**Communications workshop for CoM CNCs and CSs**

**‘Advancing Covenant of Mayors in EaP countries’**

**27-28 February 2020**

**Minsk, Republic of Belarus**

**Preliminary Agenda**

**Day 1**

08:45-09:00 **Registration and welcome coffee**

09:00-09:40 **Welcome addresses and introduction to the meeting**

* *EU Delegation to Belarus representative (tbc)*
* *Department of the Energy Efficiency representative (CNC BY) (tbc)*
* *Ministry of Natural Resources and Environmental Protection representative (CNC BY) (tbc)*
* *Christophe Frering, CoM East Team Leader*
* *Ivan Shchadranok, CoM East Country Expert*

09:40-10:00 Participants introduction and sharing expectations

* *Tatiana Derevyankina, CoM East Communication Manager*

**Session I: Context of the CNC’s communication activities: EU CoM initiative, New Covenant and CoM East**

10:00-10:20 **EU CoM initiative, New Covenant and main achievements of CoM East**

* *Christophe Frering, CoM East Team Leader*

10:20-10:40 **Latest developments of Global Covenant of Mayors**

* *GCoM representative (tbc)*

10:40-11:00 **Update from EU4Energy Initiative**

* *EU4Energy Communication team representative (tbc)*

11:00-11.20 **Coffee break**

11:20-11:40 **Role and commitments of the CNCs**

* *Christophe Frering, CoM East Team Leader*

11:40-11:55 **Introduction to the EU4Clima initiative**

* *EU4Climate representative (tbd)*

*11:55-12:10* **Introduction to the EU4Environment initiative**

* *EU4Environment representative (tbd)*

*12:10-12:30* **Basics of energy efficiency and climate change awareness**

* Energy policy and energy efficiency
* Barriers to EE behaviour
* Climate change and effective mitigation and/or adaptation measures
* *Ivan Shchadranok, CoM East Country Expert*

**Session II: How to communicate the Covenant of Mayors at national level**

12:30-13:00 **Ensuring effective exchange of information flows and CNCs’ interaction with the CoM Community**

* How national authorities ensure exchange of information with the regional and local authorities and civil society on energy efficiency and climate issues
* How the existing municipal networking platforms (Covenant of Mayors Clubs) provide new opportunities for dialogue and sharing knowledge and experience
* How synergy of joint actions of Covenant Supporters and CNCs fosters mutually beneficial cooperation for promoting the Covenant of Mayors initiative and supporting the Signatories
* *Tatiana Derevyankina, CoM East Communication Manager*

13:00-14:00 **Lunch**

14:00-14:45 **Available communication channels and tools**

* *Tatiana Derevyankina, CoM East Communication Manager*
* *EU4Energy Communication team representative (tbc)*

14:45-16:00 **Discussion panel: Best CoM communications practices in EaP countries**

* Short presentations by countries
* *Moderated by Tatiana Derevyankina, CoM East Communication Manager and Olga Salakheyeva, CoM East Communication Expert in Belarus*

16:00-16:20 **Coffee break**

16:20-17:00 **Role of mass and social media in advocating CoM in EaP countries**

* *Olga Salakheyeva, CoM East Communication Expert in Belarus*

17:00-17:40 **Q&A session**

* *Moderated by Tatiana Derevyankina, CoM East Communication Manager*

17:40-18:00**Wrap up and summary of Day 1**

* *Tatiana Derevyankina, CoM East Communications Manager*

19:00-20:30 **Dinner**

**Day 2**

09:00-11:00 **Practical exercises on planning raising awareness campaigns to promote CoM at national level (work in groups)**

* *Moderated by Tatiana Derevyankina, CoM East Communication Manager and Olga Salakheyeva, CoM East Communication Expert in Belarus*

11:00-11:30 **Coffee break**

11:30-12:00 **Presentation and discussion of the working groups’ results: CoM raising awareness campaign action plans**

* *Moderated by Tatiana Derevyankina, CoM East Communication Manager and Olga Salakheyeva, CoM East Communication Expert in Belarus*

12:00-12:30 **Q&A session**

* *Moderated by Tatiana Derevyankina, CoM East Communication manager*

12:30-13:30 **Lunch**

13:30-14:00 Transfer to the Department of the Energy Efficiency of the Republic of Belarus - CNC

14:00-15:00 **Meetings with representatives of the CNCs in the Republic of Belarus** - Department of the energy efficiency and Ministry of Natural Resources and Environmental Protection:

* Meeting at political level with the CNCs – *Director of Department of the Energy Efficiency & Representative of the Ministry of Natural Resources and Environmental (tbc)*
* CoM East state of play in Belarus – *Ivan Shchadranok, CoM East Country expert*
* Sharing experience on CNC’s support to the CoM Signatories in Belarus – *CNC representative (tbd)*
* *Moderated by Ivan Shchadranok, CoM East Country expert*

15:00-17:00 **Field Visit** (tbd)

17:00-17:30 **Wrap up and summary of Day 2**

* *Tatiana Derevyankina, CoM East Communications Manager*
* *Christophe Frering, CoM East Team Leader*