



INFORMING AND RAISING PUBLIC AWARENESS

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I. Goals

- Making the activity of the Agency publicly available in order to increase the level of public awareness of policies and regulations with significant impact on energy consumers;
- Informing the target groups about their rights and obligations in their relations with companies regulated by ANRE;
- Promoting a credible and coherent image of ANRE.



I. Goals

Purpose: develop the target groups' views on the role and place of ANRE in ensuring the normal operation of the energy sector, raising the confidence in the regulator, cooperation to achieve its objectives.



II. Target Groups of ANRE Communication

- Central and local public authorities, public officials therein;
- Companies regulated by ANRE;
- Public at large, consumer protection associations;
- Mass-media;
- International and regional partners.



III. Tools/Mean of Communication

■ Verbal Communication:

- hold meetings, unofficial discussions with the public and mass-media;**
- provide consultations with regards to regulations issued by ANRE;**
- hold hearings, debates and public sessions;**
- hold roundtables, seminars, conferences, other meetings with the interested parties;**
- organize press conferences, radio and/or TV interviews.**



III. Tools/Means of Communication

- **Written Communications:**
 - disseminate press releases, other informative materials for the press;
 - develop and disseminate brochures, leaflets, other informative material;
 - publish announcements, reports, Board decisions;
 - publish interviews, articles on ANRE's activity in mass-media.



III. Tools/Mean of Communication

- **Electronic Communication:**
 - update ANRE official website;
 - send messages via e-mail;
 - disseminate electronic informative materials (CD, DVD, etc.);



IV. Monitoring Communication Activity

- **Monitoring communication activity is subject to *post-factum (ex-post)* analysis and evaluation and comprises:**
 - ongoing monitoring of information tools;
 - periodical monitoring of public opinion through surveys and questionnaires;
 - monitoring opinion of target audiences;
 - obtain feedback in connection with information events and campaigns held by ANRE.



IV. Monitoring Communication Activity

- ***Post – factum* evaluation includes the following components:**
 - Number of information beneficiaries;
 - Number of feedback to events, actions, organized by ANRE;
 - Number of publications after such events and actions;
 - Number of interviews, commentaries or details requested by mass-media after events and actions organized by ANRE.