



REPORT ON PROMOTION CAMPAIGN IN BULGARIA

DELIVARABLE: D4.4 REPORT ON PROMOTION CAMPAIGN

КОФИНАНСИРАН ОТ



Кофинансиран по програма
„Интелигентна Енергия за Европа“
на Европейския Съюз

ПАРТНЬОРИ



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Goals of the campaign:

The main goal of the promotion campaign held in the region of Plovdiv, Bulgaria was to reach out to as many energy poor household as possible in order to provide each household with energy advisory visits and support, to engage stakeholders and other experts in the implementation of the campaign, and to address current energy poverty issues in the country.

Activities:

Several group meetings together with one-on-one meetings were implemented with key stakeholders from the region with the aim of designing and structuring the campaign, including meetings with:

1. Caritas Bulgaria – Plovdiv branch
2. Municipality of Smolyan
3. Municipality of Rakovski
4. Church "Sveti Georgi", Plovdiv
5. Church "Holy Heart of Jesus", Rakovski
6. Association of Bulgarian Energy Agencies (ABEA)
7. Za zemiata NGO

Meetings with the aim of engaging schools and training of students and teachers were also conducted with:

1. Professional School of Electrical Engineering (PSEE), Plovdiv
2. Professional School of Food Processing Industry (PSFPI), Plovdiv
3. Professional School "Petar Parchevich", Rakovski

Participating agents:

Agents directly participating in the implementation of the first part of the promotion campaign:

STAKEHOLDERS		
No.	Organisation	Contact person
1	Caritas Bulgaria	Emanuil Patashev ; Tanya Savova
2	Municipality of Smolyan	

3	Municipality of Rakovski	Bozhidar Strehin
4	Church "Sveti Georgi"	Father Timo
5	Church "Holy Heart of Jesus"	Father Dimitar
6	ABEA	Zdravko Georgiev
7	Za Zemiata	Todor Todorov

SCHOOL CAMPAIGN		
No.	School name	Contact person
1	Professional School of Electrical Engineering	Elena Dinchiyska
2	Professional School of Food Processing Industry	Ekaterina Vuleva
3	Professional School "Petar Parchevich", Rakovski	Petar Karparov

Tools

For the support of the implementation of the campaign in Bulgaria, three communication tools were developed:

- an informational leaflet containing information about energy poverty, REACH project, energy visits, household benefits and contacts;
- a voucher brochure containing information how household visits are performed, information on benefits of savings and application form;
- a shopping bag for multiple reuse with REACH logo and the project name – each household receives their package of energy and water saving devices packed within this REACH shopping bag.

The informational leaflet and the vouchers were disseminated to visitors, general public and professionals during the Energy efficiency days at the International Fair of Plovdiv, held September, 2014 and during the Smart Cities event at Via Expo, Sofia in March, 2015.

RESULTS

STAKEHOLDERS

Caritas Bulgaria – Plovdiv

As a result of the successful partnership built between Energy Agency - Plovdiv and Caritas during the implementation of ACHIEVE project, several discussions about its continuation were held with Mrs. Tanya Savova, Caritas representative in Plovdiv. As a result, two meetings were held between both parties. Caritas decided to continue to support EAP in identification of energy poor households and to disseminate REACH project to additional households. Further discussions about the opportunity for volunteers from Caritas to take part in energy poverty and energy education trainings are underway. So far 15 households from Caritas network applied and received personalized visits and energy advice.

Church “Sveti Georgi”, Plovdiv

After several face-to-face meetings with Father Timo representing “Sveti Gerogi” church, where REACH goals were presented, the church joined REACH project by actively disseminating the campaign materials among its members. Nearly 20 energy poor households signed up to take part in REACH and received energy advice and sets of energy and water saving devices.

Municipality of Smolyan

Municipality of Smolyan is a member of the Covenant of Mayor Initiative and has developed Sustainable Energy Action Plan (SEAP). Currently the Energy Agency of Plovdiv is helping the municipality with its implementation and also carries out the monitoring of the implemented measures. During this successful partnership, Energy Agency of Plovdiv and the Municipality of Smolyan agreed to implement energy advising within municipality-selected homeowners' associations who also applied within the National Energy retrofitting programme, located in areas where mostly low-income households are presented. The initiative succeeded in covering 55 energy poor households. The visits were conducted by volunteers who were supervised by experts from EAP and municipality representatives.

Church "Holy Heart of Jesus", Rakovski

The discussion was held with clarification of REACH concept and the opportunities it provides, both to students and to households. Father Dimitar confirmed the Church's commitment in identifying households in need. Energy advising in households in Municipality of Rakovski is planned in the near future.

Association of Bulgarian Energy Agencies (ABEA)



Two meetings with members of ABEA were organised: the first during the REACH project – Uzana Eco fest in July, 2014 and the second during the National meeting of ABEA. The aim of those events was to disseminate the project to other energy agencies in Bulgaria, but also to serve as a discussion platform about energy poverty in general, energy poor household policies, current actions, which are entirely focused on support through the provision of income that does not lead to improving the energy poor households' living conditions. Within the discussions concrete actions to attempt to tackle the problem and to change the existing legislation were brainstormed.

Za Zemiata NGO

Meetings with members of “Za Zemiata” were held during the Uzana Eco Fest, July 2015, and there was discussion on opportunities for establishing energy poverty as a policy priority and organising a national debate on the topic with stakeholders and government representatives.

SCHOOL CAMPAIGN

Professional School of Electrical Engineering

Due to the excellent communication with the Professional School of Electrical Engineering (PSEE) achieved during the implementation of ACHIEVE project and the students that were trained to be energy advisors, it was agreed that students would be trained and would take part in the implementation of REACH project as well. Meetings with school authorities were held, during which was discussed the structure of cooperation and the students' trainings. It was agreed that within the first year of the implementation of the REACH project, students from 12th grade, who already signed up for Energy efficiency and renewable energies classes would be involved. It was also agreed that the household visits would be conducted within the hours allocated for energy efficiency classes.

For future continuation of the project it was agreed that during the summer practice hours in 2015, students from 11th grade would be involved and would take part in the REACH training.

Professional School of Food Processing Industry

Meetings with the school representatives, including the principle and teachers, were held. The REACH concept, past experience and good practices from ACHIEVE were briefly presented. It was agreed that during the summer practice, to be held in July, 2015 students from 10th and 11th grade participating in Renewable Energy Systems classes would take part in REACH training and would become household energy advisors. To students there was a special presentation on the types of summer practises they could participate in, on the project's goals, on energy poverty in general and on how to implement household visits. In addition, in order for students to sign up for this training, there was an additional incentive -

RES trainings organised from EAP during summer practice hours: study visits to three biogas plants, biomass production plant and a PV plant.



Professional School “Petar Parchevich”, Rakovski

Several meetings with Mr. Petar Karparov, Principal of the Professional School "Parchevich" were held where details on REACH were presented. The meetings served for discussing the opportunities for students to take part in the REACH energy education and to conduct household visits. Several options for involving students were discussed - during school hours, during practice hours or during leisure time after school. During the meeting were presented results, photos and examples from ACHIEVE. However, due to inability of students to take part during their practice due to other engagements, the opportunity to train students from this school fell through.



Partners



Focus - Association for Sustainable Development, Slovenia

www.focus.si



Society for sustainable energy development, Croatia

www.door.hr



Energy Agency of Plovdiv, Bulgaria

www.eap-save.eu



Macedonian Centre for Energy Efficiency, Macedonia

www.macef.org.mk

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