Communication Plans
Background

- 2011 marks 15th Anniversary of INOGATE
  - Something to celebrate and communicate!
- CC Communications Workshop in Tbilisi 19 October 2010
  - agreed background and context for INOGATE communications strategy
  - introduced communications facilities to CCs, including upgraded web portal and communications manual
  - agreed to organise small-scale ‘workshops’ to devise country-specific INOGATE communication plans
  - requested ITS to prepare draft plans for discussions at workshops
Objectives of Plans

- Improve the visibility of the INOGATE Programme
- Explain to stakeholders and citizens the benefits of the EU partnership offered through the programme
- Highlight successes of EU energy cooperation in each country
- Encourage interest and participation
**Visitation Programme**

ITS experts visited the following countries to discuss and agree finalised versions of the Communication Action Plans:

<table>
<thead>
<tr>
<th>Country</th>
<th>Date</th>
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<tbody>
<tr>
<td>Armenia</td>
<td>19 April</td>
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<tr>
<td>Azerbaijan</td>
<td>29 April</td>
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<tr>
<td>Belarus</td>
<td>6 May</td>
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<td>Georgia</td>
<td>29 March</td>
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<td>Kazakhstan</td>
<td>11 April</td>
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<td>Kyrgyzstan</td>
<td>19 April</td>
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<td>Moldova</td>
<td>23 March</td>
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<td>Tajikistan</td>
<td>14 April</td>
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<tr>
<td>Uzbekistan</td>
<td>29 April</td>
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- Turkmenistan: awaiting comments
- Ukraine: comments via correspondence.
Partner Countries agreed the following elements as part of the INOGATE 2011 communication initiative:

- actions targeted to ‘internal’ stakeholders
- quarterly country-specific emails (all)
- extranet (all)
- ‘help-desk’ facility (all except one)
- manual and publications (all)
- local information event (all)
- annual country info-sheet (gatefold leaflet) (all)
- web-links reciprocation; Wikipedia entry (in principle, all)
- media cooperation (in principle, all)
Country Specific Actions

- Many countries are interested in combining Information Event with Round Table/Presentation as a 1 or 2-day ‘package’ (dates and topics to be finalised).

- Possible examples of round-table topics include:
  - Armenia – elements of EU energy Acquis
  - Azerbaijan – energy efficiency for consumers
  - Belarus – standards harmonisation
  - Kyrgyzstan – EE/RES and Covenant of Mayors
  - Tajikistan – RES and Ecosystems
  - Moldova – Renewables/Energy efficiency
Exhibition participation

- Appropriate exhibitions etc. to be linked with actions are being researched but may include:
  - GIOGIE March 2012 (Georgia)
  - Kazenergy Eurasia Energy Forum, anticipated October 2011 (Kazakhstan)
  - Moldenergy March 2012 (Moldova)
  - Oil and Gas Ukraine, November 2011
Next Steps

- ITS has met with EU Delegations in Partner countries and they are all keen to support Communication Plan actions
- ITS will liaise with CCs/Ministries to determine optimal dates and topics for events
- ITS will liaise with INOGATE projects, EU institutions and EU delegations to arrange appropriate speakers for events
- Anticipated roll-out of actions June 2011- March 2012