

DER Project Communications Group

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Knowledge-sharing series

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Communication, power and reform

5 Nov | 2:00-3:00 p.m. | 51018NW

Kyrgyz Republic – Power Sector Rehabilitation Project Public Information Campaign :

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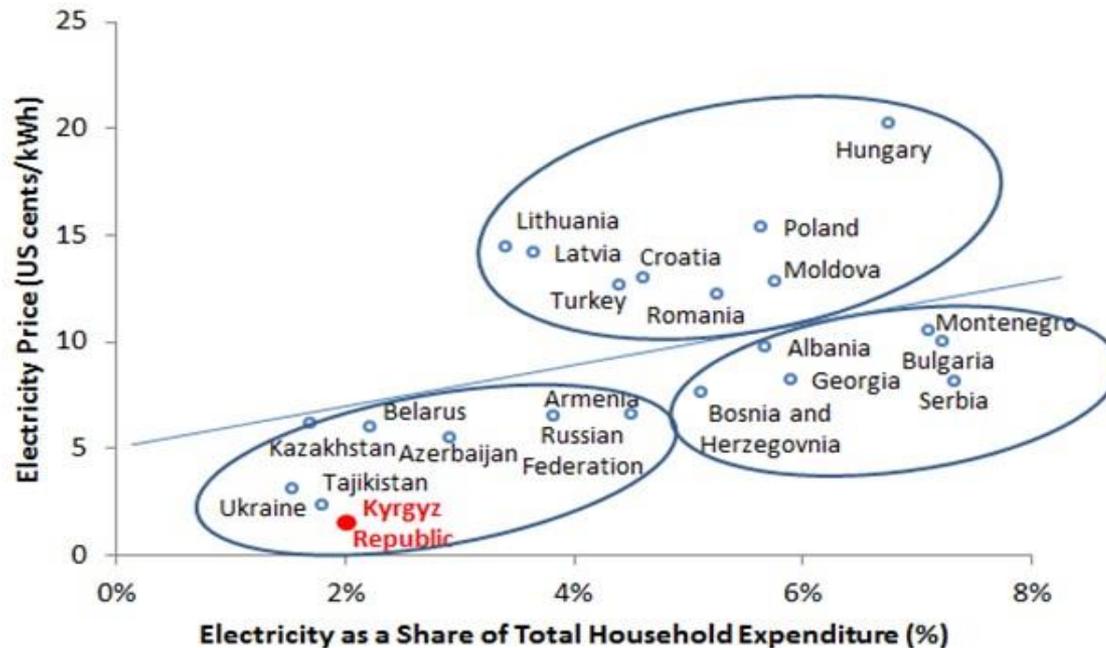
Press Unit, Kyrgyz Republic Ministry of Energy and Industry



Outline

1. Background
2. Public Information Program
3. Implementation of Communication Plan and Strategy
4. Results
5. Lessons Learnt/Best Practices

Background



Sources : Power Sector Policy Note for the Kyrgyz Republic, April 2014, World Bank

- Electricity tariff among the lowest, tariff had not increase since 2006
- 2010 social uprising after tariff increase by more than 100%
- Lack of clearly defined tariff setting methodology
- Mid Term Tariff Plan 2014, phased increase in tariff

Background

Objectives

- increase public awareness and remove negative perspective about power sector reform of the government
- Educate the public on benefit to achieve from an effective tariff policy and efficient energy usage

Coverage and Language

- Country wide
- Russian + Kyrgyz Language

Budget /cost

- \$400K, awarded \$160K

Consideration

- Project communication needs
- Procurement
- Information gap
- Formation of Working Group led by MOEI and consist of reps from MOEI press unit and regulator, PM Office, ADB and WB

Public Information Program

Mission of the Ministry of Energy and Industry (MOEI): Provision of qualitative uninterrupted energy and heating to the population of the Kyrgyz Republic

Information campaign goals:

- Increase the trust level of the public to the energy sector, and improve the energy sector's image;
- Create stable communications between the public and the energy sector;
- Inform the public about the reforms held in the energy sector;
- Justify the tariff increase necessity.

Developing the Communication Strategy and Plan

- ✓ Communication has the major role in the energy sector. In most cases, public discontent in KGZ is caused by the distrust to the energy sector management as public considers it as unsatisfactory. Eventually such dissatisfaction may lead to the uncontrollable public reaction. As tariff increases in the energy sector were one of the causes of mass discontent and riots in the past.

Key elements



Public Events



Mass Media
(transparent
communication)



Social Media



Internal
Communication

Social Research Survey

Social research survey was conducted before (2014) and after the campaign (2015)

- The total number of respondents participated in research was 710.

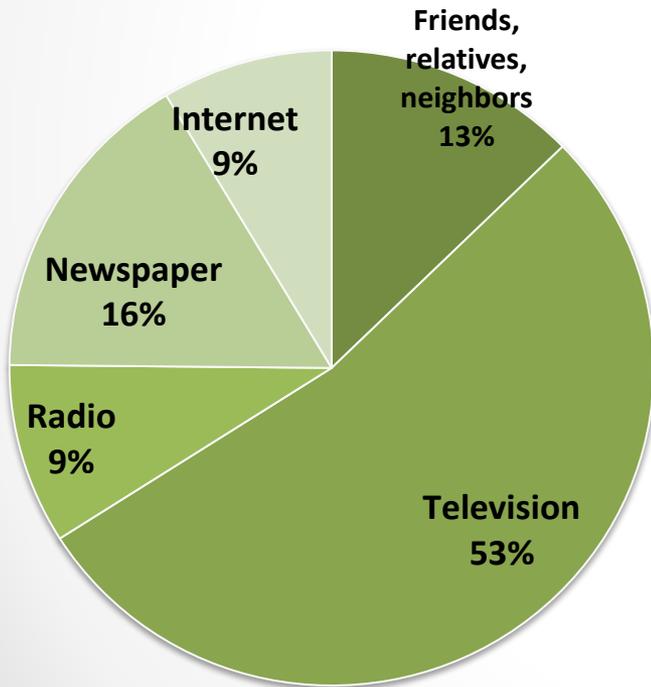
Main purposes of survey:

- Assess the level of awareness on the new energy tariff policy
- Determine the degree of satisfaction with the quality of services provided
- Determine the population's attitude to the changes in the tariff policy
- Assess the level of public trust in the energy sector
- Identify effective sources of information

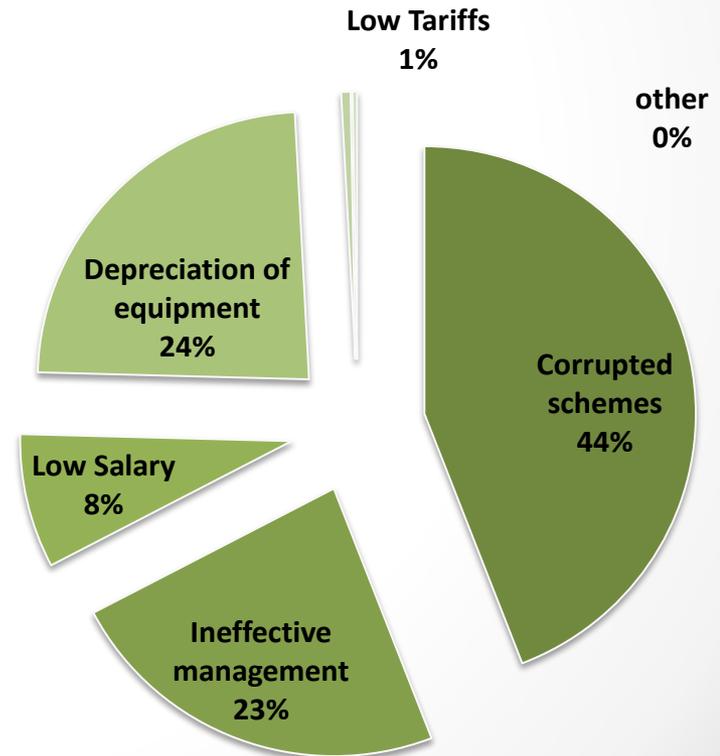


Social Research Survey

From what sources do you receive information?



What hinders the development of the energy sector?



Social Research Survey

- Analysis of the results of the initial survey held in 2014 showed that public is not highly prepared for the increase of electricity tariffs.
 - a) More than 60% of respondents strongly opposed the tariff increase.
 - b) Moreover, some respondents misperceive electricity as a given utility, which should be provided free of charge.
- This reaction is largely due to socio-economic factors, as about 90% of the respondents justify it with low income.
- The level of trust to the energy sector and administration is average and below average. Corruption, according to respondents, is a major challenge for the development of the energy sector.

The results of the survey demonstrated that there was an urgent need for conducting a campaign that will focus on destroying the false image of energy sector as a corrupt field and creating of positive image of the industry that is open to a dialogue with public, where specialists work for the benefit of the population. And all mentioned objectives worked as a guidance us in the campaign.

Communication Plan

- Development of effective messages for target audiences
- Development of simple and comprehensible media products (infographics, social ads) covering the critical question of the public, such as:
 - Where did the international loans and aid go?
 - What will improve after the tariff increase?
 - Technical and financial state of the sector
- Determination of the most effective media channels and release of developed media products
- Provision of stability of informational performance of the Ministry of Energy and energy companies through sharing of necessary skills and tools
- Development of effective materials to enhance public's understanding of energy sector and encouraging society's engagement in the development of it

Use of TV and Radio

- ✓ Weekly talk show on the National TV “Openly about energy sector”
- ✓ News stories on major channels
- ✓ Social informational video clips on the National TV and regional TV channels
- ✓ Social ads on Radio channels



Roundtables

7 events were conducted :

- **19 Sep, 2014**: Seminar with managers CQS in Ministry of Energy and Industry
- **4 Nov 2014**, roundtable with business associations and K. Turdubaev and N. Elebaev on issues of the new energy tariff policy on electricity.
- **19 Dec 2014**, meeting with veterans of the energy sector of Kyrgyzstan .
- **25 Mar 2015**, Roundtable with business associations "Ensuring uninterrupted power supply for business entities"
- **26 Mar 2015**, Roundtable on "Challenges in Energy sector and solutions"
- **4 Feb & 4 Mar 2015**, Two press-conferences were organized



Public Hearings

- ✓ Public Hearings, 23-27 Oct, 2014. Regions and Bishkek
- ✓ More than 30 meetings
- ✓ Public Hearings with CQS managers, 10-14 Nov, 2014. Regions and Bishkek
- ✓ More than 300 meetings
- ✓ Public hearings were covered not only by central media agencies, but also attracted the attention of local media. Among the local media representatives there were TV, newspaper, internet agencies.



Communication Paraphernalia

- ✓ 15 infographics widely spread on media and web-sites
- ✓ Leaflets and billboards across the country (public places: schools, hospitals, administrations, public transportation)
- ✓ Publications online, Kyrgyz and Russian newspapers (different media outlets)



Energy Efficiency Information

Also on the reverse side of invoices, notifications on energy efficiency were published across the country



TV



<http://youtu.be/xC5L4pToAZc>
Social infographical video



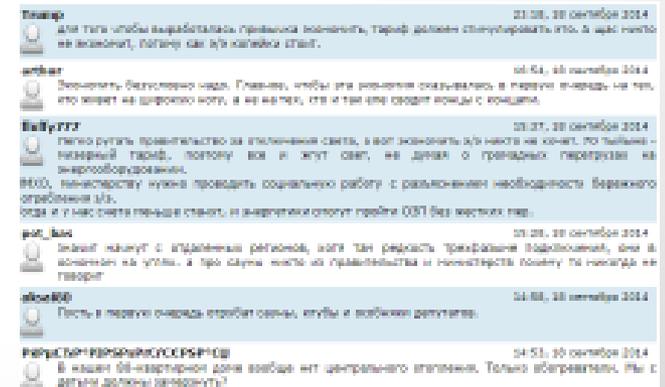
<https://youtu.be/V65FPIJv5wo>
TV talk show

Social Media

Informational Support: media expert, journalist

- Ministry of Energy and Industry Press-releases, interviews and comments
- Public Hearings
- Seminars with CQS managers
- Interviews with Experts
- Publications with Ministry of Energy and Industry representatives

Social Media activities are being held on Facebook “Energy sector KR” group and the main news website Akipress.org



Results

In comparison with the initial survey held in 2014,
the results of the survey in 2015 :

- 59% of respondents received the needed information on the New Energy Tariff Policy
- 20% improvement in awareness of public about the energy sector
- The majority of respondents got the information on the New Energy Tariff Policy from the invoices, leaflets, info graphics and news publications.
- Fewer people began to receive information from the television, 53 % reduction to 39 % , while the more people began to receive information from the internet, it has increased from 9% to 19%
- 47 % of the population said they rarely (once a month) experienced a power outage, 26% had uninterrupted supply of electricity
- Energy demand dropped by 20% (partially due to warmer winter)
- Mid-Term Tariff Plan implemented, effective Dec 2014

Best Practice/Lessons Learned

- Investing in project communication is **cost-effective** – the objective would have not been achieved without the campaign
- Cost of communication is **0.25% of total project cost**
- Procurement – **national/local** language/public survey (pre+post) /full coverage of media + geographical area
- Strategy for next power sector reform

Thank You



Company Profile



- Founded in 2009
- Central Asian, Bishkek-based consulting company
- Serves businesses, government institutions, civil society and international development partners and helps them achieve their growth and development objectives
- Specializes in strategic advisory, research and project delivery for economic development, combining unique local perspectives and technical expertise
- Diverse portfolio of completed projects that represent key themes and major areas of growth and development in the region. Focus on strategy consulting, market research and communications

Promotank has won and completed over **30** international development and business projects spanning a spectrum of sectors, such as **telecommunications, media, energy, agriculture and public service.**