PUBLIC OUTREACH CONCEPT

37th ECRB CRMWG

Vienna

June 14, 2017

USAID Energy Investment Activity Project,
Elma Haveric
CONTENTS

• About the Project
• Project objectives
• Why we launched PO Activities
• Public Outreach Concept
• Current activities
ABOUT THE PROJECT

• Policy and technical assistance project
• Total funding 5.47 million USD
• Project duration: September 2014 – 2019
• Implementing partner: Advanced Engineering Associates International
PROJECT OBJECTIVES

- USAID EIA has 6 key activities:
  - INVESTMENTS
  - ELECTRICITY RETAIL MARKET
  - EMISSION REDUCTIONS
  - ENERGY EFFICIENCY
  - BIOMASS
  - PUBLIC OUTREACH

- All activities support BiH EU integration and alignment with EU regulations.
PROJECT OBJECTIVES

- Investor friendly legal framework
- DSO functioning as a neutral market facilitator and RES integrator
- EE targets/goals achievable through the Energy Efficiency Obligation scheme mechanism
- SMEs from wood processing industry and agriculture informed about possibilities to build co-generation plants
- Lifetime extension of existing TPPs through the implementation of Large Combustion Plants Directive (LCP)
Customers informed about the retail electricity market

• Assist Regulatory Commissions in BiH to improve relationship with the public by:
  • Developing concepts and guidelines for communication.
  • Working to obtain the Commission’s buy-in for the implementation of these concepts and guidelines.

• We work with the media, stakeholders and general public to increase their understanding of energy sector topics.
Why we launched extensive PO Activities

• So far, there have been no extensive outreach activities that would inform the public about the changes that have occurred after the opening of the electricity market

• Regulatory Commissions have published on their Websites the information on the options that customers have in the open electricity market
PUBLIC SURVEY

• In order to find out how much the public is informed about the fact that the market is opened, a survey of the public must be conducted

• In December 2016, USAID conducted a public survey of 3000 people

• USAID EIA conducted a survey during the media training at the Third Energy Summit
Do you know who determines the electricity prices?

- Government: 33% (Journalists), 26% (Public Survey)
- Regulator: 32% (Journalists), 9% (Public Survey)
- EP’s: 30% (Journalists), 16% (Public Survey)
- Market: 21% (Journalists), 5% (Public Survey)
- I don't know: 22% (Journalists), 5% (Public Survey)
Are you aware that it is possible to switch your electricity supplier?

**JOURNALISTS**
- Yes: 74%
- No: 26%

**PUBLIC SURVEY**
- Yes: 65%
- No: 35%
What Regulatory Commissions for Energy do?

- Determine the network fee: 16% (Journalists), 5% (Public Survey)
- Determine the electricity price: 37% (Journalists), 18% (Public Survey)
- Monitor the work of EP's: 26% (Journalists), 19% (Public Survey)
- I don't know: 58% (Public Survey)
INTRODUCTION

“The Public Outreach Concept” will act to serve the regulatory commissions as communication guidelines.

The Public Outreach Concept Defines:

• Mission
• Goals – general and primary
• Determining the target members of the public
• Message carriers – who communicates
• Methods of communication
MISSION

• Explain complex energy issues in a simple and understandable way.
• Create a harmonized plan for Public Outreach
GOALS

Define the goals:

Explain to the public

Who is in charge of what in the energy sector

How electricity prices are determined

How to switch suppliers to find more favorable prices or conditions
COMMUNICATION PLANNING

For communication planning it is important to:

• Determine the targeted members of the public,
• Based on that, define the media to be used,
• Formulate precise messages,
• Determine the message carriers: who communicates via media
• Plan replies to possible public reactions (questions)
MESSAGE CARRIERS – WHO COMMUNICATES?

• **Regulatory Commissions** in Bosnia and Herzegovina are the main actors for the implementation of these activities:
  • Neutral
  • Independent and unbiased
  • Obliged to
    • Regulate market relations
    • Promote competition
    • Protect the rights of customers

As result, the Commissions’ image will be improved
MESSAGE CARRIERS – WHO COMMUNICATES?

• **Electricity suppliers** – also need to adopt the new ways of communication with the public to improve the image of their companies and sales of their products

• **DSO** under the regulator’s supervision
TARGET GROUPS

• The Target Groups are all customers, whether they are legal or natural persons.

• It is easier to say that this communication is intended actually for EVERYONE.

• However, it is important to differentiate between:
  • Large customers that are partially or completely familiar with the process, and
  • Commercial customers that are only very basically informed about the process.
TARGET GROUPS

• The important target group – citizens – are the ones who are insufficiently informed about these possibilities

• At this stage it may be premature to target customers from the category of households, given the current price situation in the market.

BUT

• Households certainly need to know what is whose role.
HOW TO IMPLEMENT COMMUNICATION

• Start from the assumption that there is no public knowledge about the liberalization of the electricity market.

• **WHY?**
  • Insufficient or no public knowledge
  • Wrongly communicated and interpreted information that has followed this process in media reports.
HOW TO IMPLEMENT THE COMMUNICATION

• The messages communicated and the methods used must be understandable and clear

• “There is no such thing as stupid questions, only stupid answers.”

• “Communication is a two-way street.”
METHODS OF COMMUNICATION

- **ONLINE Platform:**
  - "All in one place"
  - The absence of moderation and the long time to answer questions

The special call-in telephone line

- Widespread practice of “traditional communication.”
- Under-educated person who answers questions or directs customers to the appropriate place where they can get an adequate response
METHODS OF COMMUNICATION

“Face to Face” form
- A wide range of interested parties and breaking of stereotypes regarding the topic
- Insufficient number of participants

“Coffee with....”
- Good media treatment
- Limited number of participants
METHODS OF COMMUNICATION

• Media campaign:
  - Development of fair and professional relations between media and campaign carriers
  - Possibility of “not recognizing” the media interest on the one hand and campaign carriers on the other

• Development of short and effective media content with key messages of the campaign
  - Clear media messages
  - Smaller possibility of agreement with the large media, that is, large electronic media
METHODS OF COMMUNICATION

• Media training
  • If the media didn’t announce it, it didn’t happen
  • The Media needs You, and You need the media!
  • You know the most about the conversation subject!
CURRENT ACTIVITIES

In cooperation with the U.S. National Association of Regulatory Utility Commissioners (NARUC) developed:

General and Web-Based Communications Best Practices

• Outlines the important elements to consider from the perspective of general communications efforts and effective website development.

Price Comparison Tool

• A tool that gives customers more control of their electricity choice
  • http://uporedistruju.ba/
http://uporedistruju.ba/

Da li je moguće uštedjeti novac na računu za električnu energiju?

Promjenom snabdjevača električne energije možete smanjiti svoj račun za električnu energiju. Odaberite Vašeg distributera iz izbornika kako bi Vam se prikazali odgovarajući snabdjevači.
CHALLENGES

- Regulators to implement the “Concept” as the basis for development of a communication plan
- Acceptance of the web platform as the Commissions’ own important tool for informing customers
Thank you for your attention!

Elma Haveric  
USAID EIA  
Gajev trg 2/2  
phone:+387 61 139 227  
e-mail: ehaveric@usaideia.ba  
info@usaideia.ba  
www.usaideia.ba