

Advisory Assistance to the Ministry of Energy in Georgia, Public Outreach Strategic Plan Implementation

Item Number - 5 TRAININGS AND WORKSHOPS

SPECIAL REPORT – Meeting of the PR Working Group: Presentation of Media Quantitative Content Analysis of January – March, 2006; distribution of the materials prepared by CORE for the Annual Energy Report, 2005 for confirmation by the related PR Representatives.

Activity Date: April 19, 2006

Contact By: B. Tsirekidze
CORE - “Advisory Assistant to the Ministry of Energy”, USAID Project

Method: Meeting – Round Table

Organization/Company Name: CORE - “Advisory Assistant to the Ministry of Energy”, USAID Project
P. Ballonoff - Chief of Party
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Cooperation with/
Participant/Speaker:
Name: Speakers: Buba Tsirekidze, Irene Iremashvili

REPORT:

On March 19, 2006 under the USAID project “Advisory Assistance to the Ministry of Energy in Georgia” CORE International organized a round table of the PR representatives of energy organizations. The main objectives of the round table were the following: (1) to present the *Media Quantitative Content Analysis* of the first quarter of 2006, from January through March, which was prepared by I. Iremashvili, CORE International, on the basis of the monthly Media Monitoring Analysis conducted by GEPRA, subcontractor of CORE International under the USAID project “Advisory Assistance to the Ministry of Energy in Georgia” (2) presentation of the materials for the Annual Energy Report of 2005 prepared by CORE to the PR Representatives of the stakeholders referred to in the Report so that they confirmed the validity of the information to be published regarding their Companies.

The meeting was attended by:

N	Name	Organization
1.	Nick Okreshidze	USAID
2.	Teona Doliashvili	MoE
3.	Avto Dvalishvilishvili	UEDC
4.	Valeri Pantsulaia	Telasi
5.	Nino Djeranshvili	GSE
6.	Nino Prodjebskaia	GWEM
7.	Tamuna Noselidze	GNERC
8.	Tamuna Pataridze	CENN
9.	Nick Malazonia	CENN
10.	Buba Tsirekidze	CORE
11.	Irina Iremashvili	CORE

(i). Presentation of Media Quantitative Content Analysis of January – March 2006:

- B. Tsirekidze opened the meeting and informed the participants about the Meeting objectives. She distributed the extracts from the Draft 2005 Annual Energy Report to the PRs of the Stakeholders related to them and asked them to sign the document certifying that by March 19, 2006 they would read and verify the validity of the information given in the materials prepared by CORE in order to avoid any errors or wrong information in the Annual Report and facilitate its publishing. Representatives of every organization expressed enthusiasm in accelerating the above-mentioned process of publishing the Annual Report.
- I. Iremashvili presented the Media Quantitative Content Analysis to the participants. She briefly overviewed the report and distributed copies to all participants. She emphasized that due to the energy crisis developed in January, Georgian printed and broadcasted media were saturated by the issues related to the crises, hence, the greater emphasis was made on the activities of the Ministry, Government of Georgia and the electricity distribution companies. Other stakeholders were not highlighted by the media very significantly during this period.

(II). Discussions of the forthcoming tariff increases:

- Discussion of the media tones and highlights grew into discussions of the planned electricity tariff increases. Every one emphasized the importance of the adequate and coordinated public outreach campaigns, dedicated to explanation of the need for a tariff increase. Therefore, it was initiated to organize the ad hoc meeting of PR working group next week, in order to discuss the common and coordinated measures, to be taken by PR representatives of the energy stakeholders. Participants decided to hold such a meeting in CORE's office at the beginning of the next week.

Everyone remarked that the meeting was productive and interesting, and thanked CORE International and USAID for their efforts to facilitate coordinated activities between the energy stakeholders.