

SUCCESS STORY

Georgia Overcoming the Energy Crisis



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

Success Story (January, 2006)

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REPORT:

Due to the Energy crisis which developed in Georgia in January, 2006, the energy sector had to work under emergency conditions to get urgently needed power back on line for critical users as well as to stabilize the country's power situation during one of the coldest months of the year. This is why, on January 27, 2006, at 02:00 a.m. PR representative of CORE International, Inc. received a call from the Deputy Minister A. Khetaguri with the request to make a footage of the process of disassembling the electricity transmission tower in Marneuli, which had to be moved to Terdjola in order to connect the Eastern and Western energy systems of Georgia separated by system damages as a result of tremendous storm in the midst of the power supply crisis.

Despite the short notice, the CORE Team achieved the agreement with the film shooting crew. As a result, the film shooting crew, together with the representatives of Sakrussenergo, conducting the tower disassembling, left for Marneuli at 08:00 a.m. and shot the whole process of disassembling the tower.

Below you can see the photos of the shots made in Marneuli:



On the same day, after returning from the site, the film makers' team finished cutting of shot material and submitted it to CORE in the digital format, ready for airing on TV Channels. CORE provided the material to the Ministry's Public Relations Department, which distributed it to the TV Channels and the event was broadcasted by all main TV Channels of Georgia. The footage of the emergency repair, shown on national television, brought confidence to the citizenry that their government was taking extraordinary efforts to restore the power system.

SUMMARY OF KEY FINDINGS:

It was very important for the Ministry of Energy to show the dynamics and volume of anti-crisis measures taken by power sector employees. In this regard, the assistance of USAID was crucial in building public confidence. In addition, no media representatives or TV reporters were available at the 2 a.m. timeframe when the decision was made to make the urgent repairs, and therefore, these efforts by the Government of Georgia would not have been documented for public dissemination save for USAID's assistance through the Advisory Assistance to the Ministry of Energy Program.