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# CONCEPT: COMMUNICATION STRATEGY FOR ENERGY MARKET REFORM

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5 June 2019

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# CONCEPT: COMMUNICATION STRATEGY FOR ENERGY MARKET REFORM

USAID ENERGY PROGRAM

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# DATA

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## ACRONYMS

BM	Balancing Mechanism
DAM	Day-Ahead Market
DSO	Distribution System Operator
EnCT	Energy Community Treaty
ESCO	Electricity Market Operator
EU	European Union
GoG	Government of Georgia
HPP	Hydro Power Plant
IDM	Intraday Market
MO	Market Operator
MoESD	Ministry of Economy and Sustainable Development of Georgia
MoU	Memorandum of Understanding
PSO	Public Service Obligation
SoLR	Supplier of Last Resort
SWOT	Strength, Weakness, Opportunity and Threat Analysis
TSO	Transmission System Operator
USAID	United States Agency for International Development
USS	Universal Service Supplier

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## EXECUTIVE SUMMARY

In October 2016, Georgia signed the Energy Community Treaty (EnCT) signaling the country's commitment to direct future energy planning and market development towards approximation with the European Union (EU). This step commits Georgia to enhance the security of energy supply by promoting the development of relevant infrastructure, increasing market integration and enhancing the gradual regulatory approximation towards the key elements of the EnCT. In order to meet its strategic commitments in the energy sector, Georgia requires technical assistance and policy advice on legal, regulatory and institutional reform issues, including facilitating investment and deal structuring, engineering and environmental analyses, financial planning, and outreach, among others.

The present document represents a Concept Design for the communication strategy for market reforms in Georgia. The partial opening of Georgia's energy market in May 2019, brought a need to clarify how to communicate further steps, how to engage a wide audience and how to deliver a message in order to avoid resistance. This has turned into a major point of discussion amongst the government representatives.

## **BACKGROUND**

USAID Energy Program is a 3-year \$7.5 million project funded by United States Agency for International Development and implemented by Deloitte Consulting LLP. The Project is aimed at supporting Georgia in the energy market development per Georgia's obligations under the EnCT. The ultimate goal of this program is to enhance Georgia's energy security through the improved legal and regulatory framework and increased investments in the energy sector.

## CONCEPT DESIGN OBJECTIVES

The present concept note has several objectives

- To support the Government of Georgia (GoG) in designing an effective communication strategy based on provided concept design;
- To support the GoG in designing a more effective plan for deploying resources strategically for public education and advocacy efforts;
- Contribution to capacity building by improved understanding of communication goal and anticipated challenges.



# INTRODUCTION

USAID Energy Program will support the GoG in developing the communication strategy, hence will design an implementation plan, monitoring and evaluation plan and budget for the GoG. In that regard, the GoG should create working groups and assign the accountable person(s) / champion who will work closely with the major energy stakeholders, donor organizations and partners in order to implement the communication strategy plan, which requires significant efforts. However, if accurately implemented will positively affect the credibility and foster the achievement of assigned goals.

The engagement of individuals and groups directly affected by the problem is critical. The number of people involved in the implementation of a communication strategy is dependent on the purpose of the strategy. The present case, due to the high relevance of the topic which can be characterized as a national strategy of communication, will require the involvement of more people. In that regard workshops, focus groups, working groups as well as the engagement of all relevant stakeholders and institutions are pivotal for achieving the desired outcome.

Prior to launching the communication campaign, the following questions need to have appropriate answers:

- What resources (both financial and human) are available?
- Who is the target audience?
- What is communication goal (develop SMART objectives that are Specific, Measurable, Action - oriented, Realistic and Time bound);
- What is the timeframe?

The major inputs of a comprehensive communication strategy are appropriate information and insights to guide the process of designing an accurate and effective plan from the very onset. It will incorporate research and analysis of both primary and secondary data. Information obtained from various sources like focus groups, questionnaires, stakeholders, media representatives, key players and other audiences shall be analyzed in order to fathom the risks and opportunities of the communication topic.

# PROPOSED ACTIVITIES

## BRIEF SUMMARY OF THE SITUATION ANALYSIS

On October 14, 2016, Georgia signed Protocol “Concerning the Accession of Georgia to the Treaty Establishing the Energy Community”, undertaking an obligation to implement mandatory reforms in the energy sector in compliance with EU Energy Acquis. Respective requirements have to be implemented within the set deadlines.

Georgian Energy Market must go through a major transformation towards a fully competitive and liberalized market model by January 1, 2020. In this regards several activities have already been launched and are ongoing under the leadership of the Ministry of Economy and Sustainable Development of Georgia (MoESD) and with the inclusion of main stakeholders in the sector.

However, smooth shift to liberalized energy market directly hinges on effective communication with the public at all levels in order to create awareness on the benefits of a competitive energy market and thus eliminate the resistance towards the new anticipated energy market.

The GoG faces strict timelines in terms of creating awareness on anticipated changes and educating customers on the major changes in the energy market. Due to the sensitivity of the topic, change in the energy sector might be associated with the price surge or blackouts which can easily turn into a source of chaos. Therefore, the GoG should display particular caution and circumspect in launching a timely outreach campaign. Any wrong step can create room for rumors and wrong perception hence all efforts should be directed towards timely education of customers in pursuit of support. USAID Energy Program (the Program) will evaluate the existing condition through the application of several tools such as surveys, questionnaires, face-to face interaction with the customers and stakeholders. The Program also will help the GoG to organize educational tours and trainings for the journalists and opinion leaders that will contribute to creating knowledge on the benefits of anticipated changes in the energy market.

## DETERMINE THE ATTITUDE OF THE TARGET GROUP

USAID Energy Program will support the GoG to determine the attitude of various target groups through the assessment and analysis of data collected from the various sources such as focus groups, working groups meetings, workshops, surveys, interviews, events, meetings with various audiences, face to face meetings especially in the mountainous areas with the limited access to the internet, as well as from the social media platform. In the meantime, obtained information will help the GoG to select a trusted person or opinion leader who can be chosen as a speaker at the initial point for creating awareness on the anticipated changes in the energy market.

Constant interaction with stakeholders, data obtained from off-grid population and review of several documents such as “Communication Strategy for Pension Reform and Communication action plan by USAID Project Governing for Growth (G4G) in Georgia, provided basis for assuming the input for SWOT (Strength, Weakness, Opportunity and Threat Analysis) analysis which later can be applied in evaluating the existing condition in Georgia’s energy sector and in further designing of outreach programs. SWOT analysis example is provided in table 1 below:

**Table 1: SWOT Analysis**

STRENGTH	WEAKNESS
<ul style="list-style-type: none"> <li>➤ The high relevance of the topic</li> <li>➤ Donor organizations support</li> <li>➤ Available timeframe to launch an awareness campaign</li> </ul>	<ul style="list-style-type: none"> <li>➤ The energy sector is a sensitive issue in Georgia, with the population having negative experience</li> <li>➤ Low awareness of a liberalized market</li> <li>➤ Limited communication channels (particularly in the regions)</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>➤ Opportunity to share western experience</li> <li>➤ Opinion Leaders / trusted people can enhance the awareness of liberalized market</li> <li>➤ Due to the high importance of the topic, the Media and Influencers can play a significant role in creating an accurate perception of the Liberalized market.</li> <li>➤ The positioning of “Electricity” as a commodity available from chosen suppliers.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Lack of public trust</li> <li>➤ Negative past experience can trigger fears of electricity price rise or blackouts</li> <li>➤ Some groups can deliberately mislead the population to avoid the creation of a competitive energy market</li> </ul>

## DETERMINE ANTICIPATED CHALLENGES

One of the key challenges anticipated in the communication is Selective Hearing. People often make assumptions based on the information they hear or read which is open for multiple interpretations including wrong interpretation. Therefore, to avoid communication mishaps the best communication tool should be selected for each target group that will minimize or eliminate the misunderstanding.

In that regard, USAID Energy Program will count on the survey results which will reveal the best communication tool and a customer friendly language for each target group in order to ensure the accurate decoding of delivered information.

Today, in the light of technological advancement which offers multiple communications platforms, companies are highly susceptible to misinterpretation. This can be attributed to the different background of the community members. Cultural differences may also cause difficulties in non-verbal communications therefore it is essential to ensure the use of the most applicable communication tool to spread the message which is based on a common vision and speaks in one voice. For that reason, USAID Energy Program will endeavor to organize trainings to aid in the creation of accurate perception among the community, by raising knowledge on the benefits of a competitive energy market.

Change paired with unawareness can trigger negative attitude of any customer, hence efforts should be directed towards educating customers on anticipated changes and how the change will benefit each customer. USAID Energy Program will help the GoG to organize educational tours and Training of Trainers (ToT) who can create knowledge and accurate perception among the population.

Budget constraints - in some cases, the absence of both financial and human resources can cause constraints in launching the effective communication strategy. However, today technological advancement offers affordable opportunities to make communication effective. USAID Energy Program will help the GoG to determine the required budget for implementing the strategy and can offer capacity building training in case of the required skills absence. However, USAID Energy Program will not contribute to budget directly.

The use of appropriate software can create a feedback loop, the best tool for hearing the voices of customers since “Sharing is Caring”. When customers are encouraged to share their experiences, communication automatically becomes more beneficial leading to growing respect.

Due to sensitivity of the topic mainly attributed to adverse experience of Georgian population associated with the erratic supply of electricity and rising trend of electricity prices, any change in the energy sector is likely to trigger unfavorable attitude unless the population is well educated on the benefits of the change. Below is an example of a potential crisis in communication that might disrupt the smooth launch of a public outreach program and technique for addressing them. However more specific measures and techniques will be designed based on the survey results analysis:

**Table 2: Crisis Management Techniques**

POSSIBLE CRISIS	CRISIS MANAGEMENT TECHNIQUES
Selective hearing ( <i>incorrect decoding of information</i> )	Ensure the selection of appropriate communication tool and a customer friendly language. For elimination of ambiguities include interactive means of communication ( <i>e.g. interactive website, call center, face to face meetings</i> ) which will enable customers to register their opinion and inquire the details. Interaction with customers and increased awareness will prevent resistance and mayhem.
The fear of rising electricity prices	Ensure clarification that the presence of several suppliers will balance the prices and in the long run might bring prices down. A competitive market will introduce the principle of rivalry where the sellers will face a need to compete on a fair basis. Support argument with reasonable international examples.
The fear of blackouts	Create awareness of the benefits of a competitive energy market which brings in the necessity for the security of supply. ( <i>Support the argument with the achievements in the energy sector reflected in a complete elimination of disruptions and blackouts and focus on the actions of the GoG to respond to rising electricity consumption with adequate uninterrupted supply</i> )

## AUDIENCE SEGMENTATION

USAID Energy Program will help the GoG to segment the audience based on data obtained from surveys and questionnaires and design messages accordingly through the application of a customer friendly language. Based on the worldwide practice, the Program suggests the segmentation based on the following groups: consumers, large consumers, vulnerable customers, energy-poor customers, generations, suppliers etc. Each target group requires tailored techniques for communication with the emphasis on a positive change anticipated from a competitive energy market. Further segmentation should include gender, age, education, employment. (messages and tools are provided below) The target audience will vary depending on needs, so determining the specific need will help identify the correct target audience, thereby allowing the development of the best outreach method. However, as noted above, all this can be determined upon the completion of survey which will provide data relevant for categorizing the target groups.

One of the key audiences capable of contributing to dissemination of accurate information is the media. USAID Energy Program will support the GoG to educate media representatives through tailored trainings and media tours, aimed at creating awareness among the media representatives on the changes anticipated in the energy sector and on the benefits of a competitive energy market. The purpose of educating media representatives is to ensure journalists are equipped with relevant knowledge and information that can be shared among the larger audience.

**Table 3: The Key Audience**

KEY AUDIENCE	PRIORITY	CATEGORY
Households	High	user
Commercial customers	High	user
Vulnerable customers	High	user
Energy-poor customers	High	user
Large consumers	High	user
Generators	High	user / producer
Suppliers	High	user
Press / media	High	user
Government officials	High	Implementer
Major stakeholders	High	user
Energy developers / investors	High	user / producer
Legislators	High	regulatory body

## COMMUNICATIONS OBJECTIVES

- A. *Awareness Raising* - of the benefits and implications of a Competitive Energy Market;
- B. *Advocacy* - Provide all consumers with relevant information, how each target group will benefit from a competitive energy market. Encourage them to act for positive change;
- C. *Behavioral Change* - promote the practice of selecting the appropriate supplier and efficient use of electricity.

## AWARENESS RAISING ON THE CONCEPT OF A COMPETITIVE MARKET

The focal point of the outreach program is to support the GoG in educating all customers on the benefits of a competitive market. Shopping for electricity is a new concept for local consumers. Thus, sustained outreach campaign and communication will create knowledge among the public on the benefits of a competitive market and associated benefits. However, the targeted actions and tailored messages can be designed based on the survey results. Hence, USAID Energy Program will aid the GoG to design tailored messages, once the survey results are processed into valuable information serving as a major input for encoding the messages.

However, prior to undertaking the survey below are provided some examples of messages which should be adjusted based on the survey results.

## THE BENEFITS OF MARKET LIBERALIZATION

- The main objective of introducing the Open Electricity Market is to promote greater competition in the electricity and gas market;
- Full liberalization of the electricity market will bring a variety of new companies into the electricity retail market, making it possible for consumers to choose from multiple power companies, including the new entries;
- The growth in companies entering the electricity retail market will stimulate competition and result in the appearance of a wide range of price menus and services. This, in turn, will enable all consumers to choose freely from a variety of power companies and price menus. This means that consumer will be able to freely choose the electricity retailer and services that are best for their lifestyle and values;
- Transparent market prices derived in competitive markets are encouraging penetration of energy efficiency and facilitating responsive consumer demand;
- Competition is a vehicle for promoting foreign investment, therefore open competitive market can attract more investment in the sector;
- Competitive market tends to produce the most efficient results in the economy, providing the lowest prices to customers.

# APPROACHES FOR ACHIEVING OBJECTIVES

## ADVOCACY

- Before launching the outreach program, a Customer - Friendly language must be determined, in order to make it understandable, for the target audience. USAID Energy Program will determine the customer friendly language as a result of a survey.
- Effective use of customer friendly language for education. It must be applied to all practical communication tools. The customer friendly language can be assessed through public opinion research, which will be undertaken by USAID Energy Program.
- Build rapport with customers using customer focused language. (*Interactions with customers need to be monitored*).
- For large consumers, a message should not be oversimplified. They are more sophisticated customers and need less education and more technical details.
- For households use less technical terminology to keep language simpler (*it should include the switching process, benefits etc.*).
- Be ready to handle difficult customers confidently in negative conversations trying to change the attitude.

## BEHAVIORAL CHANGE

USAID Energy Program will help the government to organize educational trainings, meetings, workshops in order to create awareness on below listed relevant topics that should be reflected in the behavioral change. For this, the Program suggests the involvement of media representatives and opinion leaders who can be identified through surveys and questionnaires. The topics are:

- The importance of energy security (*initially knowledge should be created on the energy security which implies a reliable supply of energy and access to energy resources in the required quantity and quality at reasonable prices*);
- The practice of selecting an appropriate and desired supplier (*energy choice which implies that customers can shift to those providers, who offer the most suitable terms and prices*);
- Efficient use of electricity and gas (*In a competitive market, consumers will have more control over what they consume and what they pay*);
- Ability granted to user to monitor consumption (*Price levels become known and encourage the more efficient use of energy*);
- Consumers will be granted a voice and ability to make decisions.

## THE DESIRED OUTCOME

Timely and accurate intervention through various communication platforms should be aimed towards increasing awareness on the importance of energy security in Georgia, particularly in light of high dependence on import. Countries like Georgia generally seek to diversify the sources of energy to reduce the risk of disruption, especially when the suppliers are from unreliable or politically unstable countries. One of the focal points is the use of own resources and increase the local generation capacity.

Recent developments in Pankisi revealed the absence of knowledge on the benefits of small Hydro Power Plants (HPPs) in terms of ensuring the security of supply. Therefore, efforts should be directed towards educating the population that small HPPs are not posing any threat to the environment and moreover to a water supply. In contrast, it directly contributes to energy security, which is essential for coping with the growing power consumption.

At a later stage, the community should be educated on the opportunities of the country to increase energy security and supply diversification by developing renewable energy particularly wind and solar that have the potential to generate electricity during the winter low-water period. This will be essential due to the continuous growth of energy consumption.

## SUGGESTED IMPLEMENTATION ACTIVITIES

Below is a notional list of activities, however USAID Energy Program will work with the GoG to design more specific activities based on the survey results.

**Table 4: Implementation Activities - 2019**

Market Concept Detailed implementation targets	Communications Strategy Intervention
Trading through Bilateral Contracts	Continue training in advanced energy trading
Launch of simulation and testing environments for all Organized Electricity Markets which will run in parallel to the existing market (without Settlement), allowing market participants and operators to build their capabilities and policy makers to assess potential challenges and identify risk mitigation measures on a voluntary basis	Press releases
Establishment of supply undertakings	Press releases Customer bill inserts
Unbundling of Distribution System Operator (DSO) from generation and supply activities (Supply activities will be carried on with the existing suppliers until the new market rules are in force)	Business press articles, interviews
Initiation of a protection mechanism for Vulnerable Customers	Town hall meetings, radio
Definition of Universal Supply Scheme and Public Service Obligation	Trainings
Market Opening Phase 1 in terms of customer eligibility Impact Assessment Report for deciding on Detailed Market Concept Design	Awareness campaign by using integrated marketing communications
Decide on Detailed Market Concept Design covering Universal Supply, cross-border trading, price deregulation strategy for all customer segments etc.	To be decided by the GoG
Transmission System Operator (TSO) implementing the coverage of losses through the Organized Electricity Markets	To be decided by the GoG
Development and adoption of secondary rules: describing functions of new institutions: Universal Service Supplier (USS), Supplier of Last Resort (SoLR), Market Operator (MO)	Trainings, awareness campaign
Development and adoption of Market Rules for Day-Ahead Market (DAM), Balancing Market (BM) and Intraday Market (IDM)	To be decided by the GoG
Initialize the implementation of the DAM and BM segments	To be decided by the GoG
Balance Responsible Parties introduced including the calculation of imbalance energy but without financial settlement	To be decided by the GoG
Decision by the Ministry on the clearing and settlement structure of the future market including responsibilities and their assignment in this regard	To be decided by the GoG
Transparency Strategy development	To be decided by the GoG
Launch of the first stage of Balancing Market through voluntary participation	To be decided by the GoG
Adoption of price deregulation strategy for all customers (defining which customers have the right to be supplied under regulated tariff until when)	To be decided by the GoG
Capacity building of eligible market participants to operate in the competitive market	Trainings

**Table 5: Implementation Activities - 2020**

Continued deregulation at the wholesale level	To be decided by the GoG
Market Opening Phase 2 in terms of customer eligibility	To be decided by the GoG
Implement Universal Supply Scheme and Public Service Obligation (PSO)	To be decided by the GoG
Implementation of imbalance settlement	To be decided by the GoG
Continuation of implementation of the more advanced stages of the Organized Electricity Markets	To be decided by the GoG
Continuation of capacity building for market participants	To be decided by the GoG
Launch of imbalance settlement	To be decided by the GoG
Launch of the second stage of BM	To be decided by the GoG
Introduction of transparency platform	To be decided by the GoG



## THE EXAMPLES OF MESSAGES FOR DIFFERENT TARGET GROUPS

USAID Energy Program offers examples of messages based on international practice. However tailored messages for generators and consumers will be developed based on the survey results analysis. Below are examples of messages that are based on international best practice.

### MESSAGE FOR GENERATORS

- The soft launch of the open electricity market will allow generators to grab opportunities, currently limited and unrealized under the current price regulated market;
- In competitive markets, poorly managed generators will fail and will be replaced by those with more efficient, flexible and lower cost power plants. Hence, a competitive market creates opportunities for those having a stimulus to be stronger and flexible;
- A competitive market will push the existing generators to find modern and effective ways of producing electricity;
- A market opening will provide an opportunity to generators to operate in to multiple competitive markets. This, in turn, will allow generators to make money that can be used for new investments.

### MESSAGES FOR CONSUMERS

- In a competitive market, consumers have more control over what they consume and what they pay. Price levels become known and encourage more efficient use of energy;
- With competition, non- large consumers will benefit from competitive pricing, enhanced service standards and innovative packages from electricity retailers;
- The competitive environment will create a powerful incentive for generators to increase operating efficiency;
- In a long-term competitive energy market will produce benefits for final consumers by lowering prices and achieving a more competitive environment;
- A competitive market can provide consumers with a voice and the ability to make decisions;
- An open market will provide consumers choice and flexibility to buy electricity from retailers of their choice;
- An open market provides energy independence for consumers.



## COMMUNICATION CHANNELS TO DISSEMINATE MESSAGES

As noted previously, USAID Energy Program will help the government in survey process to classify the segments based on gender, age, education, income, internet proficiency. Therefore, in view of a particular nature of the target group the Program will select the appropriate communication vehicle. When selecting a tool the internet proficiency will be considered as well as the access to the internet e.g. in regional areas the use of door to door pitch or opinion leaders might be deemed as the most appropriate tool. In general, the Program suggests easily applicable data exchange platform, where the population will be able to voice their opinion or concern and learn the first-hand information which will eliminate the spread of false information. It should include the feedback loop as well, that will contribute to understanding the customers' concerns.

Below are provided worldwide applied common tools. The suitability of suggested methods / channels will be identified based on the survey results analysis. Hence, the provided list will be adjusted accordingly with the focus on the most appropriate communication channel.

**Table 6: Communication Channels**

COMMUNICATION CHANNEL	TARGET AUDIENCE	FREQUENCY & TIMING
Leaflets attached on utility bills	Household	For the first 12 months to be delivered monthly, followed by the reduction of delivery twice a year
Email Marketing - sending out electronic newsletters	Selected group	Monthly for the first 6 months followed by quarterly delivery
Printed Newsletters attached on utility bills	Households	To be delivered quarterly at the initial stage, followed by reduction of delivery twice a year
Brochures	Tailored for each target group (including the language, some minority groups will require brochures in other languages suitable for them)	To be delivered monthly at the initial stage, followed by reduction of delivery twice a year
Social media platform	Groups with high computer literacy	Through the campaign, more frequently at the initial steps
TV Ads (Opinion Leaders / Trusted Person / Influencers are suggested to share their own positive views of the liberalized market, based on the international practice)	All groups	Suggested at the beginning of the launch phase of the campaign with the aim to raise awareness of the benefits of the liberalized market.
Radio	Might be more useful at the regional level	As often as required
Door to Door Pitch	In the regions, with less access to the internet	For the first 6 months of the awareness program it should be active
Outdoor Media (billboards, interior exterior public transport, bus stops, stations, utility pay points banks, etc.)	All groups	Frequently for the first 6 months. Identify the most effective outdoor media means and continue using more often
Talk shows	All groups	As often as required
Events (workshops, press conference, training etc.)	Media / industry players / key stakeholders	As often as required
Engage media (constant meetings, engagement and education of core journalists. Trusted and influencer journalists to create awareness on the positive changes in the energy market)	Media	Frequently for the first year
WEB Page - An interactive easy to apply website, (it might include: animated tutorial, price comparison tool, consumer	All groups	Through the campaign and afterwards as well. It should be a place where customers can

COMMUNICATION CHANNEL	TARGET AUDIENCE	FREQUENCY & TIMING
rights, FAQ, online consultation)		inquiry what they want to know

The GoG should designate a communications staff responsible for disseminating value-added messages. The message should convey the positive impact of a competitive market, how it will bring efficiency to the sector (separately explained for large consumers, small commercial and for households). It is highly recommended to develop a Target Group Engagement Schedule as provided below and fill up prior to launching the outreach campaign.

**Table 7: Target Group Engagement Schedule**

Target Group Engagement Schedule (to be determined by the Government)				
Target Group	Message	Engagement Techniques (This section should be filled based on information obtained from focus groups, interview etc. in order to identify the most applied communication platform)	Schedule Time Frame	Responsible Person

From the very onset, particular empathies should be made on vulnerable customers. The appropriate unit should have an accurate definition of vulnerable customers and who categories for this status. Based on that the government should include the Low Income (vulnerable) Assistance Program.

## **TIMELINE AND BUDGET**

USAIS Energy Program will develop an implementation plan, monitoring and evaluation plan and budget for the GoG. The implementation plan will comprise

- A. Calendar (Monitor timetable and adjust as necessary);
- B. Timetable of Activities;
- C. Budget for implementing activities proposed within the strategy and the schedule.

# APPENDIX 1: INTERNATIONAL PRACTICE

## ELECTRICITY MARKET OPENING IN ESTONIA

At the end of 2011, the public awareness was quite low – people had heard about the market opening but there was no clear understanding about it. Therefore, a new project was designed aimed at increasing awareness among public.

The media project began in November 2011. The price of the project was about 300 000 euros for the period from 2011 – 2013. It contained the cost of advertising campaign, design and printing publications, creating the website, information phone service, public opinion research.

*The aim of a new project was:*

- To inform people about the market opening and changes that follow;
- To give practical information on what the consumers have to do and why it is necessary;
- To calm the fear about not having electricity.

*Activities under the new project:*

- Goodwill agreement between ministry and electricity undertakings to facilitate the market opening;
- Public website [www.avatud2013.ee](http://www.avatud2013.ee) (which was visited about 293 000 times);
- Continuous communication with media;
- Answering the inquiries on the website;
- Performances on seminars and conferences in all counties of Estonia.

## COMMUNICATION STRATEGY POLAND

Poland used the following tools for creating awareness on the benefits of market opening.

- Websites;
- Mass emails;
- Press releases;
- Advertisement;
- Brochures;
- Newsletters;
- Bulletins;
- Meetings;
- Social media;
- Youtube;
- School board messages in selected areas.

## SUGGESTED SITES

<https://www.openelectricitymarket.sg/faqs/general> - Singapore's Electricity Market

[https://www.ema.gov.sg/media\\_release.aspx?news\\_sid=20171020VldoAsbtUrj2](https://www.ema.gov.sg/media_release.aspx?news_sid=20171020VldoAsbtUrj2) – Jurong

## APPENDIX 2: LIST OF ANTICIPATED QUESTIONS FROM DIFFERENT GROUPS, FOR WHICH THE GOVERNMENT NEED TO HAVE ANSWERS

GENERATORS	LARGE CONSUMERS	VULNERABLE CONSUMERS	ALL OTHER CONSUMERS
What does Open Electricity Market mean for Consumers in Georgia?			
What are the advantages / disadvantages of an open market?			
What changes will result from the market liberalization?			
How to register on the open market?			
When/how can I enter the market? Who will help me to enter the market?	What is the Open Electricity Market about and how it will benefit consumers?		
What is the smallest amount one can trade at the market?	How can I buy electricity from generators?		
Is there any mechanism to mitigate non-payment	Is there a risk of frequent power blackouts?		
What if large consumers default?	What is the maximum period for electricity trade contracts? Is there any termination fee? What happens after termination, do I have to make the selections again?		
How capacity can be auctioned	What if generators set too high prices?		
If I can't find large consumers who else can I sell power to?	How is the electricity tariff determined?		
How can I get capacity on the Turkish line for export / import	How Do I find my Generators	How do I know I belong to Vulnerable?	How/when can I enter the market?
Am I a subject to balancing?	What are the opportunities in the wholesale market?	What protections are available for vulnerable?	Am I required you to register on the open market?
Can I import / export electricity to Turkey? If so, do I need partners in Turkey?	Can I import power?		Shall I have to get a new meter or any new equipment?
Does TSO have a right to curtail my energy production? if so, what is the criteria?	Will distributors be able to compete in the competitive market against large consumers?		What should I consider before buying electricity from a retailer
How do I recover my full revenue within the market given my negotiated tariffs within the Memorandum of Understanding (MoUs)?	Can I buy electricity from the existing suppliers?		Can my electricity retailer cut off my electricity supply?
Is there any floor or ceiling price?	Who do I get the bill from?		Whom do I contact if there is a disruption to my electricity supply
Has ever market been opened in the transition stage, as it is being proposed for Georgia	Do I have to have a contract with Electricity Market Operator (ESCO) for guaranteed capacity?		Will the reliability of my electricity supply change if I switch to a new retailer?
How do I get access to grid	Can I bypass the cost of guaranteed capacity by not buying from ESCO?		How am I billed for my electricity consumption?
What happens if the market price is different from the negotiated price?			Will consumer pay less for their electricity bills when the retail electricity market is fully opened, and if so, how much less?
Under what conditions can I export? Do I have to sell into the domestic market?			How do I know when my off-peak/night rate starts and finishes?
Is there a standard contract?			Whom do I call if I have problems with my service?
What is the maximum and minimum length of a contract?			What happens if I move/ change the address?
Where can I sell electricity during the off-peak			Do residents of apartment buildings have to select one and the same electricity trader?
What kind of assistance I get from the Government			How can I switch my provider

## QUESTION ON THE BILLING PER HOUR SYSTEM

1. What is the new billing per hour system?
2. Where can I find the prices of electricity per hour?
3. Who does the billing per hour system affect?
4. Will the new billing system per hour help me to save money on my electricity bill?
5. Is the change to billing per hour automatic or do I have to do something?
6. How is my electricity consumption by hour measured?
7. When will the new billing per hour system begin to be applied?
8. How will I know if I am being billed for hourly consumptions?
9. How are the prices established?
10. What are the advantages and disadvantages of the billing per hour system?
11. Will my electricity bill change at all?
12. What are the other options offered by the energy company to avoid energy price variations?
13. Is the billing per hour system the same as the time restriction tariff?
14. How can I plan my monthly electricity consumption?
15. What type of information can I view in relation to My Consumption?
16. Will my electricity bill change at all once I am being billed according to my real consumption?

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