefits for LEDES            To build support for energy reform, particularly in their areas of influence            To leverage support from them – as champions or spokespeople -- for EC-LEDES national information campaign</p> <p><b>Desired Behaviors:</b>            Government officials realize the benefit of leveraging citizens' responsibility and interest in energy-saving solutions and municipal energy reform            Government officials understand importance, initiate, support and coordinate outreach activities on energy efficiency</p>	<p><b>Message:</b>            “Development of sustainable municipal policy helps achieve financial and environmental benefits for local citizens”            “Energy savings for the entire city will become real when an educated population starts conserving”            “Save energy to build a cleaner, safer Georgia            “Responsible legislation increases attractiveness to international and national investors”            “Save energy: help Georgia build energy security and a viable economy”</p> <p><b>Slogans:</b>            An Energy Efficient Country Starts from Energy Efficient Cities            Save energy in your city - help Georgia build a safe and clean future</p>	<p><b>Brochures:</b>            EU Guidelines on SEAP            Development EE/LEDES wall posters for EE exhibits            How to Save Energy in your City            Practical Kit for Energy-Saving Solutions for Municipalities</p> <p><b>PSAs</b>            (billboards, TV, radio)</p> <p><b>Posters</b>  <b>Energy-saving tips on bill inserts</b>  <b>Press releases</b>  <b>Fact sheets</b></p>	EC-LEDES web site Internet/Radio/TV/Print mass media (PSAs, roundtables, media opinion and analytical pieces, especially in government and municipal newspapers, expert briefings) Partner-cities web sites/information corners in administrations Public events, trainings, briefings, site visits, study tours	September 2014- February 2016	<p><b>City becomes champion in promoting energy-efficient solutions</b></p>

Objective/Desired Behavior	Key Messages / Slogans	Information Materials	Communications Channels	Timeline	Anticipated Results
<b>Targeted Groups: Developers, architects, engineers-designers, financial institutions, construction companies, technical universities, real estate companies, international organizations/donors</b>					
<b>Objectives:</b> To provide education on benefits of Green Building/GBRC To promote GB benefits in order to build market demand <b>Desired Behaviors:</b> Specialists become aware of GB/GBRC solutions for Georgia and promote the subject professionally.	<b>Message/Slogan:</b> [Messages to be elaborated by EC-LEDS staff during brainstorming sessions of Communications Working Group.]	<b>Press releases</b> <b>Fact sheets</b> with charts <b>Photos</b> <b>Success Stories</b> (Before & After)	Personal meetings Trainings Press briefings Press conferences Roundtables Press tours, site visits, Municipal Advisory Committee Meetings PSAs Brochures Website Partner-city Administrations	September 2014- February 2016	<b>Significant increase in number of specialists who are aware and can speak on the theme of GB and its benefits to cover this topic in media. Increase in number of publications highlighting themes of GB/GBRC</b>

\*\*Additional messages, communication channels, and results for journalists, youth, and other desired EC-LEDS staff will elaborate categories during Public Outreach Working Group meetings.

# 7. ANNEX A. - REGIONAL STRATEGY

## ACTION PLAN: Fall 2014 – Winter 2017

The purpose of the regional public outreach activities is to provide local governments and the public with a sound basis of knowledge regarding the benefits of promoting clean energy through low emission development strategies – and particularly through the activities being undertaken as part of the EC-LEDS project. Specifically, the Regional Strategy will include promotion of (1) behavior changes that support energy conservation and efficiency; (2) development and implementation of SEAPs; and (3) promotion of clean energy programs for buildings, including GBRC. In addition, if USAID and EC-LEDS project management decide to aim at promotion of concrete actions in the residential energy efficiency sector in synergy with the ongoing efforts of donors and local government to promote HOAs, the Regional Strategy can also include (4) promotion of energy efficiency improvement investments in HOA-operated buildings in cooperation with Tbilisi municipality.

**Approach:** Outreach and communication activities in cities will be coordinated, consistent, and continuous. EC-LEDS communications staff in Tbilisi will manage and monitor the process, making adjustments as needed. Factual and accessible information materials provided through the Regional Strategy will leverage those developed for the national campaign but their messages, design, and distribution channels will be adjusted to suit targeted audiences.

The implementation of the Regional Strategy will involve specific outreach activities by each task of the project related to energy efficiency, clean energy, SEAPs, GB and HOAs. The strategy will also require adequate personnel with the necessary skills for undertaking outreach and the resources necessary to attain and maintain an appropriate level of engagement of relevant stakeholders over the 3-year period of the information campaign efforts.

The Regional Strategy will include the following activities:

- Provide training for the EC-LEDS staff and their sub-contractors to ensure that they are informed and comfortable with the complex nature of the project's outreach subjects and goals.
- Educate and inform the media, academia, and other opinion leaders about clean energy, SEAPs, and GB related issues.
- Provide fact-based, accessible information resources for the general public, news media and academia on these topics.
- Ensure that the communications and outreach occurs on a variety of platforms – e.g., education of major stakeholders, interviews, articles, web resources, and speeches.
- Publicize and explain EC-LEDS official activities through public events or media outlets as a part of the outreach activity.
- Create a platform for participation of knowledgeable and competent local experts or academicians in the public outreach program to ensure credible technical background.

**SEAPs:** In addition to the overall outreach efforts on clean energy and LEDS, and in relation to the tasks associated with the development and implementation of SEAPs, the EC-LEDS team will seek to

ensure the following activities are implemented in pilot municipalities, in accordance with the Covenant Process:

- Organization of a series of training seminars for municipalities.
- Develop consistent messages and channels incorporated into the municipal SEAP outreach strategies.
- Elaboration and dissemination of training materials.
- Supporting the selected 10 cities (7 are already CoM Signatories) in outreach tasks related to the elaboration and implementation of their SEAPs (e.g., such as organization of Municipal Intelligent Energy Days).
- Organization of local energy forums in supported municipalities in order to involve citizens and local stakeholders in the SEAP process.
- Monitoring of the development and implementation of SEAPs, including outreach strategies, elaborated within the framework of the project.
- Organization of, or participation in, *Energy Days* in different project regions in order to raise public awareness on issues such as energy efficiency, the use of renewable energy systems, and the links between energy use and climate change.
- Sharing lessons learned during project realization with the general public.

At present, most municipalities lack a core cadre of professional staff capable of interacting with the media and public on EE/LEDS issues. The officials who are conversant with these issues are relatively few in number and are often overwhelmed with their ordinary professional responsibilities. That is why it is highly recommended to *educate personnel from press offices or other related departments in municipalities to ensure ongoing communication and effectiveness of all the efforts related to the EC-LEDS Project information campaign in the regions.*

**Green Buildings:** The outreach component designed to build market demand for green buildings should target developers, builders, architects, engineers-designers, financial institutions, construction companies, technical universities, real estate companies, and international organizations/donors. Based on international trends, the largest niche for GBs is the institutional and commercial building sector (i.e., new office buildings and hotels), followed by existing building retrofits and educational and health buildings, and then by the residential market for high- and low-rise buildings. In the residential sector, it is recommended that outreach on this topic be tailored to more affluent building owners, since GBs in this sector tend to be a more affluent product rather than a product for lower income clients. Considering all of the above, we recommend the GB task focus on Tbilisi and Batumi as the first priority towns. (Note that the choice of cities needs to be finalized within the GB task of the EC-LEDS program.) Within those cities, the categories of buildings addressed should include hotels, business centers, up-scale homes, green public buildings (schools, hospitals, kindergartens), and international financial institution (IFI)-financed construction (e.g., Millennium Challenge Corporation, European Union).

In the first year, the EC-LEDS communications campaign should focus on the definition and benefits of green buildings, preparing journalists to talk about this topic. At the same time, the EC-LEDS team will work with the targeted audiences to communicate the following:

- Purpose of GB and potential benefits of GBCR (e.g., budgets, performance, innovation, regenerative capacity)
- Key GB principles (cost-effectiveness, feasibility, potential obstacles)
- Summary of GB approach
  - Summary of the legal-regulatory framework
  - Overview of the technical methodology and normative base

- International experience in GBRC and relevance to Georgia (priorities, climate zones and development of a local scheme)
- Key GB target areas (building elements)
- Primary categories of buildings eligible for voluntary GB – public and private

**Anticipated Results:**

- 1) Increased number of publications, TV and radio broadcasts about energy-saving solutions and EC-LEDS activities.
- 2) Increased number of analytical articles, TV and radio features based on interviews with EC-LEDS and its partners/experts as well as representatives of partner cities (mayors, deputies, Energy Department officials).
- 3) Behavioral changes among citizens, including increased advocacy efforts on behalf of energy efficiency measures, and increased personal implementation of energy conservation measures.
- 4) Significant increase in the number of local experts who have sufficient knowledge and skills to advocate and promote benefits of GB.
- 5) Development and implementation of SEAPs outreach strategies for pilot municipalities; Pilot cities become champions in promoting EE solutions, climate change mitigation.

**Target Audiences:**

- General public
- Local community organizations
- Condominium owners and associations
- Youth (school children, college students)
- Teachers, professors, professional associations, green clubs at universities, youth organizations
- Civil society 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
- Private sector (EE material and service vendors, developers, construction companies, banks and credit institutions)

**Table A.I. Institutions Involved in the OVERALL Information Campaign in Targeted Localities**

PERSON/ORGANIZATION INVOLVED	ACTIVITY
EC-LEDS central office	<ul style="list-style-type: none"> <li>• Provide general coordination of information activity in the municipalities</li> <li>• Prepare basic information materials and PSAs</li> <li>• Work with Press Offices of City Councils</li> <li>• Monitor, evaluate publication of information messages in local media</li> <li>• Provide assistance in preparing and coordinating information events in cities</li> <li>• Maintain an electronic database of local media for monitoring</li> <li>• Gather information about local media outlets in the regions</li> </ul>
<p>City Council Press Office in Project Cities (of which Tbilisi, Kutaisi, Rustavi, Gori, Poti, Zugdidi and Batumi are already CoM signatories). Depending on institutional functions and presence of outreach activities, this category may also include the Ministry of Regional Development and Infrastructure of Georgia, Ministry of Energy, Ministry of Natural Resources, and associated Ministries – as the key climate change designated agencies</p>	<ul style="list-style-type: none"> <li>• Provide technical support in organizing information events</li> <li>• Disseminate EC-LEDS information materials</li> <li>• Organize EE Corners in municipal administration facilities</li> <li>• Provide information about local journalists and assist with media monitoring regarding Project’s activities</li> </ul>
Local NGOs/academia	<ul style="list-style-type: none"> <li>• Disseminate EC-LEDS information materials</li> <li>• Contribute to the technical trainings and capacity building</li> </ul>
Associations of Condominiums Home Owner Associations	<ul style="list-style-type: none"> <li>• Provide technical support in organizing information events</li> <li>• Disseminate EC-LEDS Information Materials</li> </ul>
Private sector stakeholders (e.g., vendors of EE equipment or services, private construction and design firms)	<ul style="list-style-type: none"> <li>• Disseminate EC-LEDS information Materials</li> </ul>

## **Channels for Dissemination of Information:**

- Mass media (Television, radio, print, and web) via Press Offices of City Councils, and Home Owners' Associations: disseminating EC-LEDS press releases and information materials
- Direct mass media outreach: press conferences and briefings during EC-LEDS supported events in the regions; interviews of EC-LEDS representatives; EC-LEDS overview and proprietary articles
- Internet: Information on websites of City Councils and via monthly electronic newsletter featuring EC-LEDS recent activities/events/success stories; links to related websites, e.g., Ministries
- Social Media – Facebook pages, Twitter, texting, etc.
- Public events (Advisory Boards, Public Hearings, Meetings of HOAs)
- Information booths/displays in City Council buildings (information materials, announcements about EC-LEDS events and activities)
- Citizen Reception Offices (information materials and announcements about EC-LEDS events and activities)

## INFORMATION MATERIALS TO BE DEVELOPED AND DISSEMINATED

Information about program activities will be accessible and practical. Every program event is a potential news story. The Communications Team will provide topical and timely information, demonstrating the EC-LEDS program’s relevance and importance for the community. Publications, web postings, and information circulars will appear on a regular basis.

Because municipal Press Offices are critical participants to the success of the outreach efforts, the EC-LEDS team will provide them with materials, such as those listed in Table A.2. The final list of materials and the planned dissemination, as well as the planned events and the media campaign, will be elaborated in the **National Communications Plan**.

**Table A.2. Recommended Information Materials and Timeline for Dissemination**

BACKGROUND	TIMEFRAME
Memorandum of Understanding (MoU) between the Program and municipality regarding cooperative activities to be taken as part of the Project (template)	After the selection of the municipality
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 MoU
Program fact sheet/one pager	After signing MoU
Brochures, booklets, posters, PSAs	After signing MoU/during Information Campaign
Interviews with key stakeholders	Before/after press conference; upon request
Website postings and articles	Upon agreement with municipality and local media
Social Media (Facebook, Twitter)	Upon agreement with municipality



<b>Item #</b>	<b>PROJECT ACTIVITIES</b>	<b>INFORMATION MATERIALS</b>	<b>KEY MESSAGE OF MATERIAL</b>	<b>COMMUNICATION CHANNELS</b>	<b>FORMAT</b>
1	<b>SIGNING OF AGREEMENT ON COOPERATION</b>	MoU on cooperation with the city City Profile Press Release Success Stories of original cities	Our city undertakes to implement an efficient system of sustainable energy planning, which would allow us to... Our city has been selected out of xx Georgian cities With comprehensive support from the project, our city will be able to address a number of its fundamental energy problems	Mass media outlets Social Media	Briefing Direct mail Publish the letter on City Council website and in municipal/regional newspapers/TV footage
2	<b>ESTABLISHING A MUNICIPAL ADVISORY BOARD ON ENERGY REFORM</b>	MoU on cooperation with the city 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 municipal/regional newspapers
3	<b>TRAININGS ON GB&amp;GBRC</b>	Brochures/Fact sheet on GB and its benefits Press Release	Stakeholders are learning about new technologies and best practices	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 municipal/regional newspapers and TV footage
4	<b>LAUNCH OF CBSM CAMPAIGN</b>	EE Brochures/Fact sheets Press Release	Efficient energy conservation, improved comfort and effective management of condominiums	Mass media outlets Social Media	Invite journalists to a training seminar Post information on the City Council website and in municipal/regional newspapers/TV footage
5	<b>TRAININGS ON SEAPs IN PILOT CITIES</b>	Press Release	Efficient energy saving thanks to sustainable energy planning system	Mass media outlets	Invite journalists to a training seminar Provide expert interviews Post information on the City Council website and in municipal/regional newspapers

Item #	PROJECT PHASES	INFORMATION MATERIALS	KEY MESSAGE OF MATERIAL	COMMUNICATION CHANNELS	FORMAT
6	<b>TECHNICAL ASSISTANCE</b>	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 municipal/regional newspapers
7	<b>INFORMATION CAMPAIGN BRIEFINGS</b>	Press Release Brochures Posters PSAs	In order to increase comfort at home, save more energy, pay less money, and help the environment, citizens have to change their behaviors and attitudes, taking more responsibility for their own energy use	Mass media outlets Social Media	Invite journalists and NGO reps to round table discussions on energy efficiency/clean energy sources Provide expert interviews Post the information on the City Council website and municipal newspapers Distribute educational materials through NGOs, City Councils; post these materials at information boards, bill boards, public places in the cities