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Best Practices of Communication Strategies in the RES at National and Local Level and First Results of the Twinning Project

Twinning Project
Renewables Development in Ukraine



State Agency on Energy Efficiency
and Energy Saving of Ukraine



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research



AUSTRIAN ENERGY AGENCY

umweltbundesamt^U
PERSPEKTIVEN FÜR UMWELT & GESELLSCHAFT

Federal Ministry
Republic of Austria
Sustainability and Tourism

Why communication of RES is important:

We want people to invest more in RES project

-Barrier: the public discourse is characterised by **misconceptions or misinformation**, a lack of accurate

Governments can and should provide information about RE, which can help foster a fact-based public debate

Barrier: people are permanently flushed with attention seeking information and easy access to media

Myth #1

Renewable Energy is Too Expensive

You can't be sure that you always supply 100% renewable electricity

Myth #10

Wind turbines are not efficient

Myth #N.....

What are the strategies of RES communication developed so far



The Energy Agency of Upper Austria (O.Ö. Energiesparverband)



30% RES in gross domestic
energy consumption



Upper Austria uses a combination of combination of “**carrots, sticks and tambourines**” (regulatory, financial measures, and information and training) to move towards its target of **100% electricity and space heating come from renewables by 2030**

- provides energy advice via more than 10,000 face-to-face advice sessions per year
- holds over 40 Energy Academies, or training courses, each year on topics across the entire energy value chain
- 160 green energy businesses network

Sustainable Energy Authority Ireland's (SEAI) Renewable Energy Information Strategy



60% RES in electricity
consumption



press releases and statements from politicians to generate print and digital media coverage to raise awareness of government programmes

assist local authorities to include RE in local plans

communication around good practices and promotion of government-funded programmes

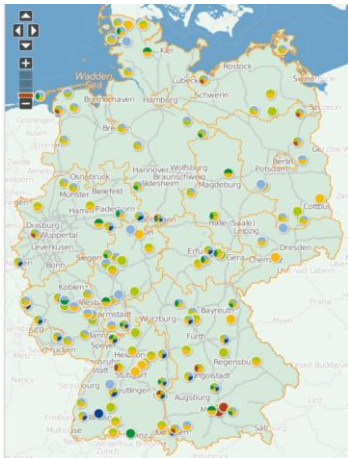
working with existing networks and engaging nationally with key stakeholders

Creation of SEAI Behavioural Economics Unit

Germany Renewable Energies Agency website “Kommunal-Erneuerbar” (renewable municipalities)



30% RES in final energy
consumption



- **connect** decision makers and citizens interested in enabling local renewable energy production to others with similar interests and proven experience
- website, which aims to help municipalities understand that renewable energy technologies have proven appropriate for communities similar to their own; **5000 municipalities reached**
- **monthly prize** to a municipality which has shown exceptional progress in its efforts to reduce emissions and transition to renewables.

In Ukraine: understanding of RES perceptions amongst citizens

Eurac Research
17 September at 18:09 · 🌐

🟢 Ви дбаєте про навколишнє середовище і підтримуєте використання відновлюваних джерел енергії? Вам знадобиться лише 10 хвилин, щоб анонімно відповісти на наші запитання!

Ми - дослідницький центр, який спеціалізується на відновлюваній енергетиці. Інформація, зібрана в цьому опитуванні, використовуватиметься для того, щоб допомогти Україні спланувати суттєве збільшення рівня використання відновлюваної енергії.

🟡 Натисніть, щоб пройти опитування, та допоможіть нам зробити Україну чистішою!

[See Translation](#)

eurac research  

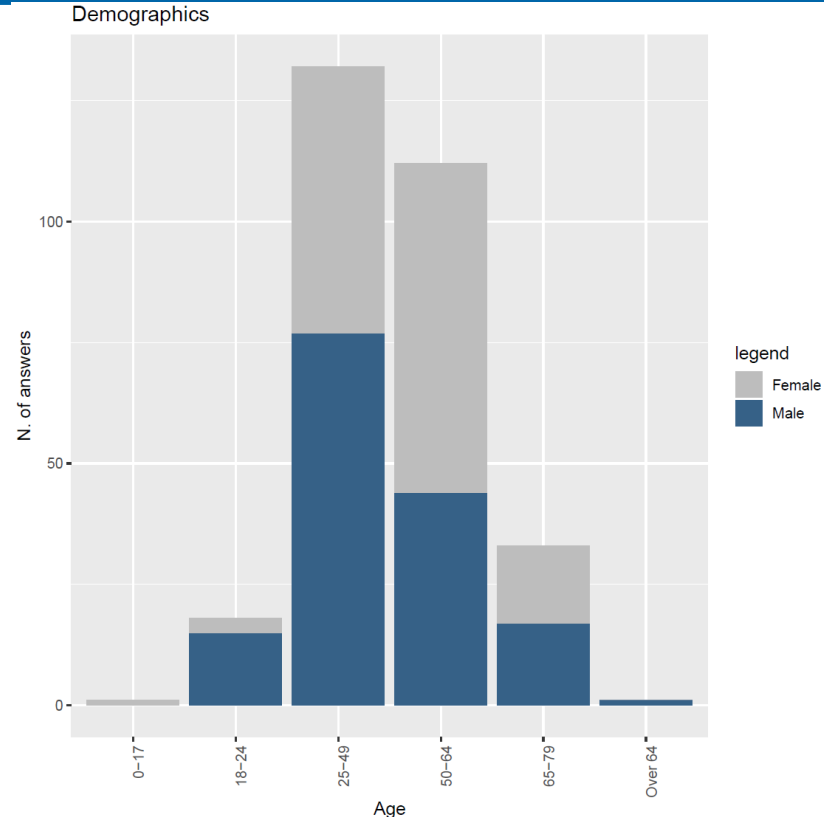
WWW.EURAC.EDU

- Survey done by Twining project
- 267521 people reached
- 6510 people clicked on the advertisement
- Among those who clicked, there is a rather equal number of man and women, with high share of people in the 35-64 age category.

Who answered to the survey?

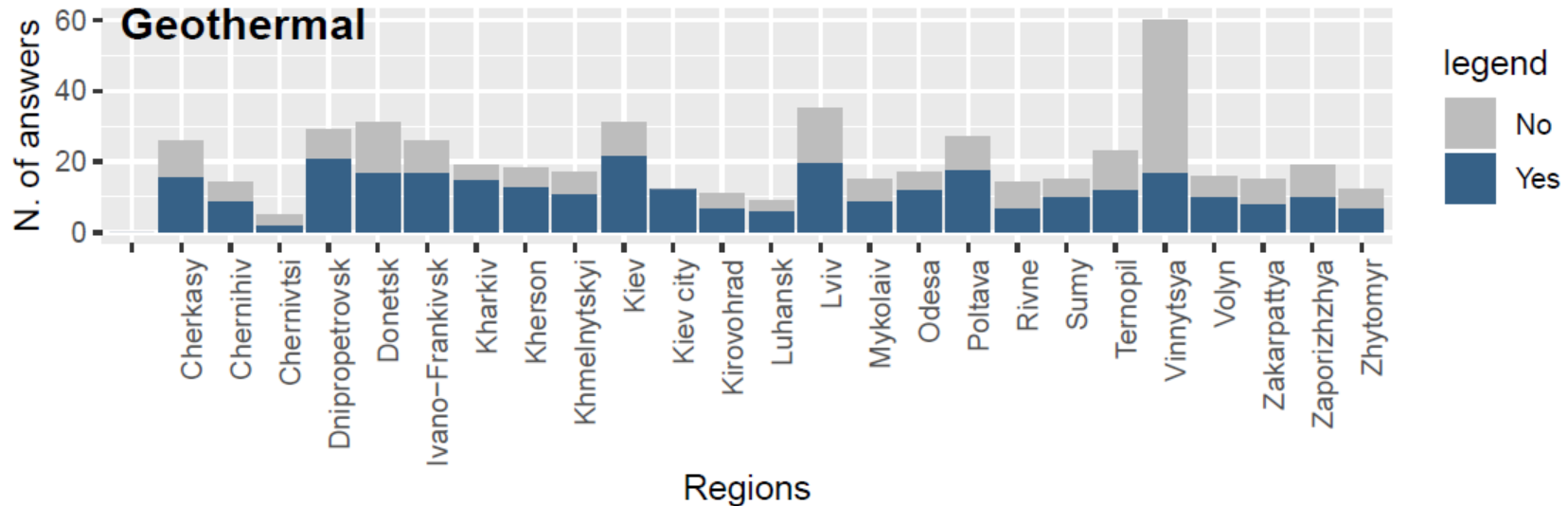
Who filled the entire survey are **25-64 years old**, have **low income** and **high education**, and live in **urban areas**. They are part of the UA **Facebook** public.

We are presenting results about **this part of the Ukrainian population**.



Which type of renewable energy they know?

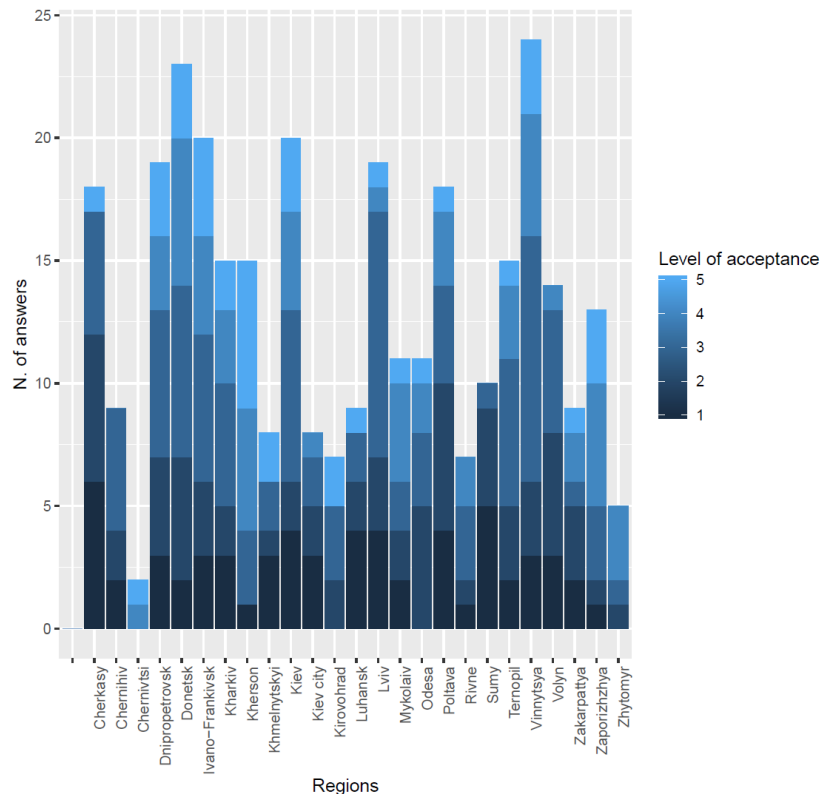
People that filled the survey have a **high knowledge on almost of the renewable energy sources, except for geothermal source.**



The adoption and acceptance of renewable energy

Who knows one renewable energy source has a **high knowledge** of all the other renewable energy sources.

Higher is the knowledge on renewable energy and **higher are both the acceptance and the adoption** of renewable energy.

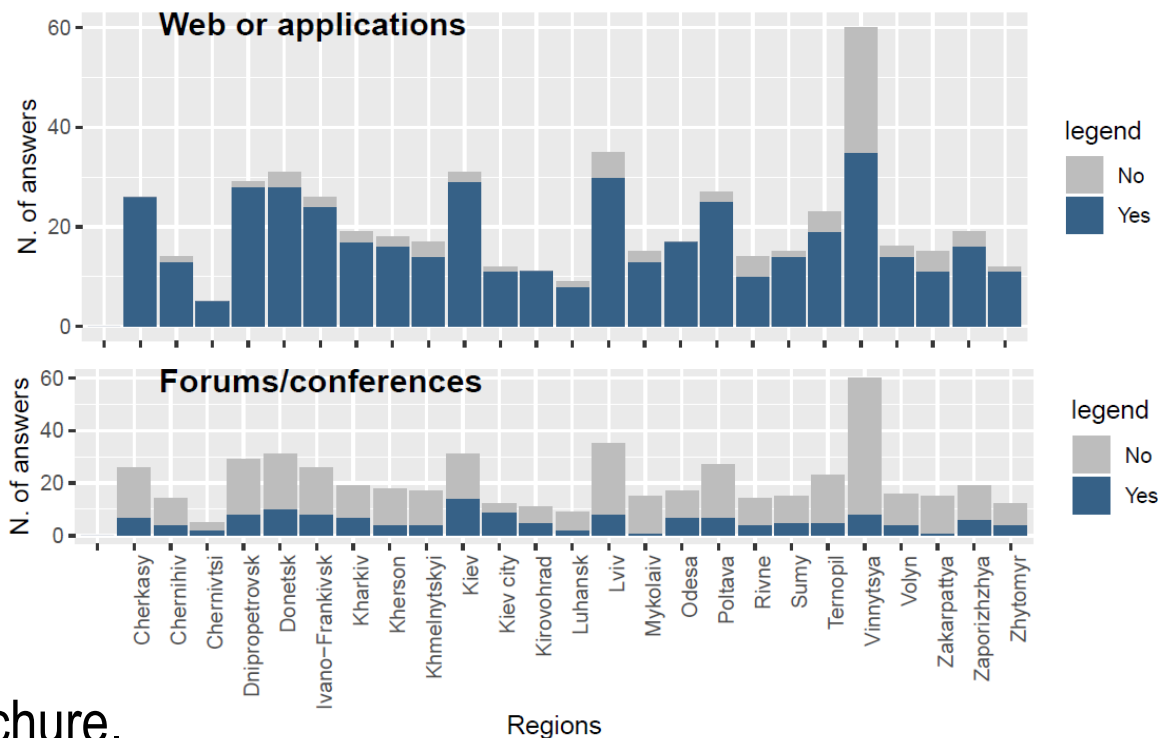


Recommendations

Increase the knowledge on renewable energy to increase the adoption of RE.

Through **website** and/or **applications** and, secondly, the use of **face-to-face contact points**.

Do not use conferences and brochure.



Recommendations

Promote **incentives or funding to increase the role of private enterprises and associations** in spreading knowledge on renewable energy.

Change the perceived role of public administrations in the renewable energy sector.

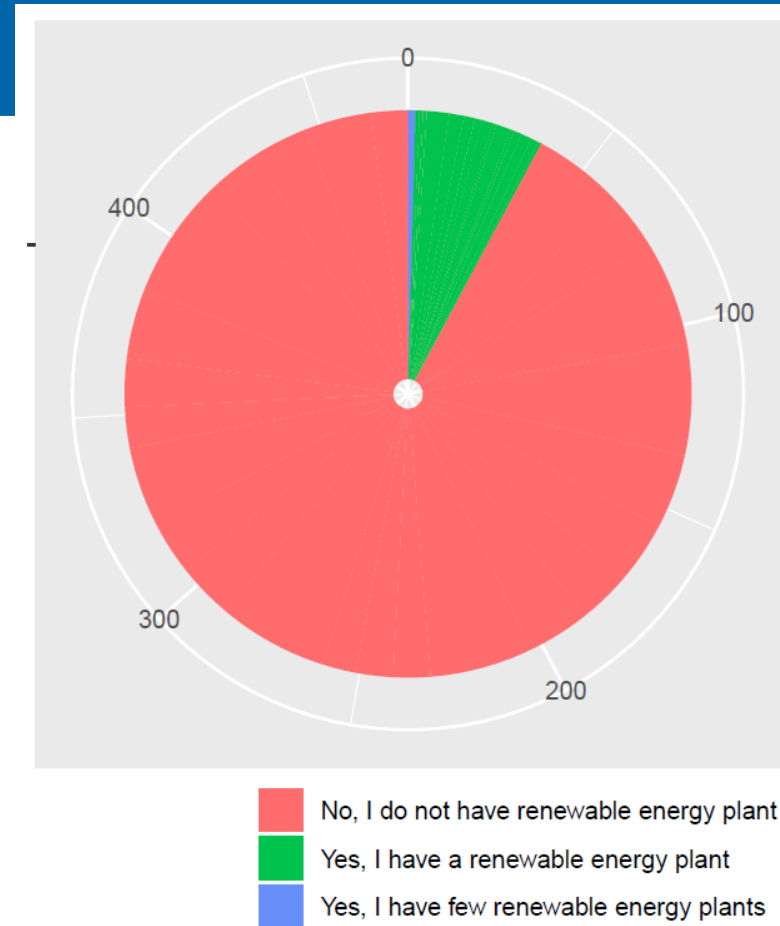
	Yes (%)
National agency	11,93
Public office of the region	5,17
Public office of the municipality	11,07
Private enterprise	22,14
Associations	22,26
Friends	18,45
Other	8,98

Recommendations

Renewable energy installations in private homes are not widespread among the respondents.

The **existence of technologies in the surrounding area foster the adoption** of renewable energy as well as the **knowledge** on renewable energy.

Increase knowledge and consider the surrounding context, for the development of communication strategy.

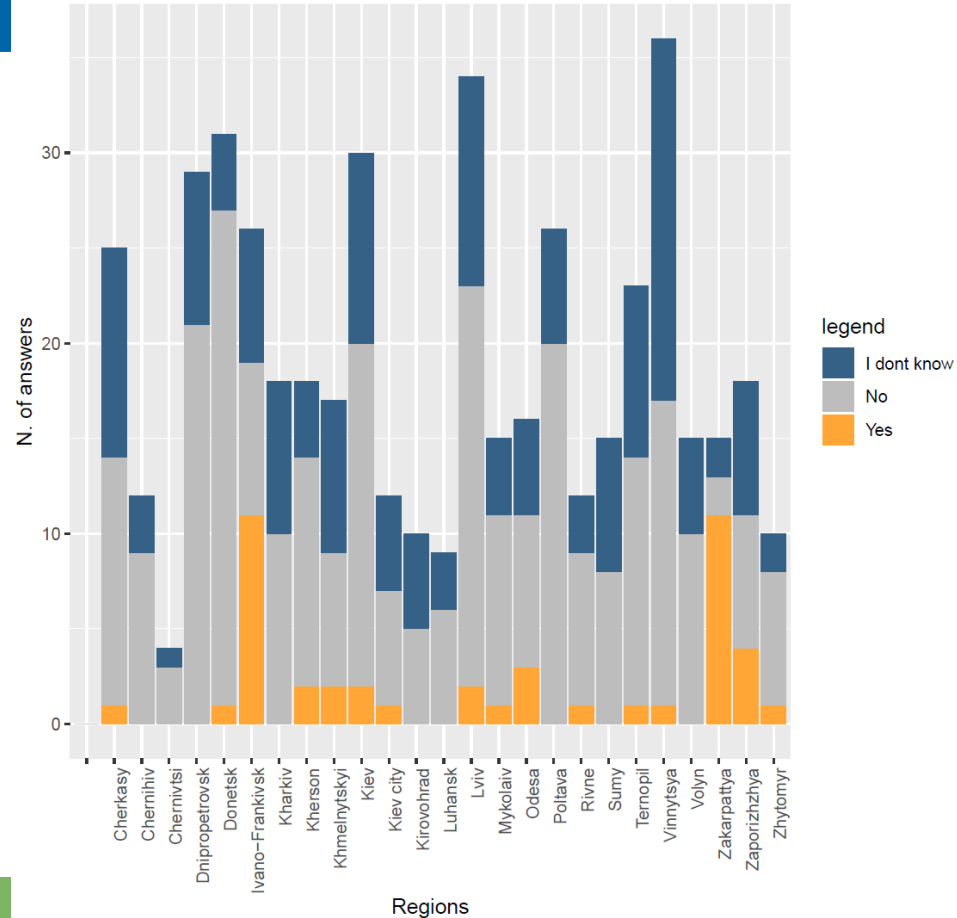


Recommendations

Ivano-Frankivks has low acceptance and people living here remember conflicts against renewable energy plants.

Consider the **peculiarities of the regions**, when communication strategy will be developed, especially for increasing the acceptance.

Protests perceived by residents in the last 20 years.



Thank you for your attention!

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