

Treći
ENERGETSKI SAMIT
u Bosni i Hercegovini



USAID
OD AMERIČKOG NARODA



Implemented by

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

How Well is the Public Informed About the Electricity Sector?

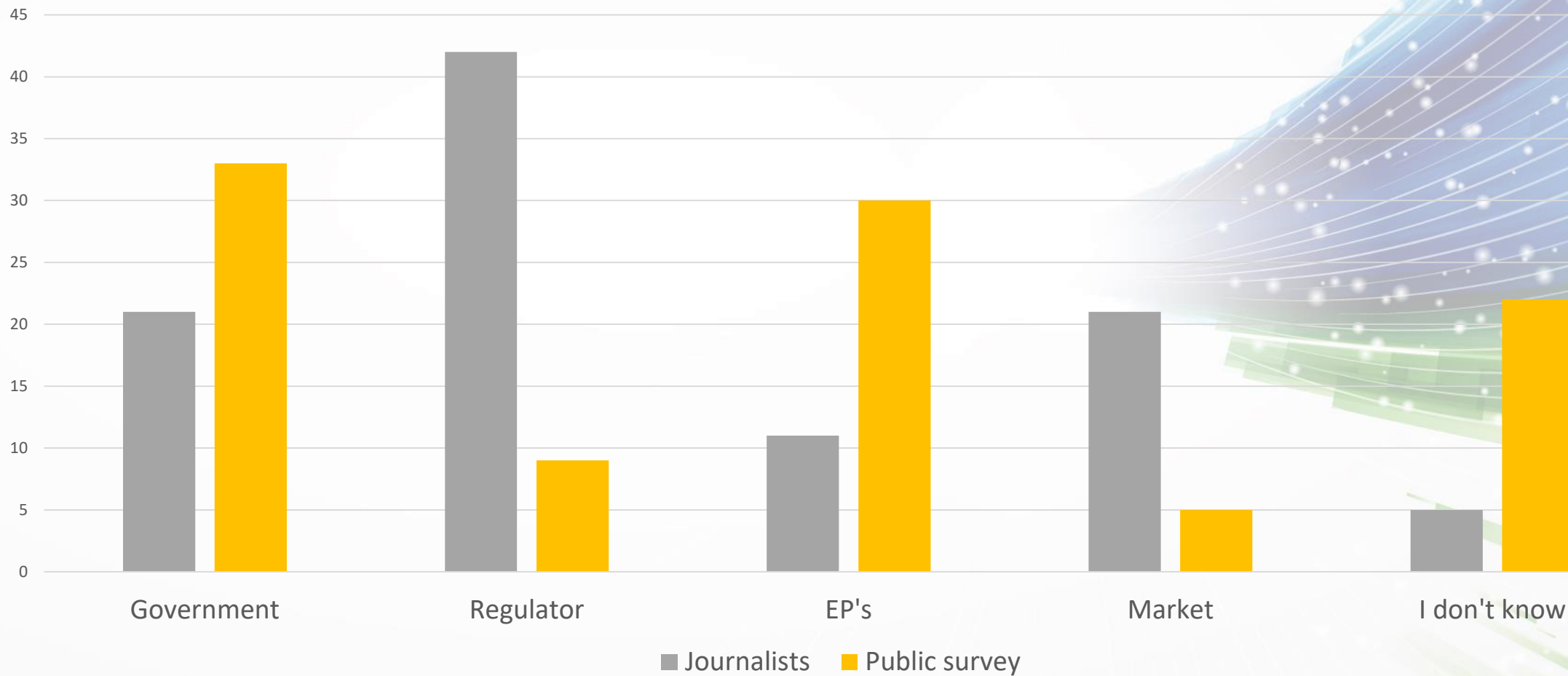
Elma Haverić, USAID EIA

Grand Hotel Neum, April 6, 2017

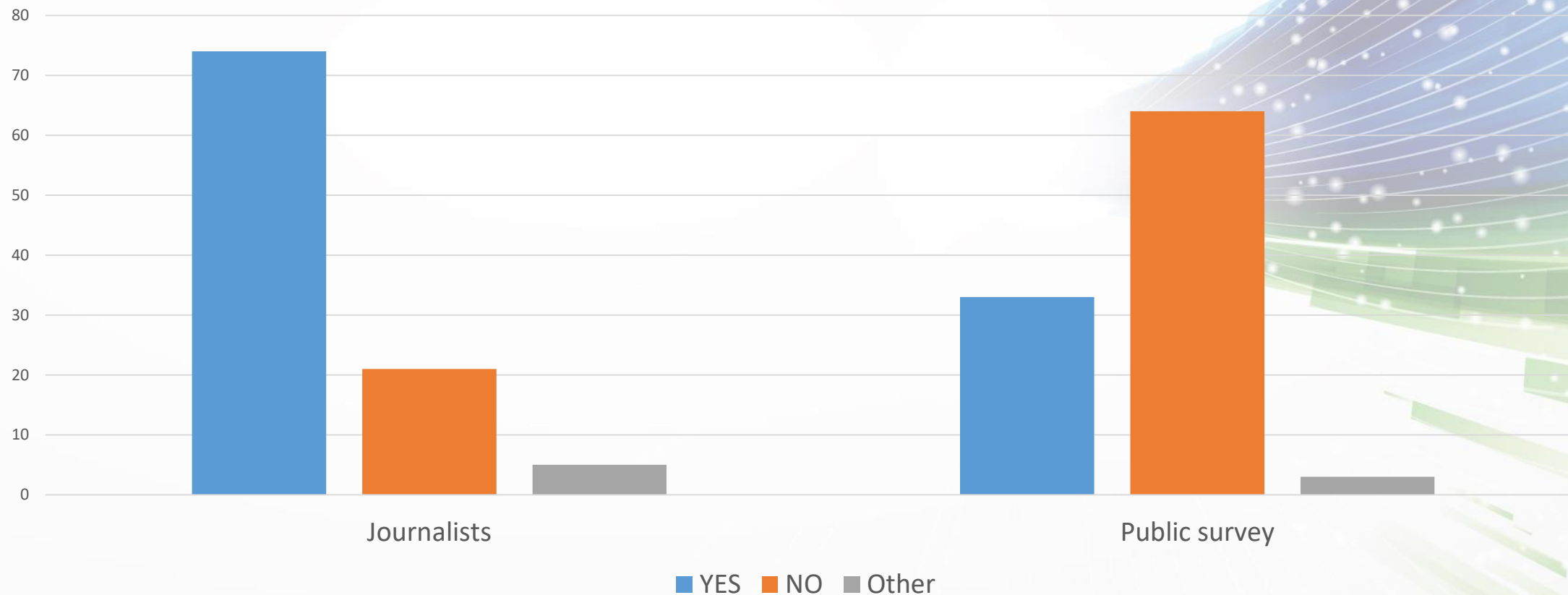
EXISTING ACTIVITIES

- So far, there have been no comprehensive outreach activities regarding market opening.
- Regulatory Commissions and Eps informed the public via their websites
- *IS THIS INFORMATION SUFFICIENT?*

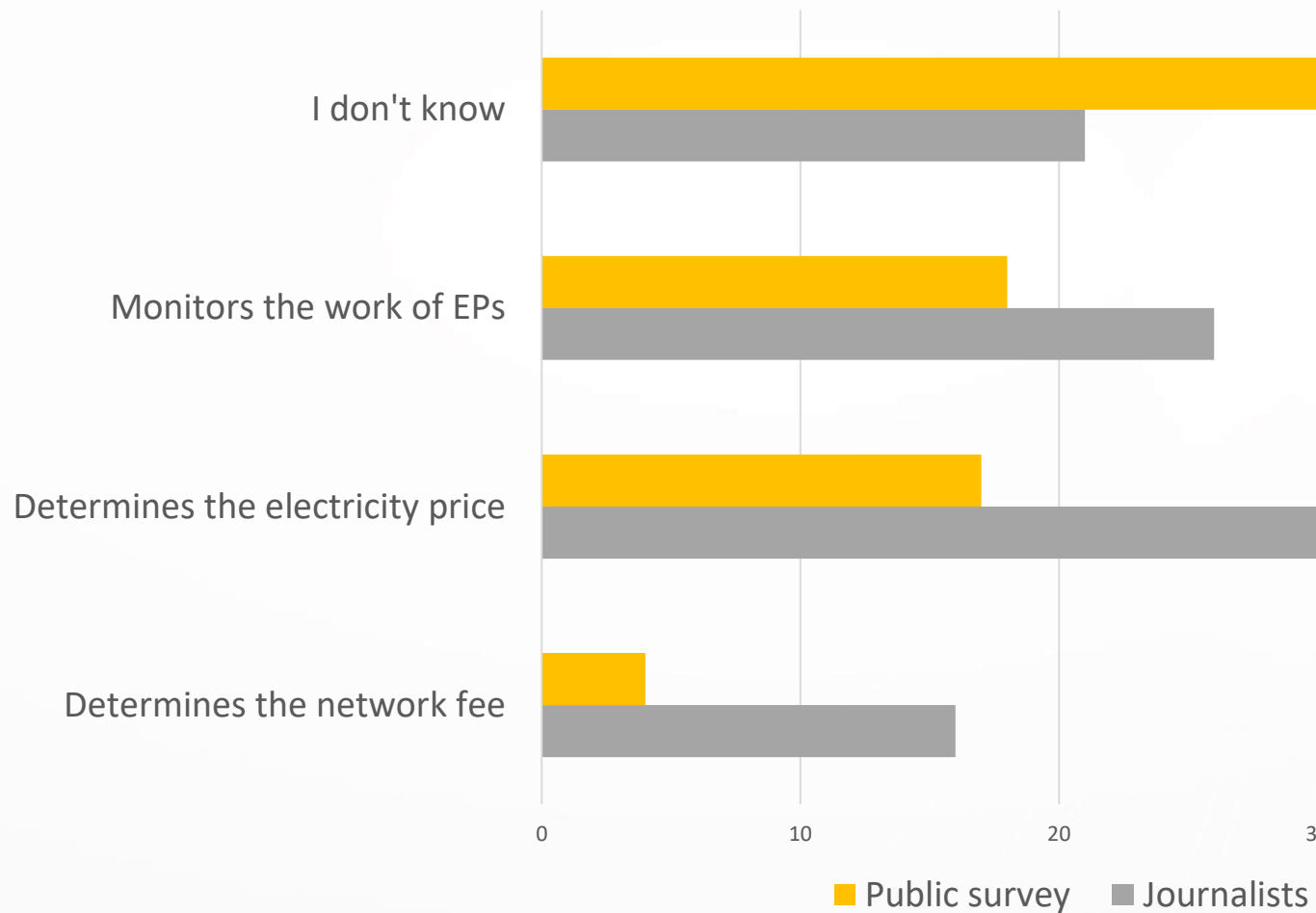
Do you know who determines the electricity prices?



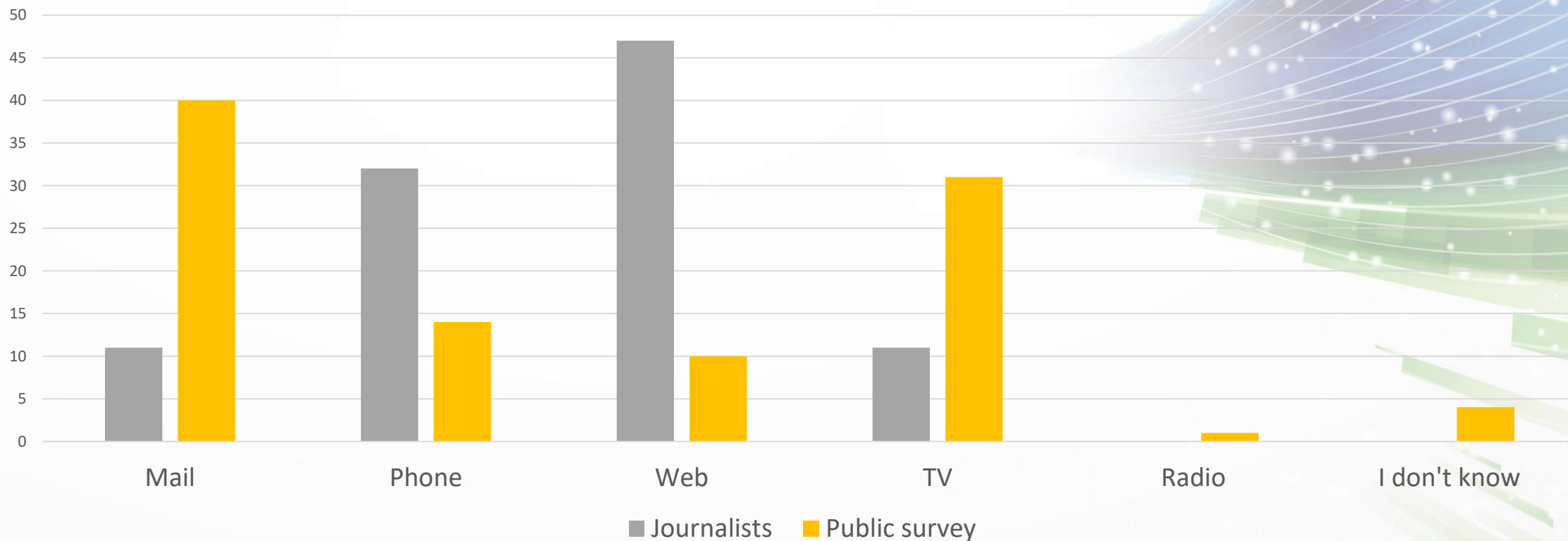
Are you aware that it is possible to switch your electricity supplier?



What Regulatory Commission for Energy does:



What would be the most convenient way for you to get information about your rights and responsibilities as an electricity customer?



CONCLUSIONS

- Both media and public have insufficient information about events in electricity sector
- Extensive activities for communication with public are required
- USAID EIA developed the Public Outreach Concept

Concept

- Communication with public, mission and goals
 - Mission: explain complex topics in a simple way
 - Goal: explain jurisdictions in the sector
- Who communicates: Regulatory Commissions, Suppliers, and ODS
- Target groups: ***ALL CUSTOMER***
- Methods of communication:
 - Informative web sites
 - Special phone lines
 - Development of short and media content

CONCEPT

- The Concept is supposed to serve to regulatory commissions and EPs as communication guidelines.
- Working group will continue activities to develop detailed communication plan

INFORMATIVE WEB SITE AND PRICE COMPARISON TOOL

- Countries with developed electricity market developed customer oriented web sites and price comparison tools
- USAID EIA in cooperation with National Association of Regulatory Commissioners the:
- Software for price comparison

<http://uporedistruju.ba/>

CONCLUSION

- Development of communication plan
- Media trainings
- USAID EIA is available to assist stakeholders in an effort to inform the public

Thank you