



REPORT ON PROMOTION CAMPAIGN IN MACEDONIA

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DELIVARABLE: D4.4

КОФИНАНСИРАН ОТ



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

ПАРТНЬОРИ



Contents

Goals of the campaign:.....	3
Activities:	3
Actors:.....	Error! Bookmark not defined.
Tools	4
Communication channels.....	Error! Bookmark not defined.
Results	4

1. Goals of the campaign:

The main goal of project REACH – Reduce Energy use And Change Habits – is reduction on energy poverty in socially vulnerable households. Main purpose of the promotion campaign in Skopje, Macedonia was reaching out to energy poor households as many as possible thus providing households with energy visits and ensuring advises on energy savings. Engaging relevant stakeholders and additional experts in the process of campaign implementation, and addressing of the country energy poverty issues. The main goals of promotional campaign:

- Encroaching on energy poor households and their motivation to apply on energy advice services that the REACH project provides. Increase the visibility and wide acceptance on the assistance offered by the REACH project between the energy poor households.
- Increased visibility of the project and energy advises that it provides. Greater visibility within the vulnerable public, media and relevant actors which is of great importance for project success.
- Attraction of the interested actors and stakeholders to take part in providing the services and proper motivation of them for possible extension on the services.
- Encouragement and proper motivation of students to take part in the practical training as a energy adviser of the REACH project.

Regard of the main goal of the project REACH other goals were also reached, relevant actors were gathered so they can join on the project activities. Nevertheless more effort should be concentrated on communicating activities on the project to the general public. A greater involvement with local media.

Activities:

Several face to face meetings where held, which were implemented with crucial actors from the region with the purpose of creating the campaign, included meetings with:

- Macedonian Red Cross (Ms. Marina Mitevaska)
- Mobilitas Skopje (NGO for the handicapped people, Mr. Dejan Gjorgjevski)
- Social center of the City of Skopje (Ms. Biljana Cvetanovska)

Meetings with aim of engagement of schools and training of students where conducted:

- ETUC Mihajlo Pupin (secondary vocational school – electrotechnics and electronics)

Tools

For the implementation of the campaign in Macedonia the following communication materials were made:

- Informational leaflet which contains information related to energy poverty, REACH project, energy visits, benefits to households and contacts info; (The leaflets were disseminated to the households users of social care, households beneficiaries of the Red Cross, households with retired people and households with handicapped members)
- voucher brochure with information on how the household visits are performed, information on the benefits from savings and the application form; (The leaflets were disseminated to the households users of social care, households beneficiaries of the Red Cross, households with retired people and households with handicapped members)
- Multiple reusable shopping bag with REACH logo and the name of the project - each household receives a package of devices for energy savings on energy and water. (The bags were disseminated to the students and teachers and the leading persons of the contacted organizations.

Results

What are the results of the campaign?

The results of the campaign are:

- 95 households applied through the snowballing effect of the students.
- 0 households applied through the vouchers

How many households were reached, how many applied?

- 140 households were reached
- 95 applied

Any unexpected results?

- 0 households applied through the vouchers

School campaign

Professional School of Electrical Engineering

Due to the good communication with the Professional School of Electrical Engineering it was agreed that students would be trained and take participation in implementing of the project REACH. School meetings were organized with authorities, on which were discussed the structures of cooperation and the training of the students.

It was agreed that the first of the project REACH training will be held in March 2015, and second training in the period October - November 2015.

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

Co-funded by

Co-funded by the Intelligent Energy Europe Programme of the European Union



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