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BOSNIA-HERZEGOVINA

PUBLIC OUTREACH CONCEPT

37th ECRB CRMWG

Vienna

June 14, 2017

**USAID Energy Investment Activity Project,
Elma Haveric**



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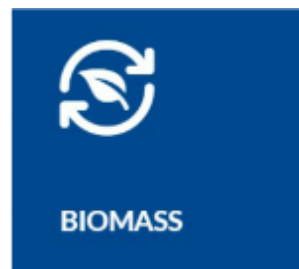
ABOUT THE PROJECT

- 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:



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



PROJECT OBJECTIVES



INVESTMENTS

Investor friendly legal framework



ELECTRICITY
RETAIL MARKET

DSO functioning as a neutral market facilitator and RES integrator



ENERGY
EFFICIENCY

EE targets/goals achievable through the Energy Efficiency Obligation scheme mechanism



BIOMASS

SMEs from wood processing industry and agriculture informed about possibilities to build co-generation plants



EMISSION
REDUCTIONS

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.



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www.usaideia.ba



USAID
OD AMERICKOG NARODA

Investiranje u sektor
energije (USAID EIA)

O NAMA AKTIVNOSTI ENERGETSKI SAMIT DOKUMENTI GALERIJA



- INVESTICIJE
- BIOMASA
- MALOPRODAJNO TRŽIŠTE EL ENERGIJOM
- ENERGETSKA EFIKASNOST
- SMANJENJE ŠTETNIH EMISIJA
- ODNOSI S JAVNOŠĆU

NOVOSTI

SVE →

17.04.2017 Treći Energetski samit 2017
ČITATI →



SOFTVER
ZA ANALIZU ISPLATIVOSTI
ELEKTRANA NA BIOMASU



DOKUMENTI



Pregled kogenerativnih
tehnologija korištenja biomase sa
ustutom za korištenja softvera

Recorded with
SCREENCAST MATIC



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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

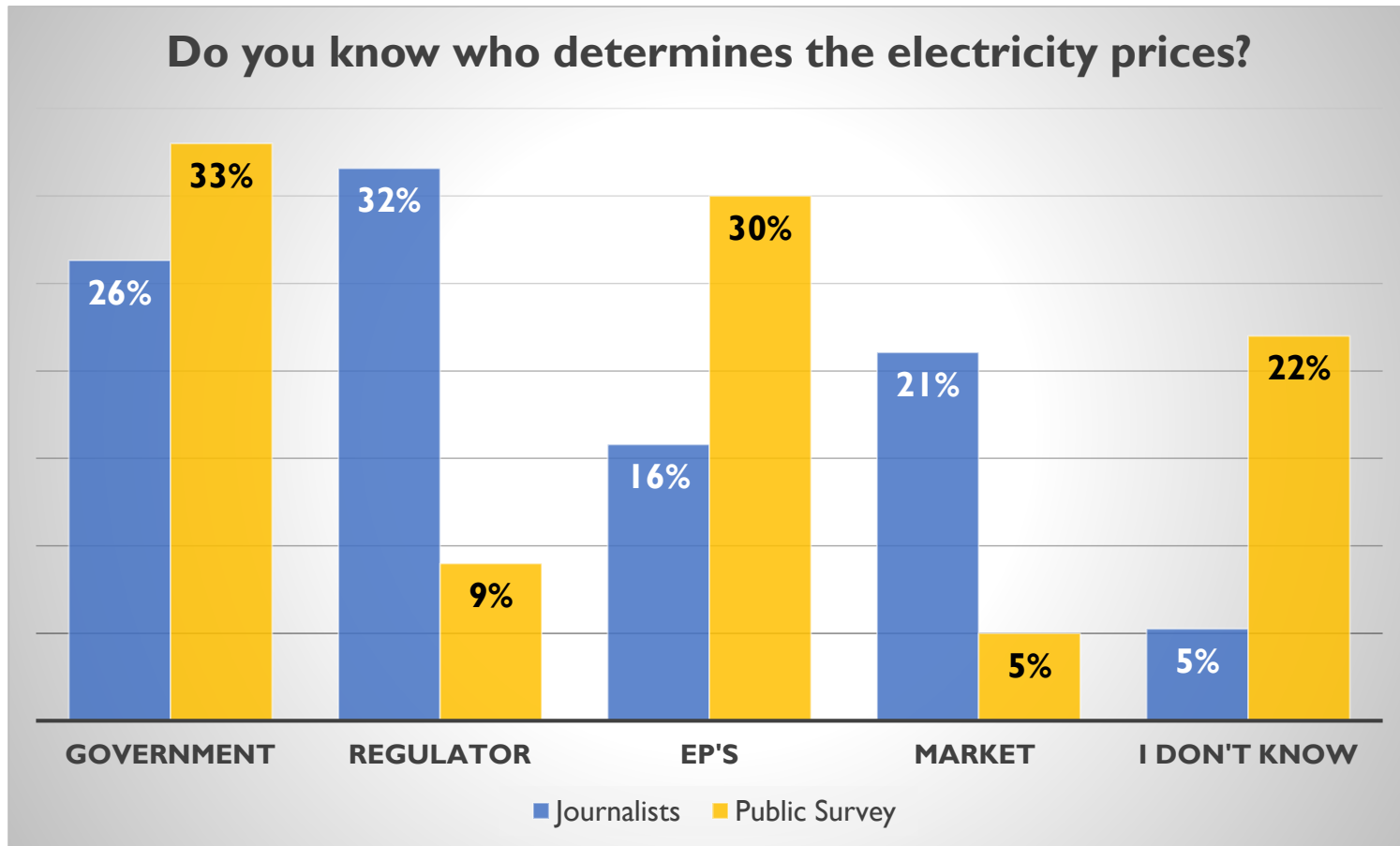


PUBLIC SURVEY

- 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

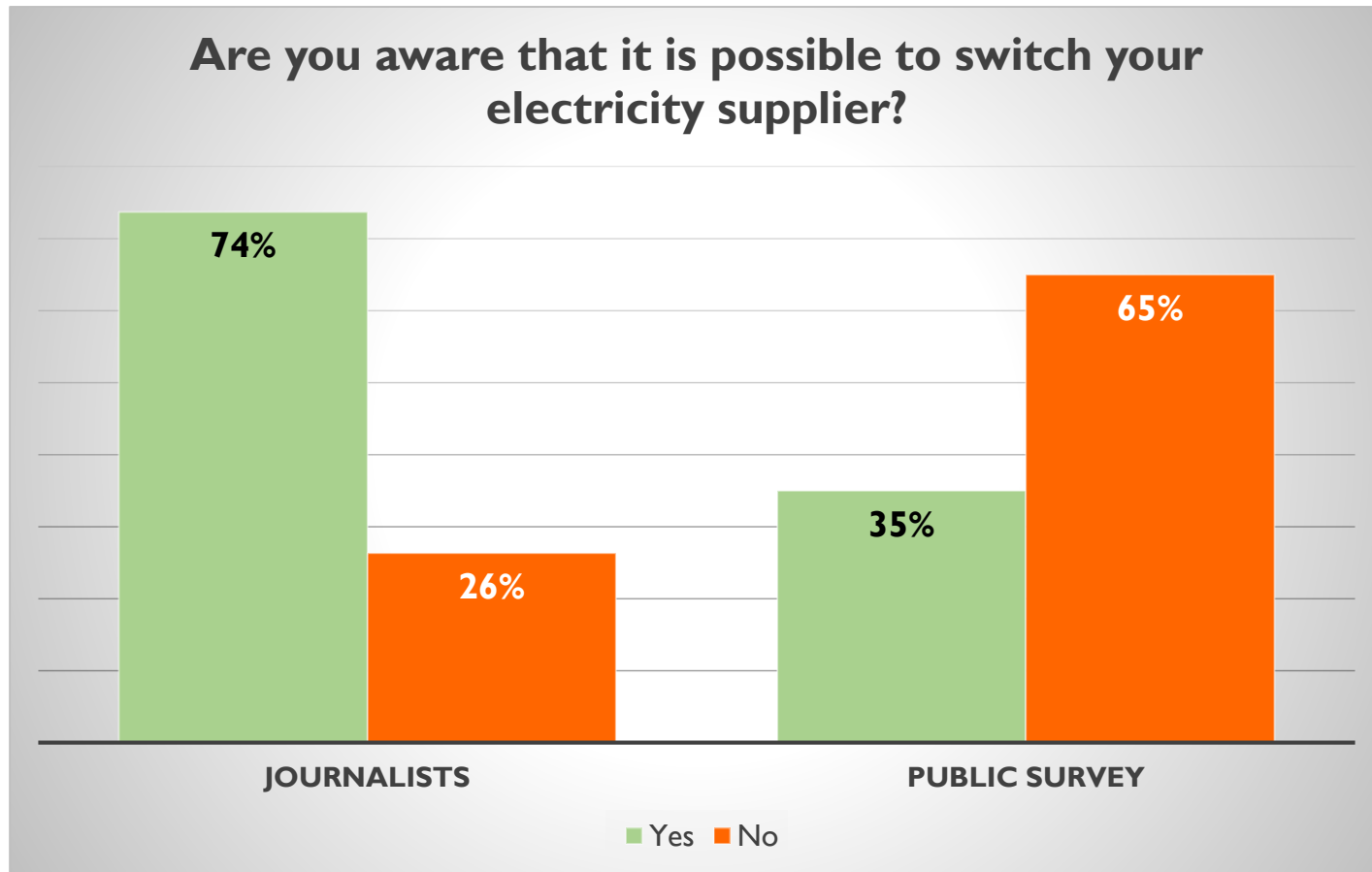


PUBLIC SURVEY



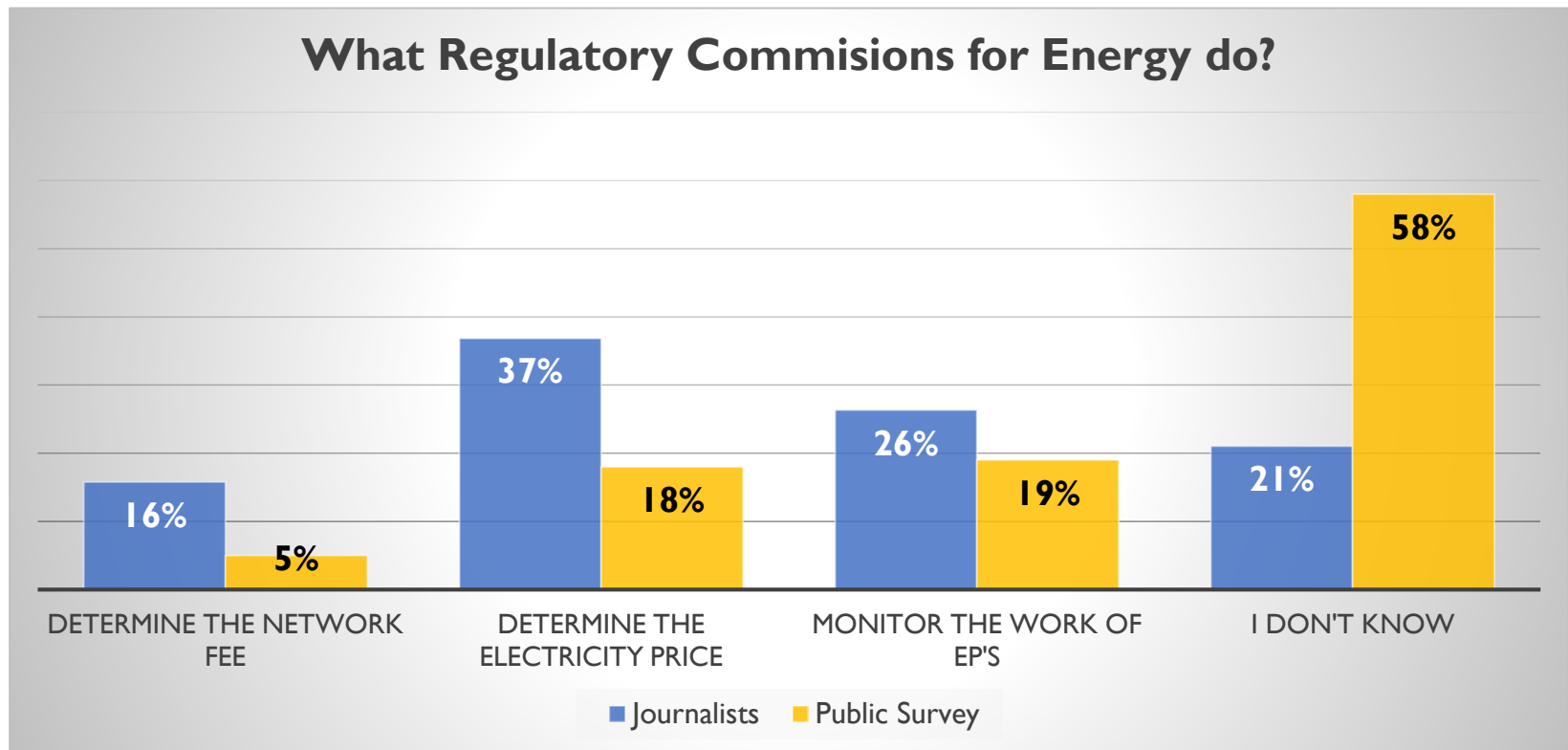


PUBLIC SURVEY





PUBLIC SURVEY





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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



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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)



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MESSAGE CARRIERS – WHO COMMUNICATES?

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

As result, the Commissions' image will be improved



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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**



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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.**



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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.



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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!





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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/>

uporedistruju.ba

Promjena Snabdjevača - Šta Je Na Računu? Prava Korisnika Ušteda Energije - Česta Pitanja O Alatu - FAQ Contact

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

Odaberi distributera

TIP KORISNIKA

Domaćinstva Komerrijalni Mali komerrijalni



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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



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Thank you for your attention!

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