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**MUNICIPAL ENERGY
REFORM IN UKRAINE**

MUNICIPAL ENERGY REFORM PROJECT (MERP)

PUBLIC OUTREACH CONCEPT AND ACTION PLAN

July 2015

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ABBREVIATIONS

AE	Alternative energy
CE	Clean energy
CBMC	Community Based Marketing Campaign
DCA	Development Credit Authority
EBRD	European Bank for Reconstruction and Development
EE	Energy efficiency
ESCO	Energy services company
ESMAP	Energy Sector Management Assistance Program
GHG	Greenhouse gas
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
GOU	Government of Ukraine
IC	Information campaign
IFC	International Finance Corporation
IREX	International Research and Exchanges Board
IRG	International Resources Group
HOA	Homeowners association
LEDS	Low emission development strategy
MDI	Municipal Development Institute
MERP	Municipal Energy Reform Project
MinRegion	Ministry for Regional Development, Construction, Housing and Communal Services
MHRP	Municipal Heating Reform Project in Ukraine
NECSRC	National Energy and Communal Services Regulatory Commission
NEFCO	Nordic Environment Finance Corporation
NGO	Non-governmental organization
PA	Public awareness
PR	Public relations
PSA	Public service announcement
SAEE	State Agency for Energy Efficiency
SEAP	Sustainable Energy Action Plan
UK	United Kingdom
WB	World Bank

EXECUTIVE SUMMARY

This Public Outreach Concept and Action Plan was prepared in accordance with the USAID Municipal Energy Reform Project in Ukraine (MERP) Task 1.5., “Public Information and Awareness,” prescribed in the MERP new scope of work. The Concept provides a brief analysis of the current landscape of energy-related public information activities in Ukraine and defines main players, their specialization, coverage and plans. The Concept includes a needs assessment of key stakeholders and defines opportunities for cooperation and leverage of resources. It proposes and justifies areas to be covered by public information activities, as well as tools, methods and instruments to be used. The Concept establishes targets and means of verification. The document proposes a concrete plan of actions with a detailed list of activities and a timeline.

Based on the results of MERP's needs assessment study in the partner-cities and of the World Bank (WB) Energy Sector Assistance Program, the Concept defines two areas for an outreach campaign:

- Public messaging and education to build public understanding of the new social safety net programs
- National public awareness activities to support energy reforms, to promote energy efficiency and renewable energy

Once implemented, the outreach campaign will result in wide public awareness of the availability of the social safety net mechanism and a high number of new subsidy applicants (at least **2.5 million**). The campaign will generate massive participation of energy end users in energy saving and renewable energy measures (at least **10 million** people change their behavior to efficient use of energy resources).

1. CONTEXT

Needs assessment: This Concept provides analysis of the current energy and social safety net activities in Ukraine and proposes areas to be covered by an outreach campaign based on the results of a needs assessment. The needs assessment is based on two studies that were conducted, one by MERP in its partner cities, and the other by the World Bank Energy Sector Assistance Program. The studies provided the latest results and defined needs from interviews with target groups in anticipation of their reaction toward the issues of energy, social reforms and recent changes in tariff policy. The public opinion surveys demonstrated that energy and social sector reforms should be accompanied by a powerful, multi-faceted information campaign. The Ukrainian population is willing to invest in energy efficiency measures and to control consumption. However, the population needs a better understanding of what energy efficiency measures they should take to help reduce their bills and improve the environmental situation. The Ukrainian population also lacks information on the new and simplified social protection measures, new eligibility criteria, and the application process. A detailed description of survey results and a definition of needs are presented in the **Annex A**, “Needs Assessment.”

Cooperation framework: The Ministry of Regional Development, Construction and Communal Services (MinRegion) and the State Agency for Energy Efficiency (SAEE) play

essential roles. They organize public initiatives on energy efficiency (EE) and promote development of associations of condominium owners. These home owners' associations (HOAs) act as agents for positive change in the energy sector. MinRegion and SAEE are providing public discussion forums and are an important factor in changing public perceptions, especially within the energy community and its end use consumers.

In 2014, the Cabinet of Ministers of Ukraine, with the support of international donors, established the **Special Strategic Group** (the Group) to communicate effectively about critical issues including energy reform. This team of experts, operating under the name of "Energy Independence of Ukraine," established partnerships with national and international stakeholders as well as media outlets to explore and launch two public communication campaigns. One focused on Ukraine's energy dependence while the other advertised available social subsidies and compensation mechanisms. StarLightMedia, which includes outlets such as STB, Novy, ICTV, M1, M2 and QTV TV channels, is one of the key players in energy related public information campaigns in Ukraine.

There are also a number of web portals on issues related to EE and HOA development, supported either by Ukrainian organizations or by international donors through grants to Ukrainian non-governmental organizations (NGOs). Among them is the web portal <http://teplydim.com.ua/en>, which presents a wide range of information on energy efficiency (including technologies and equipment), financing, and policy. Funding of some local activities about public information in the energy sector and social protection comes from a number of international organizations and donors, such as GIZ, UNDP, WB, IFC and EBRD. Manufacturers of energy efficient equipment and materials are among those who are filling a specific niche in promoting EE measures and technologies. In most cases the outreach activities of the above stakeholders, locations, and focus areas are well coordinated with the outreach work of MERP. MERP also cooperates with the Association of Ukrainian Cities to disseminate best practices and project results. The detailed cooperation framework on public relations (PR) and outreach campaigns in the energy sector is presented in **Annex B** "Analysis of current landscape of energy related information activities."

MERP targeted PR campaign so far: Based on interviews with major stakeholders, the USAID MER Project is considered a leader in assisting Ukraine's municipalities with energy sector reform with an accent on outreach for energy efficiency. So far, the Project has offered the cities the following range of activities:

1. Public events on EE and alternative energy (AE)
2. Distribution of targeted information materials on household EE and tariff reform
3. Placement of outdoor public service announcements (PSAs)
4. Video advertisements

Current objectives of MERP information campaign in the partner cities:

- To support development and implementation of Sustainable Energy Action Plans in the cities focused on municipal energy efficiency, renewable energy and GHG emission reduction
- To promote innovative EE methods and technologies in the residential sector, including metering and weather based control systems, in order to regulate energy consumption

- To raise awareness about alternative sources of energy to substitute imported natural gas by biofuel, biomass, and solar panels
- Explain the real reasons for increased energy costs: a) to support quality of communal services, and b) to ensure repayment of municipal infrastructure investments

MERP outreach activities include Energy Efficiency Days in the city parks and squares. Activities have a mini-festival format where city residents can communicate with experts, receive information materials, take part in discussions and master classes. Project experts organize training for journalists and city administration press services. MERP provides media briefings and organizes round tables and other public events supporting Sustainable Energy Action Plans (SEAPs). Project experts participate and facilitate local public events on EE and info kiosks in Bibliomist libraries. The Project provides regular information dissemination and publications on municipal energy reform in social mass media (Facebook, Twitter, others), the Project web site and web sites of partners. MERP developed PSAs and informational materials on energy efficiency in buildings, renewable energy and new tariffs. In cooperation with governmental, municipal and private partners, the project printed and placed billboards and city lights, distributed brochures, leaflets, and other materials. Table I. presents detailed information on the MERP targeted information campaign in partner cities.

2. NEW COMMUNICATION OBJECTIVES

Based on the needs assessment, MERP defined objectives for a new outreach campaign.

Messaging and education on social safety net programs:

- To assure awareness of the availability of social protection measures, eligibility criteria and the application process among targeted audiences, including young families, single mothers, and unemployed citizens
- To build public understanding of new social safety net programs in order to help the vulnerable population make informed decisions regarding subsidies
- To support the capacity building process among governmental officials in order to assure effective implementation of the social protection program

National awareness on energy reforms, energy efficiency and renewable energy:

- To build a culture of rational use of water, electricity and heat in Ukrainian households in order to help cities decrease general energy consumption
- To provide information and solutions for implementing EE measures in residential buildings, using governmental programs, commercial lending, and available private investment mechanisms, including performance contracts with energy services companies (ESCOs)
- To provide information and solutions using different types of alternative energy sources, e.g., biofuels, biomass and solar energy, to substitute imported natural gas
- To promote HOAs as agents for municipal energy reform and energy savings
- To advocate legislative changes needed for Ukraine's integration into the EU Energy Community and implementation of the EU Association agreement

3. TARGET AUDIENCES

Target audiences in this Communication Concept fall into two major categories:

- 1) **Internal:** USAID, meaning the USAID Mission in Ukraine and USAID-funded projects, donors and their projects.
- 2) **External:** Energy end-users such as residents of multi-apartment buildings, including HOA buildings; private sector households (individual houses); mass media and journalists; budgetary organizations (schools, hospitals, kindergartens, universities); national and local governments; Rada deputies and committees; civil society organizations; private sector manufacturers, developers and investors; and commercial local and international banks.

4. COMPONENTS

This Concept proposes three levels of public messaging and information:

- **National component** - Public information for the Government of Ukraine (GOU) and Rada Deputies
 - a) to support approval and implementation of key municipal energy reform legislation
 - b) to provide an appropriate level of social protection for low income consumers and the vulnerable group of the population
- **Municipal component** - Public information for municipal authorities and other local stakeholders to support
 - a) strategic energy planning
 - b) energy management
 - c) implementation of clean energy (CE) projects
- **Consumer level component** - Public information for energy end users to provide
 - a) comprehensive recommendations on EE and AE measures
 - b) clear guidance on the use of social protection mechanisms

Annex C, "Communication Matrix," provides detailed information on the components.

5. MAIN MESSAGES AND CHANNELS

These are main messages and communication channels that MERP defined.

Core messages to target stakeholders:

- The importance of increasing EE and AE applications in order to reduce Ukraine's dependence on energy imports
- The opportunity and responsibility to control their own energy costs and comfort in their dwellings

- The importance of saving energy in order to reduce energy bills and decrease greenhouse gas (GHG) emissions – and the key role that HOAs and multi-story buildings can play in achieving this goal
- The need to promote EE measures that GOU is supporting, including state and private investment mechanisms available to stimulate EE in residential buildings
- The chance to receive safety net subsidies targeted to specific customer categories
- The importance of bringing energy prices and communal service tariffs to a cost-recovery level

MERP and its partners will develop PSAs and other materials based on outreach sources and expert opinions. The partners include SAEE, MinRegion, Ministry of Social Policy, Municipal Development Institute (MDI), Civil network OPORA. MERP will adapt the data and information leveraged from these resources to the Ukrainian context and to specifics of the Project strategy.

MERP will advertise its messages on billboards, video PSAs, viral video ads in social networks, brochures and posters. Messages will be available through the websites of USAID MERP, its partners and its stakeholders. They include municipalities, customer services departments of communal enterprises, social protection offices, information corners in HOAs and CE Resource Centers, partner city administrations, Bibliomist libraries and TV channels. Wide use of social networks and innovative distribution channels assures that our messages reach the young and middle age generations.

Through mass media, the communication campaign will reach its targeted audiences. Methods include video and audio messages through the internet, TV and radio PSAs, talk shows, expert interviews, targeted information ads, print articles, round tables, workshops, public events, and information booths or displays. MERP will also work closely with communal service enterprises to place information on bill inserts for target audiences.

These multiple channels will ensure that all interested citizens learn firsthand about the range of available EE/AE solutions, and most importantly about social protection programs. Citizens will receive recommendations regarding methods, tools and materials.

Cost-sharing and leverage: Wherever possible, MERP will cost share its outreach activities with entities at the private, international, non-governmental and state levels. The **JWT Advertising agency** (and possibly other interested agencies) will come up with creative materials on a co-financed basis. The **BigMedia company** will distribute billboards and city-lights in MERP partner cities on a pro bono or co-financed basis.

MERP **partner-city administrations** will place brochures and posters in residential buildings on a cost share basis. Many other organizations will distribute EE promotional materials throughout MERP partner cities. These organizations include customer service departments of communal enterprises, regional social protection departments, local NGOs, HOAs, CE Resource Centers, Sustainable Energy Resource Centers (developed through the earlier USAID Municipal Heating Reform Project in Ukraine), Bibliomist libraries, and other interested organizations.

MERP will establish cooperation with **manufacturers of EE materials** and equipment, such as Henkel, Danfoss, Rehau, Veka and Sempal. They will set up public education exhibit corners at HOA and CE Resource Centers, and libraries cooperating with the USAID Bibliomist project. On a cost-share basis, MERP will support **media programming** (TV, radio) to promote CE/EE

and explain changes related to tariff reform and the social safety net. Separately, the MERP team will work with **municipal communal enterprises** to place EE tips and other targeted information on **bill inserts**. Such cooperation will also take place on a cost share basis.

In collaboration with the Lviv City Administration, the Lviv City Institute and Bank Lviv, the MERP team will launch the pilot Community Based Marketing Campaign (CBMC). The campaign is to educate citizens on the benefits of ownership (condominium development) as a primary motivating force for energy savings and to promote financial solutions related to residential energy efficiency. One solution is the Development Credit Authority (DCA) partial loan guarantee program with the commercial Bank Lviv.

MERP will work closely with the **World Bank** social protection team to assure synergy in effective implementation of the **social safety net** outreach efforts. In order to extend MERP's activities to a broader audience, the Project team will cooperate with **IFC on commercial lending** to HOAs and with **GIZ** on outreach activities related to **municipal energy management** and EE project investments. MERP will coordinate its communication activities regarding tariff increases with the outreach programs of **EBRD** and **WB**, specifically with programs targeted at **EE investments in municipal utilities**.

6. ACTION PLAN

Coordination: In order to provide comprehensive coordination and realization of the Information Campaign, the MERP Communication Manager will lead a large working group. It will consist of communications representatives from USAID, Cabinet of Ministers, MinRegion, Ministry of Social Policy, National Energy and Communal Services Regulatory Commission (NECSRC), Civil Network OPORA and Municipal Development Institute, key partners and stakeholders. The working group will meet quarterly to discuss the outreach implementation status and will adjust its strategy to changing priorities.

Activities: The outreach campaign will get wide support from a range of activities at the national, municipal and consumer levels. MERP will organize a series of public events (round tables, training conferences, exhibitions, press conferences, study tours) for decision makers and media to support change of the legal environment for EE/AE as well as tariffs and social protection reforms. MERP experts and partners will participate in talk shows, expert interviews, round tables, and press briefings to advocate and promote themes of the campaign. MERP will assist the regional social protection offices of the Ministry of Social Policy through training events and materials to ensure they can serve as consulting centers. They must educate citizens and support a new social program mechanism campaign. The table below presents the list of activities for this fiscal year.

TABLE I.

Activities	Timeline	Milestones
Develop and submit to USAID a Public Communication, Messaging and Outreach Concept and an Action Plan	May 1, 2015 – June 30, 2015	M 1.5.1 Public Communication, Messaging and Outreach Concept and an Action Plan approved by USAID
Maintain regular coordination on PR activities with MinRegion PR WG, CabMin, donors, GOU Committee of Reforms, and USAID OTI	June 1, 2015 – September 30, 2015	
Cooperate with advertising agencies to develop the design for outdoor and video PSAs, for social media advertisements and more.	June 1, 2015 – July 30, 2015	
Develop information materials (including a video PSA) on social protection measures for low income consumers and for the need to bring tariffs to an economically justified level. (Understanding these steps is a guarantee of effective work by communal enterprises.)	June 1, 2015 – July 30, 2015	M 1.5.2 Public information materials and PSAs on EE/CE and social safety nets developed
Conduct targeted outreach to low income residents and vulnerable groups in support of Ukraine’s tariff regulation reform and social safety net.	June 1, 2015 – September 30, 2015	
For the media, hold expert energy briefings followed by training on the range of story options including social issues, EE lifestyle, alternative energy resources, HOA and tariff reform.	June 1, 2015 - September 30, 2015	
Support media programming on TV and radio to promote the themes of CE and EE; explain changes related to tariff reform and the social safety net.	June, 1, 2015 - September 30, 2015	
Disseminate a range of information related to CE/EE, the social safety net and tariff reform; methods: TV, radio, round tables, expert opinions, call in shows and analytical articles in electronic and printed media.	June 1, 2015 - September 30, 2015	
Promotion of all topics through social media, MERP and partner web sites and FB pages	June 1, 2015 - September, 2015	M 1.5.3 Public messaging and education on social safety net started
Cooperate with local HOA Resource Centers, Communal Service Enterprises, Regional Social Protection Offices. the Association of Ukrainian Cities regional offices and the Bibliomist Project on materials distribution among residents of Ukrainian municipalities.	June 1, 2015- September 30, 2015	
Cooperate with manufacturers of EE materials and equipment, such as Henkel, Danfoss, Rehau and Vekka, to	July 1, 2015- September, 2015	

set up sustainable energy exhibition corners at resource centers and the USAID Bibliomist libraries.		
Hold joint training session with the Bibliomist Project to educate interested librarians on issues of CE and EE to involve libraries in energy education reform.	September, 2015	
Widely support an outreach campaign through a range of activities in the partner cities, e.g., Energy Efficiency Days, USAID Field Days, Sustainable Energy Weeks and public hearings.	June 1, 2015 – September 30, 2015	
Develop a range of materials and educate citizens on the benefits of ownership (condominium development) as a primary motivating force for energy savings in HOAs through support of the pilot Community Based Marketing Campaign in Lviv.	June 1, 2015- September 30, 2015	
Conduct a contest for the most effective EE measures in residential buildings among residents of multi-apartment buildings in MERP partner-cities.	July 1, 2015- September, 2015	M 1.5.4 National public awareness campaign to promote energy efficiency, energy conservation and renewable energy, launched

Annex C presents a detailed list of communication tools and activities. It defines a timeline to cover the next three years of the Project.

7. RESULTS AND MONITORING

Once implemented, the outreach campaign will result in wide public awareness of the availability of the social safety net mechanism. Prediction: **At least 2.5 million new applicants** for subsidies. The campaign will generate participation of **at least 10 million people** in end use energy savings and renewable energy measures. The campaign will change their behavior to use energy resources efficiently. Behavioral changes among citizens will include increased advocacy of energy efficiency measures, increased personal implementation of energy conservation measures, and the use of alternative energy sources.

The specific results will include:

- About **1000 HOAs** will implement energy efficient measures, including insulation, metering and weather based systems in order to control energy consumption in households.
- About **10 000** residential buildings (muti-story and individual houses) participate in government assistance programs and use commercial loans for EE and RE measures.
- Local capacity built: **At least 10 000** local advocates will publicize the benefits of the new safety net program, EE/CE, municipal energy management and SEAPs.
- **10 key legal and regulatory acts** will be developed and approved by GOU and the Rada to approximate EU energy and climate change legislation and norms as required by EU Energy Community and EU Accession Agreement.

- General understanding of the incentives and attitude changes toward efficient use of energy resources lead to **1 billion m³ of natural gas saved.**

Gender and inclusive development: MERP will continue working with a wide category of people assuring inclusive development for all groups of the population. The Project provides possibilities and creates opportunities for everyone to take part in different seminars, workshops and round tables regardless of age, sex, ethnic origin, health status, family structure, sexual orientation, education, employment, income, housing, food security, safety, or any other dimensions of human diversity. Well aware of the critical nature of gender issues, MERP 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. MERP will develop specific messages to address those concerns.

Monitoring: On an annual basis, MERP will conduct a survey to evaluate the effectiveness of the public information campaign at all three levels. In addition, project experts will develop a questionnaire and will conduct focus groups with different targeted audiences to evaluate the progress of the campaign and behavior changes towards EE and RE. MERP will communicate intermediate results to USAID on quarterly basis.

ANNEX A. NEEDS ASSESSMENT

This communication concept is prepared after launching formative research and studying the latest results from interviews with target groups, in anticipation of their behavior toward issues such as energy and social reforms. In order better to ground the MER Project information campaign and provide for post-action assessments, we held a public opinion survey, using quantitative and qualitative methods (questionnaires and focus groups, respectively). The survey was held in five MERP partner-cities (Chernihiv, Dnipropetrovsk, Ivano-Frankivsk, Vinnytsia, and Zaporizhzhia) from June to August, 2014.

In the autumn of 2014, the WB Energy Sector Management Assistance Program conducted different research focused on recent changes in tariff policy. MERP used some of their findings to receive more insight regarding general myths related to tariff increase, misunderstandings about the tariff formation process, and consumer strategies to cope with such changes. We will present this information in section of this chapter related to tariffs and then will use these findings for general conclusions.

Tasks of the MER Project survey

- To understand attitudes of target groups toward the quality of communal services, energy consumption, energy saving and environmental problems in Ukraine;
- To find out what people know or think of clean energy sources, their advantages and disadvantages, and opportunities for substitution of natural gas with locally available alternative sources of energy to reduce Ukraine's dependence on the imported natural gas;
- To discover whether people understand why tariffs go up and how the negative impact of tariff increases could be minimized through increasing energy efficiency and energy saving, and strengthening social assistance for the socially vulnerable population;

Survey target groups

- Personnel of utility companies (heating companies, water and wastewater companies, lighting companies, housing maintenance companies) – 86 persons;
- Opinion leaders (management of public organizations and associations, journalists, people's deputies, public activists) – 70 persons;
- Residents of multi-apartment buildings (buildings maintained by housing maintenance companies (ZhEKs) and those with established OSBBs) – 80 persons.

Thirty one focus group sessions were conducted with 236 participants: 37 people in Chernihiv, 49 in Dnipropetrovsk, 41 in Ivano-Frankivsk, 50 people in Vinnytsia, and 59 in Zaporizhzhia.

Demographic data respondents

Age: 27% under 35, 33% from 35 to 50, and 40% 50+

Gender: women – 56%, men – 44%.

FINDINGS

Attitude toward energy saving

Most of the survey participants find the quality of district heating and centralized hot water supply services in the 2013-2014 heating period satisfactory. However, most were unhappy when heating companies continued to supply heat in spring when it was already warm outside. This gave the companies a reputation of being irresponsible and careless, of wasting natural resources, of ignoring energy saving measures during an energy crisis.

The analysis demonstrated a significant difference in attitudes toward the quality of heating services and comfortable temperature levels between those residents who had implemented EE measures in their homes and those who had not. As a rule, complaints of the quality and cost of heating came from those residents whose buildings had no EE improvements in place and where the majority had individual heating boilers or received subsidies. Both categories showed no interest in investing in EE and were confrontational toward their neighbors. The assessment revealed that neither individual heating boilers nor the current subsidies promoted efficient consumption of energy resources in multi-apartment buildings. This situation certainly requires legislative and administrative solutions.

Some consumers of district heating services admitted that should they have an opportunity to regulate temperature in their apartments, they would do it to save money. People want to have meters and heat regulators in their apartments, or at least in their buildings.

The difficult situation in Ukraine's energy sector is reflected in answers about motivation to save energy. In other words, the survey revealed that participants put national interests over their private interests. Thus, energy dependence is a reason for efficient consumption of energy resources for 81% of the respondents, while 76% see motivation in financial savings.

Reducing harmful emissions is a matter of concern for less than a half of the respondents, while the issue of climate change bothers only one fifth of the survey participants.

Talking about their readiness to invest in EE measures and environmental safety of their homes, 52% of respondents expressed willingness to do it on a co-financed basis with the state; 18% through preferential loans, and 23% through an investment component in tariff settings. About ten percent of the survey participants are not ready to invest into energy efficiency and environmental safety at all.

Respondents from the opinion leaders group offered to create condominiums in order to combine efforts to implement EE measures in residential buildings, to stimulate low percentage bank loans, and to involve state funds in such projects. Furthermore, they suggested implementing school programs on EE and alternative energy (AE), which may affect adults through children. Social networks shall also initiate and support active discussions on energy efficiency and clean energy to reach and educate young citizens.

Clean energy resources

Most of the respondents named major sources of clean energy correctly: sun (79%), wind (61%), biomass (51%) and water (41%). However, some of the respondents think that natural gas (16%) and coal (12%) are also in the list of CE sources. By demonstrating their own, rather

satisfactory, awareness related to the topic of CE, most of the respondents (72%) believe that the general population in Ukraine does not know much about advantages and disadvantages of alternative sources of energy; 50% think this awareness is rather low and 22% consider it as low. Only 10% believe it is high and rather high.

The majority of focus group participants believe that as a source, clean energy is expensive, unstable, and cannot be used in all regions. Among possible alternative sources of energy, the participants mentioned waste, wood chips and agricultural waste. Some participants demonstrated very good awareness of alternative sources of energy and good knowledge of best practices in other countries. However, talking about sources of energy that may substitute natural gas in their region, most of respondents demonstrated skepticism, at least regarding such opportunity in the nearest future.

The survey revealed that public education about clean or alternative energy sources, and about their advantages and applicability in different regions of Ukraine, is required by all target audiences.

Tariff increase and social assistance programs

Almost all survey participants are concerned about the policy of increased tariffs for energy resources. In most cases, respondents could not explain such increases. Many of them are negative about it because they believe pricing lacks transparency. Others explain it as a necessity to put gas prices and tariffs at the European standards, rather than at the cost-recovery level. Commenting on the issue, the majority of opinion leaders demonstrated biased beliefs like those of the average consumers; for example: “The increase in gas prices and heat tariffs for the population is the consequence of money embezzlement by state institutions,” or “The increase in heat tariffs is a result of the monopolized market of heat energy production and supply.” Only some opinion leaders explained that for a long period of time “peanut” politicians artificially kept gas prices for the population low.

The survey, conducted by the ESMAP and supported by the WB, uncovered even more myths about tariffs. Consumers do not associate tariff increases with a broader reform in energy sector, but rather with a) EC and IMF requirements, b) the bad fiscal situation in the country, and c) the need for the state to mobilize resources. Many believe that increased energy tariffs will mean they can no longer afford energy services and that prices for basic goods will rise along with energy tariffs. The WB experts associate such unsubstantiated fears with lack of knowledge about how tariffs are determined and misunderstanding of terminology, such as “market” or “commercial” prices. In addition, the survey revealed a belief among responders that Ukraine exports gas, and that is why as a domestic resource it can be distributed at lower cost.

Naming measures to minimize the negative impact of tariff increases on household budgets, the majority of MERP survey respondents mentioned the necessity for efficient consumption and introduction of EE improvements in their apartments (83% and 81% respectively). Sixty four percent support the shift to alternative sources of energy as a step to reduce negative impact, and only 30% of the respondents view subsidies as a solution in the current situation.

Concerning a government response to tariff increases, the majority of respondents expressed expectations of GOU support to install meters for all energy services. This would allow for control and regulation of consumption as well as savings.

Consequently, a broad public outreach and information dissemination campaign is vitally important for shaping up a weighted public opinion on the situation when setting cost-recovery prices for energy carriers for population. The public must know how tariffs are determined, as well as reasons for the increase in gas prices and heating tariffs. The public should also learn that tariff increases are necessary therapy to prepare for further sustainable development of Ukraine's economy.

Talking about categories of consumers who require social assistance under the conditions of increased prices and tariffs, the survey respondents gave their preferences to a) low income families and those with disabled family members, and b) pensioners (50% and 48% respectively). Only 24% of the respondents thought about the necessity to support families with children, while 8% would provide such assistance to benefit recipients. Only 6% of the respondents expressed an opinion that social assistance shall be extended to all citizens of Ukraine (as it used to be in Soviet times).

Expressing their opinion on how to protect low income families in the reality of increased energy prices, 69% of the respondents choose energy efficiency improvements in low income families apartments. Almost half of the respondents support a targeted subsidy mechanism to low income consumers, free installation of metering equipment in their apartments, or establishment of state programs to stimulate efficient energy consumption among this category of population.

CONCLUSIONS

The public opinion survey demonstrated that energy and social sector reforms should be accompanied by a powerful, multi-faceted information campaign.

The Ukrainian population is willing to invest in energy efficiency measures and to control consumption, However, the campaign should clarify what energy efficiency measures should be implemented to help end users reduce their communal services bills and improve the environmental situation. The campaign should also explain what EE measures the Government supports, what investment mechanisms are available to stimulate residential EE, and how the Government is protecting the most vulnerable groups of population from tariff increases. The campaign should also target children and youth to assure effective and sustainable energy reform.

The targeted audiences should also learn how the new, simplified social protection measures are different from the previous ones. The campaign should teach people about the new eligibility criteria and application process.

It is also important to focus the outreach campaign on forming a strong public opinion about the real reasons for increased energy prices and tariffs and to explain the current necessity and benefits of such therapy. Cost-recovery prices will improve the quality of communal

services and their reliability as well as help heat providers and other communal service companies reduce operating costs.

The survey revealed a need to support public education efforts. People need education about clean and alternative energy sources, their advantages, and their applicability in different regions of Ukraine as a potential replacement for gas to reduce Ukraine's energy dependence.

ANNEX B. ANALYSIS OF CURRENT LANDSCAPE OF ENERGY RELATED INFORMATION ACTIVITIES

The Ministry of Regional Development, Construction and Communal Services (MinRegion) and the State Agency for Energy Efficiency (SAEE) have played an essential role in organizing public initiatives related to energy efficiency (EE) and in promoting the development of associations of condominium owners as agents for positive change in the energy sector. These agencies' role in providing public discussion forums is an important factor in changing public perceptions, especially within the energy community and its end use consumers. However, agency efforts may need to be refocused to some degree on continuing the support and technical assistance and to local outreach initiatives.

In 2014, the Cabinet of Ministers of Ukraine, with the support of UK's Foreign and Commonwealth Office (DFID), established the Special Strategic Group (the Group) to communicate effectively about critical issues including energy reform. This team of experts, operating under the name of "Energy Independence of Ukraine," established partnerships with national and international stakeholders as well as media outlets to explore and launch two public communication campaigns. One focused on Ukraine's energy dependence, another advertised available social subsidies and compensation mechanisms.

To support the goals of the energy campaigns, the Group held 16 round tables with discussions covered by media, cooperated with major TV channels on correct messaging, and developed billboard posters appealing to save gas. Overall 313 such posters were placed by the Group in 19 cities, mostly in the eastern part of Ukraine, in August-October, 2014.

The advertising campaign "How to get subsidies and compensations," conducted in January-March, 2015, focused on the following activities: a) development of radio public service announcements (PSAs), and b) A3 format posters with info on state assistance to the low-income population. Such advertising was done in both regional and national media. Posters were placed in elevators of residential buildings and in underground passages. To improve services to the population, the Group helped the governmental hotline improve the texts of messages it uses to respond to population requests; produced an infographic on how to get subsidies and compensation, and assured placement of these materials in the social protection departments of the Ministry of Social Policy.

The Group decided not to focus their campaign on issues related to low cost measures of energy efficiency in multi-apartment buildings, acknowledging MERP's comprehensive role in covering this issue. Instead, the Group shifted their focus toward house heating issues, boilers and meter installation, and helped SAEE edit all related text on its web site.

StarLightMedia, which includes outlets such as STB, Novy, ICTV, M1, M2 and QTV TV channels, is also among the key players of energy related public information campaigns in Ukraine. On

September 5, 2014, the Group launched a social campaign on energy efficiency, entitled “Save the heat.” The purpose of the campaign is to teach Ukrainians to become more energy efficient and consume less heat and gas. For this campaign, StarLightMedia produced seven emotional and motivational videos. The Group shows them on their channels and on their websites. In addition, the Group created a site <http://svoeteplo.org/recepts/>, which provides step by step instructions for energy efficiency measures in buildings. By providing an online feedback form, the site also serves as a discussion forum between users and experts on EE issues. Upon request from StarLightMedia, MERP experts verified all site information prior to the site's launch. Currently, they provide responses to site users on a variety of issues related to EE measures.

There are also a number of web portals on issues related to EE and OSBB development, supported by either Ukrainian organizations or international donors through grants to Ukrainian NGOs. Among them is the web portal <http://teplydim.com.ua/en>, which presents a wide range of information on energy efficiency, including technologies and equipment, financing options and initiatives, and policy and regulatory development documents. The portal is administrated by Municipal Development Institute (MDI). The web resource was established in 2012 and maintained with the support of the EBRD Shareholder Special Fund. Since October 2013 the Austrian Technical Assistance Cooperation Fund has taken over support for this web based information platform.

The “Zhytlo” portal, which is supported by Civil Network OPORA, employs format and content quite similar to the Teplydim portal and covers issues related to responsible ownership, housing policy, tariffs, clean energy, condominiums and social protection. Both portals are being widely promoted through social networks and have their pages in FaceBook (FB).

Funding of some of the local activities related to public information in the energy sector and social protection comes from a number of international organizations and donors, such as GIZ, UNDP, WB, IFC and EBRD. In most cases their activities, locations, and areas of focus do not overlap with the outreach work MERP is focused on, but if needed can be supported to combine efforts. As an example, the Ukraine Residential Energy Efficiency Project, which is implemented by IFC, is intended to offer a residential energy efficiency lending product through a large scale marketing campaign with the state owned bank “Oschadbank.” The MER Project is working closely with the commercial Bank Lviv and supports its outreach efforts focused on advertising commercial lending to HOAs for implementation of EE measures. In addition, MERP cooperates with SAEE on promotion of the GOU support compensation mechanism, which covers 40% for HOAs and 30% to individual owners of the entire amount of lending for EE.

Manufacturers of energy efficient equipment and materials are among those who are filling a specific niche in promoting EE measures and technologies. An example is their series of TV videos featuring basic EE measures, such as energy audits and insulation of roofs and facades. Sponsored by Henkel – the world largest manufacturer of adhesives, sealants, ceresit, and other insulation materials, these videos are being broadcast by ERA TV. Other manufacturers – Veka and Danfoss - support similar activities to promote their products through educational videos on Youtube and their own web sites.

Based on interviews with major stakeholders, the USAID MER Project is considered a leader in assisting Ukraine's municipalities with energy sector reform with an accent on outreach for energy efficiency. So far, the Project has offered the cities a range of activities that includes public events on EE/AE, distribution of targeted information materials on EE in household and tariff reform, placement of outdoor PSAs and video advertisements. The Project has also supported development of current laws and regulations, provided capacity building, and developed sustainable energy action plans in order to assure successful and sustainable municipal energy reform.

Further, in cooperation with the WB MERP works on organizing a training series for the staffs of social protection offices, including regional units of the Ministry of Social Policy, to facilitate the transition process to the new subsidy mechanism offered by the GOU.

It is likely that a continued role by USAID MERP would remain essential in the near term to support municipalities' outreach efforts and keep them focused on larger scale campaigns.

Table "PR Activities on Energy Efficiency in Ukraine" contains a comprehensive list of stakeholders working in Ukraine on energy-related information activities. It also indicates the geographic location and areas in which they operate.

PR ACTIVITIES ON ENERGY EFFICIENCY IN UKRAINE

Name of organization	Name of EE project	Project implementation period	Project implementation area	Availability of information component in EE project / nature of public outreach activities
<p>Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH</p> <p>Implementation partners: Nordic Environment Finance Corporation (NEFCO), Association of Ukrainian Cities, Energy Efficient Cities of Ukraine Association</p>	<p>Energy Efficiency in Municipalities, an international cooperation project between Ukraine and the German Government.</p>	<p>2013- 2016</p>	<ul style="list-style-type: none"> • Dnipropetrovsk oblast: Dniprodzerzhynsk, Dnipropetrovsk, Kryvyi Rih, Pavlohrad; • Chernivtsi, Kamyanets'-Podilskyi, Kolomyia; • Luhansk, Krasnodon, Rovenky, Severodonetsk, Sverdlovsk; • Poltava oblast: Komsomolsk, Lubny, Myrhorod, Poltava; • Zhytomyr, Berdychiv, Korosten', Novohrad-Volynskyi. 	<p>The information component consists of engaging local government officials in a policy dialog on the issues of nationwide energy efficiency and supporting the approval of sustainable energy action plans (SEAPs) by Zhytomyr and Dnipropetrovsk City Councils in March 2015.</p>
<p>Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH</p>	<p>Energy Efficient Pilot Project</p>	<p>2009-2013</p>	<p>Kyiv</p>	<p>The project objective is to develop and implement the energy efficiency and resource saving building concepts for new construction projects.</p> <p>Information component:</p> <ul style="list-style-type: none"> • Development and delivery of training courses and onsite training for the construction process participants, including municipal authorities, architects, technical experts, and construction companies. • Improving awareness through collaboration between appropriate government ministries and institutions, associations, and the general public. • Publication of the project Bulletin.
<p>Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH</p>	<p>Establishment of Energy Agencies in Ukraine (BMUB)</p>	<p>September 2013 through August 2017</p>	<p>Donetsk, Odesa</p>	<p>Supporting implementation of energy efficiency measures at the municipal level.</p> <p>To implement energy efficiency projects at the local level and turn attention of the general public to the matters of energy supply, GIZ provides support to two regions in establishing their energy agencies in the format of pilot projects.</p>

				<p>These agencies are to provide advisory support to respective municipalities in the matters of implementation of energy efficiency measures and energy saving in their communities.</p> <p>The present project status is unknown. There is no information on the website http://eeib.org.ua/#.</p>
<p>Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH Customer: Federal Ministry for Economic Cooperation and Development (BMZ)</p>	<p>Municipal Development and Rehabilitation of the Old City of Lviv</p>	<p>2009 - 2017</p>	<p>Lviv</p>	<p>The project of energy efficient renovation of a residential quarter in Lviv. A comprehensive approach to implementation of energy efficient measures at the phases of heat energy production, distribution/transportation, and consumption.</p> <p>Creating the City Workshop community platform for innovative engagement of residents and regular public debates on important topics related to municipal renovation and energy efficiency.</p> <p>Based on surveys and analysis, discussions were held with the city administration regarding the distribution of authority for city rehabilitation and institutionalization of this effort. The city administration staff realizes the importance of citizen participation, the principle of integrated approach, and interagency collaboration among individual departments for the city's sustainable development.</p>
<p>Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH</p>	<p>Energy Efficiency in Buildings in Ukraine</p>	<p>2008-2013</p>	<p>Ivano-Frankivsk, Myrhorod, Novohrad-Volynskiy, and Chernihiv</p>	<p>Implementation of information and awareness campaigns; outreach, delivery of training events, and provision of guidelines for energy efficient buildings and municipal energy management for representatives of the cities.</p>
<p>International Finance Corporation (IFC), Oshchadbank</p>	<p>Ukraine Residential Energy Efficiency Project</p>	<p>since 2015</p>	<p>All oblasts of Ukraine</p>	<p>Consultations on developing the programs for financing energy saving activities of condominium associations (OSBBs): Each regional branch of Oshchadbank will have a specialist who will provide consultation to citizens on how to establish OSBBs and on the mechanisms of financing the activities intended for improving the energy efficiency of such associations.</p>
<p>UNDP</p>	<p>Transforming the Market for Efficient Lighting</p>	<p>2011-2015</p>	<p>Berdiansk, Sadzhava, and Luhansk</p>	<p>Raising the level of education and awareness of consumers in the matters of energy efficient lighting; developing a nationwide educational campaign in schools; conducting energy efficiency lessons for the pupils of Secondary School No.91 in Dnipropetrovsk</p>
<p>UNDP, with Global Environmental Facility as donor</p>	<p>Development and Commercialization of Bioenergy Technologies in the Municipal Sector in Ukraine. A part of the program financed by the European Union entitled: Clima East: Supporting Climate Change Mitigation and Adaptation</p>	<p>2014-2018</p>	<p>Ukraine</p>	<p>Launching a program of information, and advocacy and dissemination of extension services/best practices/lessons learned to be replicated countrywide.</p>

	in the Russian Federation and East Neighborhood Countries			
Association of Energy Auditors	A series of EE projects	Since 2012	Ukraine	"Енергоаудитор.biz" is a Web publication for those employed in the energy efficiency/energy saving sector. The Energy Efficient Modernization of Buildings information and education project Training Webinars Energy Auditor's Library Program for preparing reports on energy audit of buildings Samples of energy audit reports
Institute of Energy (IE), Warsaw, Poland, as part of the Poland's Development Assistance Program 2014. The project coordinator in Ukraine: The Lviv Center of Science, Innovations, and Information Technology, Lviv, Ukraine. Partner organization in Ukraine: Cross-Border Cooperation and European Integration Institute NGO	Improving the Knowledge and Skills of Government Authorities and Local Government Bodies of Ukraine in Increasing the Energy Efficiency, in Particular, Influence on the Innovation Activity in Heat Supply, Including on Rational Use of Renewable Sources of Energy	2014	Ukraine	Raising the competence of government agencies and local government bodies of Ukraine with regard to implementation of proven solutions for improving the energy efficiency and rational use of renewable sources of energy for heat supply at the local level. The findings and recommendations for targeted use of various heat supply arrangements, including renewable and alternative sources of energy are disseminated among the government authorities and local governments and serve as a guide for implementation of solutions to improve the energy efficiency and rational use of renewable sources of energy for heat supply at the local level.
European-Ukrainian Energy Agency (EUEA)	Energy efficiency (with subgroups in the sectors of construction, district heating, industry, and waste-to-energy), bio energy (including biomass and biogas), wind and solar energy, Smart Grids, project finance, and Energy Community Treaty	Established in 2009	Ukraine	Promoting the fair and stable environment for business, raising awareness of the general public on energy issues, lobbying the Government energy policy. <ul style="list-style-type: none"> • Organizing the annual European-Ukrainian Energy Day • Creating a communication platform for all market participants • Bringing together experts from the private and public sectors as part of seminars and roundtables • Improving the media awareness in energy matters through press releases, press conferences, and press lunches • Educating a new culture of thinking about energy efficiency and use of renewable sources of energy
Energy Efficient Cities of Ukraine Association	MODEL (CIUDAD)	25 February 2010 - late August 2013	Ukraine	Improving the awareness of citizens in energy issues
Energy Efficient Cities of Ukraine Association	Covenant of Mayors Capacity Building for Ukraine and Georgia: A Model Solution for Eastern Partnership and Central Asia	29 December 2011 - 29 December 2014	Ukraine	Providing the required information and technical assistance to municipal councils in Ukraine and Georgia for their active participation in the Covenant of Mayors; Capacity building of Ukrainian and Georgian project partner cities for them to comply with the undertakings of the Covenant through elaboration and implementation of local sustainable energy policies and local Sustainable Energy Plans

Energy Efficient Cities of Ukraine Association	Resource Management System for Public Buildings	December 2007 - ongoing	Ukraine	Information effort to increase efficiency of energy use, use of work time of staff, and public money in public buildings
World Bank	Social Safety Nets Modernization Project in Ukraine	July 3, 2014 – October 1, 2020	Ukraine	The new Social Safety Net Modernization Project is the third project financed by the World Bank and executed by Ministry of Social Policy of Ukraine. This new investment will help to expand a cash-transfer program, or the Guaranteed Minimum Income (GMI) program, to cover those most in need. It aims to support high-priority measures for more efficient administration of social benefits and services through strengthening performance management to be supported by the national management information system.
USAID	Local Alternative Energy Solutions in Myrhorod Project (LAESM)	June 1, 2013 - November 30, 2015	Ukraine	The goal of the USAID LAESM Project is to develop sustainable solutions for increased utilization of locally available alternative energy sources (biomass) in Myrhorod rayon of Poltava region in compliance with market and environmental requirements. LAESM works to prepare legal and regulatory basis for implementation of bio-energy renewable projects in Myrhorod rayon of Poltava region; develop infrastructure for collection, treatment and storage of biomass in the region; prepare engineering solution and implement a pilot project on bio-fuel energy production in Myrhorod etc.
EBRD Shareholder Special Fund Since 2013 Austrian Technical Assistance Cooperation Fund	Portal Teply Dim	2012 - ongoing	Ukraine	Teply Dim is a comprehensive web-based information platform on residential energy efficiency that will grow into a new financial vehicle for energy efficiency investment in the residential sector in Ukraine.
Bioenergy Association of Ukraine (UABIO)		Founded in 2013	Ukraine	Creating common platform for cooperation on bioenergy market of Ukraine in order to ensure the most favorable business environment and accelerated development of bioenergy market and sustainable development of bioenergy sector.
Established with the help of Association of public organizations “Energy of Next Century” and Scientific Engineering Centre “Biomass”	Renewable Energy Agency (REA)	Established in January, 2003	Ukraine	Promotion of environmental protection by means of implementation of renewable energy technologies and energy savings; Dissemination of knowledge to the public on energy resources conservation; Promotion of creation and implementation of ecologically clean and safe technologies for both renewable energy utilization and energy saving technologies etc.
NGO OPORA	Portal ZHYTLO	2014 - ongoing	Ukraine	ZHYTLO is an information resource on how to start with your own building and change the world around you. The portal is devoted to reforms, ownership issues, energy saving, housing and communal policy, tariffs, clean energy, condominiums and social protection. It contains analytical data and useful tips on energy saving.
NGO Democratic Alliance	Social network ProOSBB	2008 - ongoing	Ukraine	ProOSBB.info is a specialized social network for co-owners of multi-apartment buildings and their associations. Participants of this network have access to current information in the housing and communal services sector, receive consultations from experts, take part in distant trainings, exchange best practices and success stories, implement joint initiatives.

StarLightMedia	Portal Svoie Teplo	September 5, 2014 - ongoing	Ukraine	Practical tips for the citizens on energy saving in households. Answers to frequently asked questions.
Energy Research Center		Founded on April 17, 2013	Ukraine	Leading energy sector internet portal of Ukraine containing analytical materials, information graphics, expert blogs, interviews with leading energy sector specialists.
	Portal Ukraina Komunalna	January 2011 - ongoing	Ukraine	Information portal of the housing and communal services sector.
Energy Evolution UA		2014 - ongoing	Ukraine	Practical tips and facts on use and saving of heat and electricity.
NGO Ecoclub Rivne		Registered in 1998	Ukraine	Coverage of environment and energy issues.
	Portal Eco town	Established in 2014	Ukraine	Information resource on energy saving and energy efficiency. Latest market news and examples of implemented projects.

ANNEX C. COMMUNICATIONS MATRIX

NATIONAL LEVEL

Goals/Desired behavior	Key information messages/slogans	Information materials	Information dissemination channels	Time frame	Expected results
Target audience: employees of the ministries, government agencies, Cabinet of Ministries, Verkhovna Rada committees					
<p>Goals EE/AE Bring legislation in compliance with the European practices (energy independence – independence of the country);</p> <p>Ensure savings of the government funds aimed at energy efficiency;</p> <p>Consolidate and coordinate actions of the government, non-government and donor organizations working in the area of energy efficiency, clean energy and condominiums;</p> <p>Stimulate establishment of condominiums/HOAs;</p> <p>Ensure stimulation of EE in residential sector through implementation of targeted governmental programs and mechanisms, such as compensation for a % of lending for EE, etc.</p> <p>Support of commercial lending for EE;</p>	<p>Key message</p> <p>Ukraine must fulfill the adopted Directives and undertaken obligations to EU and Energy Community.</p> <p>Energy efficiency and clean energy mean environmental and energy security.</p> <p>Energy efficiency and clean energy mean reduced import of fuel and energy resources in Ukraine.</p> <p>State independence begins with energy independence.</p>	<p>Brochures/Social advertising/Posters</p> <p>Brochures Fact sheets Infographics Analytical materials Best practices/success stories</p> <p>Note: Information for the Deputies must be presented on one page in the form of fact sheet with success stories and best practices</p>	<ul style="list-style-type: none"> Analytical materials from different experts (their dissemination in media, both national and regional) Facebook pages of the partners, subcontractors, international organizations, NGOs TV appearance of the deputies/experts Press briefings, round tables, call-in shows (TV and Radio) Dissemination of information through the relevant VR committees SAEE National Condominium Council Scientific and Methodological Council at NECSRC Working groups at MinRegion 	<p>Jun 2015 – ongoing</p>	<p>Adoption of the Laws “On Energy Efficiency in Buildings”</p> <p>Improvement of legislation “On Commercial Metering of Heat Energy, Water and Sewage in the sphere of communal services”</p> <p>Law “On Introduction of Amendments to the Law of Ukraine “On Housing and Communal Services” (improvement of legislative acts on state regulation in the sphere of communal services, in part of terminology, improvement of relations between the</p>

<p>Approve cost recovering tariffs which promote attraction of investments;</p> <p>Involve the public in development and implementation of the municipal energy reform.</p> <p><u>Social safety net</u></p> <p>Facilitate transition process to new subsidy mechanism offered by the GOU.</p> <p>Support a series of training events for the staff of social protection offices, including regional units of the Ministry of Social Policy.</p> <p>Desired behavior through initiation and conducting of</p> <ul style="list-style-type: none"> • Working groups • Committees • Parliamentary and committee hearings (narrow subjects) • Appeals, brief explanations, positions regarding draft laws • Statements and recommendations of the international community and public organizations/NGOs 	<p>Energy saving is a priority for the Ukrainian economy.</p> <p>Energy efficiency is the future of Ukrainian business (because there are many lobbyists of business interests among the Deputies).</p> <p>Responsible homeowners (HOAs) can contribute to EE and strengthening of energy security.</p> <p>In order to smooth up the process of tariff increase, the GOU provides social protection programs.</p> <p>Slogans:</p> <p>"Energy saving and green technologies are safe and beneficial!"</p> <p>"Vote for the relevant draft Law!"</p> <p>"Energy safety and efficiency of the country begins with you! Vote for the relevant draft Law!"</p>				<p>subjects, identification of types of activities, services and their components and other)</p> <p>Law “On Key Fundamentals of State Policy of Ukraine in the Sphere of Climate Change”</p> <p>Law “On Efficient Use of Fuel and Energy Resources”</p> <p>National Action Plan on Energy Efficiency through 2020</p>
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MUNICIPAL LEVEL

Goals/Desired behavior	Key information messages/slogans	Information materials	Information dissemination channels	Time frame	Expected results
Target audience: municipalities, communal utilities					
<p>Goals</p> <p>Education about the measures necessary for implementation of the municipal energy reform and sustainable energy development</p> <p>Incentives for fulfillment of 20/20/20 obligation</p> <p>Informing municipalities management on advantages of the Sustainable Energy Action Plans (SEAPs) as a mechanism for reduction of energy consumption and reduction of greenhouse gas emission</p> <p>Education on SEAP development and implementation/energy planning and system management</p> <p>Education about attraction of investments</p> <p>Incentives for development of effective mechanisms for establishment of condominiums</p> <p>Education about advantages of the metering systems installation as a necessary condition for energy efficiency</p> <p>Support for promotion of home owners' associations (HOAs) as agents of change for municipal energy reform, underscoring the benefit of ownership as a primary motivating force for energy savings</p> <p>Community based marketing campaign to educate citizens on benefits of ownership (Condominium development) as a primary motivating force for energy savings; to promote financial solutions related to energy efficiency (EE) in residential buildings: DCA partial loan</p>	<p>Key message</p> <p>Development of the municipal energy policy and action plan will help the city to achieve financial and environmental stability.</p> <p>Energy saving will become realistic when educated population starts implementing energy efficiency measures.</p> <p>SEAP is the basis for energy efficiency and attraction of investments.</p> <p>Municipal energy saving is a contribution to safety and environmental protection of Ukraine.</p> <p>New simplified social protection mechanism is available to support vulnerable groups of the population.</p> <p>Slogans</p>	<p>Brochures/Social advertising/Posters</p> <p>EU guidelines on SEAP development</p> <p>Practical manual on SEAP development</p> <p>Practical manual on energy management</p> <p>Fact sheets on advantages of energy efficient measures and use of clean energy sources</p> <p>Outdoor PSAs, video and audio PSAs</p> <p>Posters on energy efficiency in the city and reduction of greenhouse gas emission</p> <p>Brochures and leaflets on the following subjects</p> <p>How to save energy in your city</p> <p>Low cost energy saving methods in multi-apartment buildings</p> <p>Analytical articles</p> <p>Lviv and Lutsk best practices on introduction</p>	<ul style="list-style-type: none"> • Web sites of the partner cities, MERP, subcontractors, international organizations, NGOs • Articles and analytical materials in the regional and governmental media • Interviews with representatives of partner cities/MERP specialists for all types of media • Press briefings, round tables, public events • Energy Efficiency Days, USAID Field Days • Public Hearings on SEAP development • Facebook pages of the partners, subcontractors, international organizations, NGOs • Libraries (Bibliomist) in oblast and district centers • Trainings • Condominium resource centers • Resource training centers 	<p>Sep 2015 - ongoing</p>	<p>Development and adoption of SEAPS in all MERP partner cities</p> <p>Establishment of energy management and monitoring systems</p> <p>Attraction of investments in EE projects</p> <p>Implementation of energy efficient measures and use of clean energy sources on the municipal level</p> <p>Establishment of new HOAs</p> <p>About 100 HOAs and residential buildings that used government assistance programs and DCA partial loan guarantee program</p> <p>About 100 HOAs that implement energy efficient measures, including insulation, metering and weather based systems in order to control energy consumption in households</p> <p>Significantly increase in the number (at least 10 000) of local experts with sufficient skills to advocate benefits</p>

<p>guarantee program with Commercial Bank “Lviv” (In cooperation with Lviv City Administration, Lviv City Institute, and Bank Lviv) Support to commercial lending to HOAs for implementation of EE measures</p> <p>Support for SAEE compensation mechanism for EE measures lending</p> <p>Development of cost recovery tariff proposals, which promote attraction of investments</p> <p>Informing employees of communal utilities and representatives of municipalities on the need of bringing tariffs to economically grounded level (understanding of these steps is a guarantee of effective work of municipalities with communities)</p> <p>Support to social protection offices, including regional units of the Ministry of Social Policy to facilitate transition process to new subsidy mechanism offered by the GOU</p> <p>Desired behavior</p> <p>Organization of public hearings on every stage of implementation of energy efficient measures; outreach activity with the public;</p> <p>Launch of the mechanisms of large scale implementation of EE projects;</p> <p>Development and implementation of the package on mechanisms of EE projects implementation, i.e.,</p> <ul style="list-style-type: none"> - loans - subsidizing - revolving funds - ESCO mechanisms 	<p>"Energy security of Ukraine begins with municipalities!"</p> <p>"Energy saving is safe and beneficial!"</p> <p>"Save energy in your city – help Ukraine in building its clean and secure future!"</p> <p>"Create OSBB – implement EE measures – live in comfort!"</p> <p>"Energy saving is the future of Ukrainian cities."</p> <p>"Energy saving equals development of Ukrainian cities."</p>	<p>of the mechanisms of investing in EE</p> <p>Best practices in energy efficiency and use of clean energy sources (Severynivka, Vinnytsia oblast)</p>			<p>of new safety net program, EE/CE, municipal energy management and SEAPs</p>
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CONSUMER LEVEL

Goals/Desired behavior	Key information messages/slogans	Information materials	Information dissemination channels	Time frame	Expected results
Target audience: Consumers of housing and communal services/residents of Ukrainian cities					
<p>Goals</p> <p>To increase public awareness of energy saving methods and improvement of comfort in their homes through the low cost methods of energy saving and alternative energy sources</p> <p>To educate the public on the process of tariff formation, the reasons and need to increase tariffs in the housing and communal services sector</p> <p>To educate people about the benefits of EE measures, metering and weather based systems in order to control energy consumption in households.</p> <p>To raise awareness of EE measures the Government is supporting through state and private investment mechanisms available to stimulate EE in residential buildings</p> <p>To raise awareness of the types, advantages and applicability of alternative sources in different regions of Ukraine as gas replacement potential (heat pumps, biofuel boilers, solar panels, etc.)</p> <p>Public outreach on the need to control energy expenses and achieve financial savings</p> <p>To increase public awareness of energy security and Ukraine's dependence on the import of energy resources</p> <p>Timely payment for energy carriers as the basis for high quality services</p> <p>Social safety net</p>	<p>Key message</p> <p>"In order to save more energy and to pay less, the citizens must change their behavior and accept more responsibility for their contribution to energy saving and mitigation of climate change."</p> <p>Slogans</p> <p>"Save heat – save Ukraine!"</p> <p>"Learn how to save energy in your building – live in comfort!"</p> <p>"Saving energy is a sign of responsibility!"</p> <p>"Saving is a sign of wealth, not poverty."</p> <p>"Saving energy in your building will help in reduction of greenhouse gas emission and environment protection; Make your contribution in</p>	<p>Brochures/Social advertising/Posters</p> <ul style="list-style-type: none"> • Energy saving tips • Brochure on Alternative Energy Resources • Save more energy – Join in combating climate change • Poster/brochures with energy saving tips/ use of clean energy sources • Social advertising (billboards, TV / radio promos, viral ads for internet) • Energy saving tips/use of clean sources on the inserts to communal services bills • Groups in social networks • Press releases 	<p>Web sites/social media pages of the Project, partners and contractors</p> <p>Internet / radio / TV / printed media (interviews with the experts, participation in TV/radio shows /debates)</p> <p>Project partner cities/resource centers/condominium development centers</p> <p>Social advertising (billboards, TV / radio promos, viral ads in internet)</p> <p>Information materials, brochures, information newsletters, energy saving tips on the inserts to communal services bills</p> <p>Public events in MERP partner cities, such as Energy Efficiency Days, USAID Field Days; in the form of mini-festivals where city residents can communicate with experts, receive information materials, take part in discussions and master classes, e.g., on energy saving tips in the apartments</p>	<p>Sep 2015 - ongoing</p>	<p>Behavior change that supports energy saving, use of green energy sources, mitigation of climate change</p> <p>Consumers of communal services are motivated to save energy in their buildings because they can control consumption and energy bills</p> <p>Clear understanding of the advantages of energy efficiency and clean energy from the viewpoint of energy safety of the country and mitigation of climate change</p> <p>Understanding of tariff formation process and the need to bring tariffs to cost-recovery level</p> <p>Wide public awareness about availability of social safety net mechanism and high number of those (at least 2.5 mil) who applied for subsidies</p>

<p>Raise awareness regarding availability of social protection measures, eligibility criteria and the application process among targeted audiences, including young families, single mothers, and unemployed citizens</p> <p>Desired behavior Behavioral changes among citizens including increased advocacy for energy efficiency measures, increased personal implementation of energy conservation measures and use of alternative energy sources</p> <p>More proactive consumers – confirmed by lower energy expenses, timely payment for communal services, use of alternative energy sources, and community efforts to lobby issues of improvement of environmental conditions</p> <p>Wide public awareness of the availability of a social safety net mechanism and high number of those who applied for subsidies</p>	<p>Ukraine’s clean future!"</p> <p>"Saving energy in your building is your help to Ukraine in building/strengthening of energy security!"</p> <p>"Save more energy – pay less!"</p> <p>"Be a responsible owner of your apartment building – create a condominium!"</p> <p>"Create condominium – live in comfort!"</p>				
Objective/Desired Behavior	Key Messages / Slogans	Information Materials	Communications Channels	Timeline	Anticipated Results
Targeted Groups: School children and college students					
<p>Objectives To educate regarding simple energy-saving solutions and how they will impact their future To encourage them to influence parental decisions</p> <p>Desired Behaviors In becoming more aware, school children/students become more responsible for saving energy.</p>	<p>Message/Slogan "Save Energy – Save your country!" "Be energy smart. Sign in!"</p>	<p>Brochures/manuals "Energy Efficient Schools" manual (developed by MHRP in 2010) Child-accessible brochures and posters on energy-saving tips: "Be energy smart" "Save Energy – Save your country!"</p> <p>Press-releases</p>	<p>School curricula with assignments involving parents and home energy savings Children’s youth organizations such as:</p> <ul style="list-style-type: none"> • UNICEF • Hiking clubs • Eco clubs <p>Children’s programs Contests on developing banners, calendars, slogans College students PSAs</p>	<p>Sep 2015 - ongoing</p>	<p>Help cities implement a school program that is replicable and attractive enough for schools to incorporate it into their activities or curricula.</p> <p>Children understand the importance of their role and become advocates of energy sector reform in their communities.</p>

Objective/Desired Behavior	Key Messages / Slogans	Information Materials	Communications Channels	Timeline	Anticipated Results
They become activists in their homes, schools, colleges and communities regarding energy conservation.		Fact sheets	Internet social networking sites, e.g., radio, TV, print mass media (round tables, briefings) EE contests between schools//universities Web sites of MERP partner-cities/Ministry of Education		