

PN-ACD-767

***Slovakia Energy Efficiency Project -
Information Dissemination Plan for Energy
Efficiency Demonstration Project***

PREPARED BY



Arlington, Virginia USA

PREPARED FOR

**United States Agency for International Development
Bratislava, Slovak Republic and Washington D C
Contract No DHR-C-00-95-00064-00**

10 May 1998

SLOVAKIA ENERGY EFFICIENCY PROJECT

Information Dissemination Plan for Energy Efficiency Demonstration Project

Summary of Proposed Information Dissemination Strategy

In the summer and fall of 1998, an energy efficiency demonstration project will be implemented at two condominium (i.e., privatized apartments) buildings located in the city of Kosice, Slovak Republic. An integral part of the project design is the widespread sharing of information about the project throughout the course of the project.

A three-part approach will be used to share information regarding the energy efficiency demonstration project. Information regarding the demonstration project will be provided to managers and residents of condominiums in the Slovak Republic through

- Special articles in the energy efficiency newsletter,
- Mass media,
- A series of regional seminars in the Spring of 1999, after the demonstration project has been evaluated.

A detailed description of each element of the strategy follows.

Articles in Energy Efficiency Newsletter

Each issue of the Energy Efficiency Newsletter will include the following:

- An explanation of the rationale for understanding the main topic of the issue,
- In depth information on the given topic and related issues, and
- An update on the demonstration project in Kosice and suggestions for duplicating the project at other condominiums in the Slovak Republic.

In addition, the last issue of the newsletter will be devoted entirely to the energy efficiency demonstration project in Kosice.

In general, the demonstration project and the newsletter have much in common. Both activities are intended to create awareness of the benefits of energy savings measures and behaviors. As a result, many of the more general newsletter articles (i.e., those not specifically addressing the demonstration project) will serve to educate condominium owners about the benefits of energy efficiency in general and of the energy savings strategies employed in the demonstration project.

The topics planned for the newsletter are as follows:

Issue 1 - Introduction to Energy Efficiency

- Why save energy (energy losses in the building, energy price changes, the need for conservation)
- Household energy use in Slovakia and other countries
- Understanding the energy system – who are the players (energy suppliers, municipalities, etc.)

Issue 2 - Identifying Energy Savings Opportunities

- Energy audits – simple walk-through audits versus more complex technical audits
- Energy Savings Opportunities – description of specific locally-available technologies and how they save energy

Issue 3 - Energy Supply Choices

- Alternative sources – central heating and hot water vs own boiler, etc
- The changing environment in energy supply – looking at prices
- How energy efficiency influences energy supply choices – examples from other countries

Issue 4 - Making a Decision – Understanding the Economics

- Determining the costs of a project
- Determining the savings of a project
- Payback and Prioritizing potential projects

Issue 5 - Financing Resources

- Resources within the condominium
- Other resources
- Should we take a loan?

Issue 6 - Avoiding Road Blocks in Project Implementation

- Contractual issues
- Controlling Costs
- Checking firms and contractors

Issue 7 - Saving Energy in Kosice – USAID’s Energy Efficiency Demonstration Project

- In-depth issue devoted to the demonstration project

The Energy Efficiency Newsletter will be published as a 10-page booklet and distributed to all 3500 members of UAHO

The schedule for the publication of the newsletter is as follows

Issue 1	May 1998
Issue 2	June 1998
Issue 3	September 1998
Issue 4	October 1998
Issue 5	November 1998
Issue 6	December 1998
Issue 7	January 1999

Mass Media

Institut Byvania will hold press conferences three times during the period of implementation and evaluation of the demonstration project. Each of these press conferences will focus on different aspects of the project. The first press conference will be held in June 1998, in conjunction with the press conference for the Fourth Conference for Municipalities. During this first press conference, the demonstration project will be introduced and the energy efficiency measures to be used in the project will be described in some detail.

The second press conference will be in the fall of 1998 (at least one month after the elections). The focus of this second conference will be on

- How the condominiums raised their portion of the project costs, and
- How the energy efficiency measures were installed

The third press conference will be held in the spring of 1999, concurrent with the two regional seminars, and will present the results of the demonstration project.

Regional Seminars at End of Project

In the winter and spring of 1998-99, a series of three regional seminars will be held to publicize the results of the project and to provide other condominium associations with the information they need to develop other, similar projects. The target audiences for these seminars will be the UAHO members and key policy makers from the Ministry of Labor and Social Affairs, Ministry of Economy, Ministry of Finance and Ministry of Environment.

The first seminar will provide a general overview of the energy efficiency demonstration project and will be held at the UAHO annual meeting in December 1998. The other two seminars will be smaller workshops and will be held in two regions. These regions will be selected based on the level of interest in the region, expected level of participation in the seminars, and other logistical considerations. The intent is to reach as wide an audience as possible with useful, practical information about the project. Most likely, one of these two seminars will be held in Bratislava, in order to increase the chances that representatives from the various Ministries will attend.

A detailed agenda for these seminars has not yet been developed. However, it is envisioned that the two regional seminars will address the following topics:

- **Rationale for project**
- **Description of project**
 - Building location, characteristics
 - Technologies used
 - Institutional component
- **Equipment/Weatherization Installation process**
 - Methods used
 - Time requirements
- **Cost-effectiveness of project**
 - Energy (GJ) and cost savings
 - Project cost and payback, IRR, cash flows
 - Qualitative impacts
 - Impact of subsidies on cost-effectiveness
- **Innovative approaches for financing similar projects**
 - Conventional and third-party financing
 - Self-funding out of current energy budgets
 - Establishment of energy-savings fund
 - ESCO financing
- **How to replicate project at other locations**

Representatives of local engineering firms, energy efficient equipment suppliers and financing sources will be encouraged to make presentations at these seminars. The following speakers will be invited to participate:

Engineering firms Mr. Frantisek Dragun
Representatives of other local engineering firms

Energy Efficiency Equipment Distributors Local representatives from -
Honeywell

Johnson Controls
Danfoss
Weatherization materials vendors

Financing Sources: PKB Bank, EPS – Slovak Republic, Landis and Gyr, Honeywell

5