



Covenant of Mayors
for Climate & Energy

Covenant of Mayors East II Outline of the second phase



Covenant of Mayors for **Climate** & **Energy** supporting the Eastern Partnership Flagship Initiative on Sustainable Municipal Development

Azerbaijan- Georgia

Country-specific training on

“SECTORIAL AREAS OF SEAP IMPLEMENTATION “

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CoM East CE*



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Where most energy is consumed?



- Above 55% of world population is urban
- 'An estimated 70 percent of greenhouse gas emissions come from cities and more than **70 percent of energy is consumed in urban areas.**

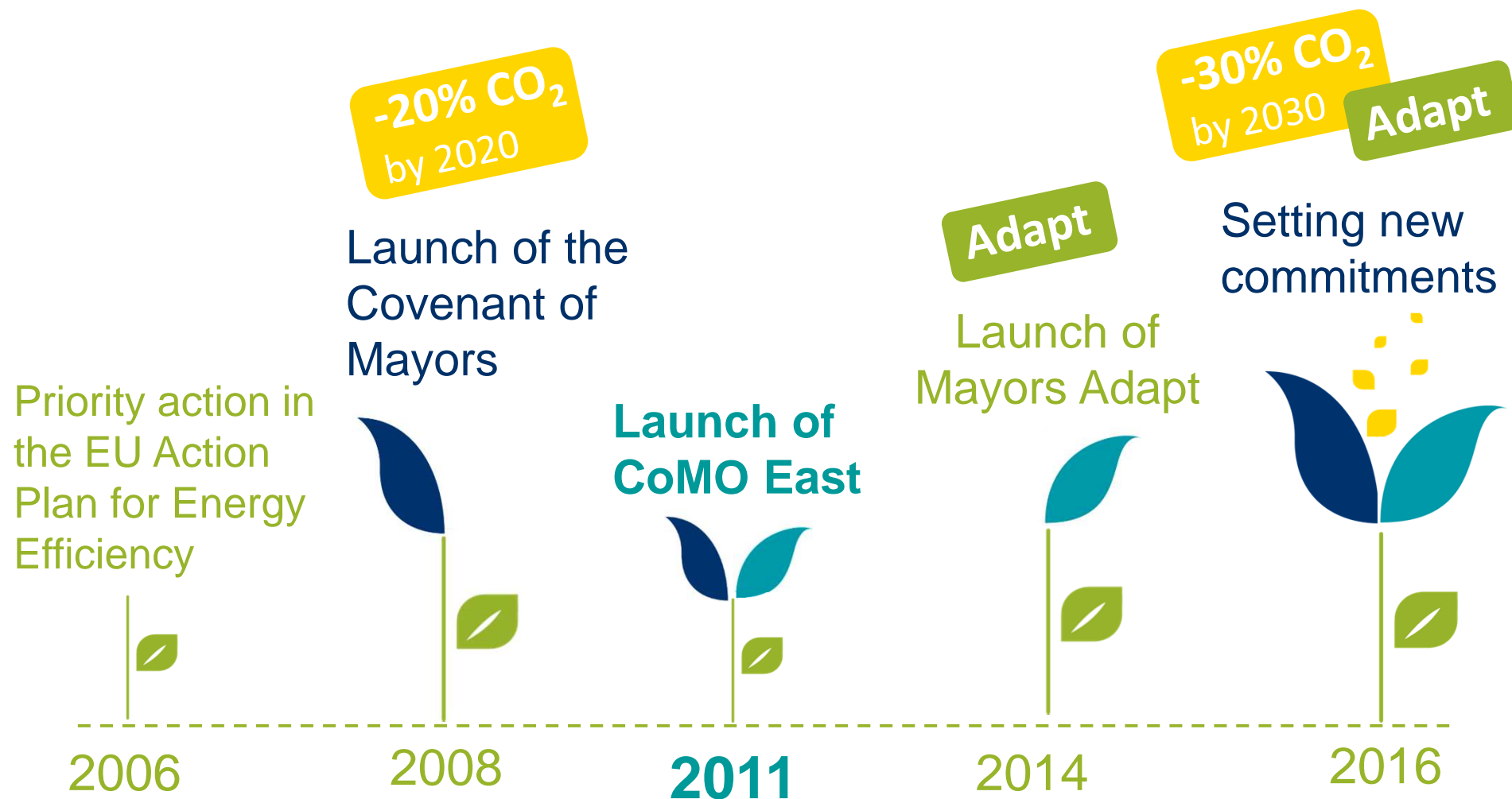




Covenant of Mayors

Since 2008, above 7300 local governments and self-governments with more than 226 Mln inhabitants around the globe have made a voluntary commitment to strive for sustainable energy development at local level.

Evolution of the initiative



Signatories' vision and commitments



New!

MITIGATION

Accelerating the decarbonisation of our territories

ADAPTATION

Strengthening our capacity to adapt to unavoidable climate change impacts

SECURE, SUSTAINABLE & AFFORDABLE ENERGY

Increasing energy efficiency and the use of renewables

Working towards a shared vision for 2050

Signatories now pledge to a:

- Reduction of CO₂ (and possibly other GHG) emissions by at least **40(30)% by 2030**
- **Enhanced resilience** to the impacts of climate change
- Increased cooperation to improve **access to secure, sustainable and affordable energy**
- ➔ Offering citizens high quality of life in **sustainable and climate-resilient cities**

2016 – 2020: General overview



5 strategic pillars:

- ✓ Reinforce decentralisation and local ownership of the Covenant
- ✓ Make the Covenant go more national
- ✓ Inscribe energy and climate in national policies and strategies
- ✓ Build capacity and mobilize funds
- ✓ Team work and international networking

5 main activities:

- ✓ Capacity building
- ✓ Helpdesk
- ✓ Networking and cooperation with key stakeholders
- ✓ Communication
- ✓ Coordination

3 main expected results:

- ✓ Design of local energy policies and SEAPs in the framework of the new Covenant of Mayors
- ✓ Implementation and monitoring of SEAP's
- ✓ Covenant has been embedded at the national level

Capacity Building



Main activities:

- Assessment of **capacity building needs** and monitoring of impact
- **Train-the-trainers** workshops
 - ✓ For Country Experts
 - ✓ For CNC, CTC and CS
- Capacity building events for **signatories**
 - ✓ For Signatories on thematic areas
 - ✓ Tailor-made coaching
 - ✓ Organisation of staff exchanges/twinning/study tours



Capacity Building



Deliverables:

- Needs assessment survey
- Expertise map
- Series of workshops for trainers and CNC, CTC and CS
- Trainings for signatories (3 per country/year)
- Tailor-made coaching (on-site study visits, face-to-face consultations, webinars etc.)
- Staff exchanges/twinning/study tours



Helpdesk

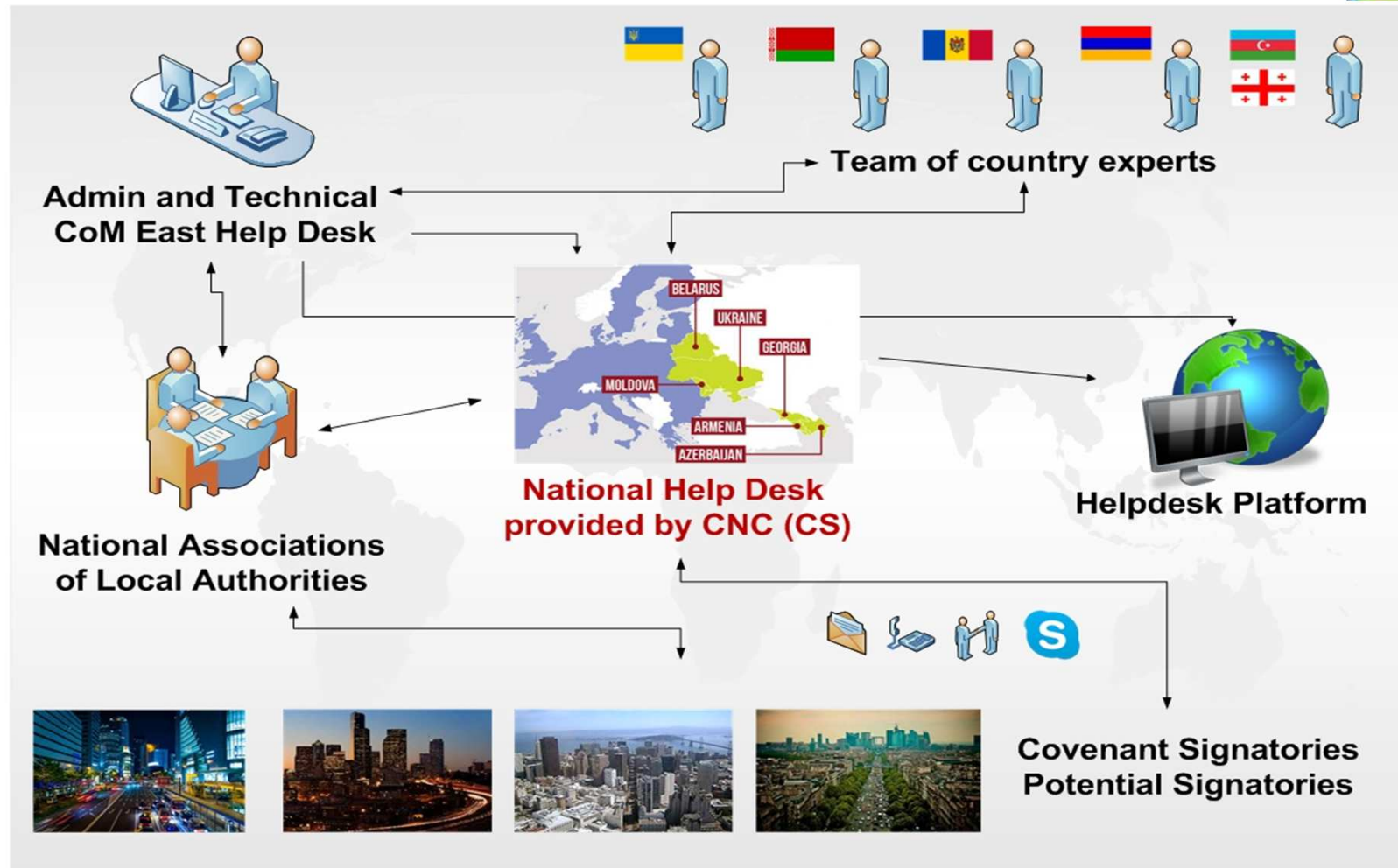


Main activities:

- Setting up and operation of **Country Helpdesks**
- Central **technical support** for Country Helpdesks
- Development and adaptation of technical support materials & creation and update of **E-library**



Helpdesk



Networking and cooperation with key stakeholders



■ Create permanent networking platforms at country level

- ✓ Bringing together LAs and the actors* with the power and capacity to support them in designing, implementing and funding their SEAPs/SECAPs

**Includes CNC, CTC, CS, public authorities, financing institutions, donors, private sector, associations, EU Delegations, etc.*

- ✓ Will ensure sustainability as they will embed the CoM in nat. frameworks

■ Coordinate participation of LAs and key stakeholders in international networking events

- ✓ Facilitate exchange of experience and know-how between the EU / EaP countries



Coordination and synergies



- Liaisons with the Head of the Global CoM initiative / European CoM Office for strategic questions
- Coordination with bilateral EU programmes to avoid overlaps and create synergies
- Liaisons with IFIs and donors (incl. EU Member States and their Agencies)
 - ✓ Close cooperation with international key stakeholders in addition to the relationships between Country Experts and national key stakeholders
 - ✓ Exchange of expertise, experiences and good practices between European and EaP stakeholders



Communication & Dissemination



Communication Objectives

- ✓ Raise awareness of key stakeholders
- ✓ Promote the signing up to the **new Covenant of Mayors** demonstrating the benefits for the local communities
- ✓ Increase CoM's **visibility at the national and local levels** of partner countries to encourage the potential signatories for **replication**
- ✓ Establish an efficient information flows exchange within the CoM-East and **embed it in the existing informational environment** of the CoM and related initiatives

Specific Communication Objective

- ✓ **Promote results, achievements and benefits** of the CoM-East Project implementation



Communication strategy



Communication Plan Structure

1. Communication Objectives
2. Communication Activities
 - ✓Context of communication activities
 - ✓Analysis of the CoM-East II target groups
 - ✓Development of key messages
3. Communication Channels and Tools
 - ✓External communications
 - ✓Internal communications
4. Communication Plan Milestones
5. Resources
6. Evaluation of the Communication Activities



Communication channels



- Web portal – main source of information about CoM-East
- Social media: Facebook, Tweeter, LinkedIn, V Kontakte
- Mass media: TV, radio, printed press, ENPI Info Centre, specialised media, bloggers, news agencies, YouTube, EUTube, etc.
- Events:
 - ✓ Launching event
 - ✓ Events organised by CoM-East
 - ✓ Events organised by third parties



Promotion of CoM East

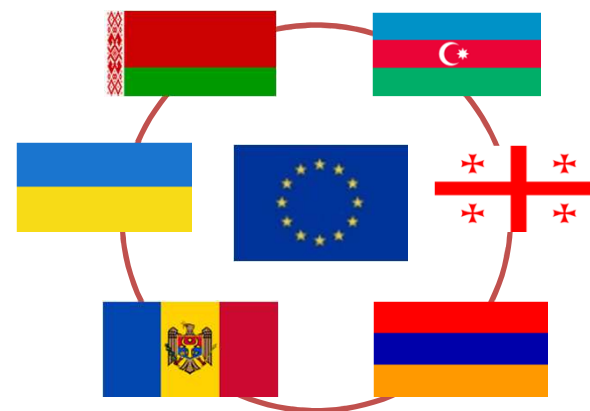


International level

- ✓ International events, international networking meetings, conferences

Country level

- ✓ Through the proactive involvement of the CoM-East local communication experts network
- ✓ Regional events with LAs involvement, Sustainable Energy Weeks, public events, etc.
- ✓ Mass media and New media



Covenant of Mayors in Azerbaijan



CoM Signatories

Signatories	Population	Adhesion	Status		
Icherisheher, Az	4000	60-Jul-12			

Covenant of Mayors in Georgia



Signatories	Population	Adhesion	Status		
1. Tbilisi	1.100.000	30 March, 2010			
2. Rustavi	120.800	2 Mai, 2011			
3. Kutaisi	196.600	15 July, 2011			
4. Batumi	170.000	15 July, 2011			
5. Gori	50.400	16 July, 2012			
6. Zugdidi	76.600	1 August, 2013			
7. Telavi	21.800	24 March, 2014			
8. Akhaltsikhe	19.200	31 October, 2014			
9. Tianeti	12.900	13 January, 2015			
10. Telavi Municipality	70.900	30 January, 2015			
11. Kazbegi	4.900	27 February, 2015			
12. Bolnisi	76.600	16 March, 2015			
13. Mtskheta	7.800	11 May, 2015			

- Step 1: Signature

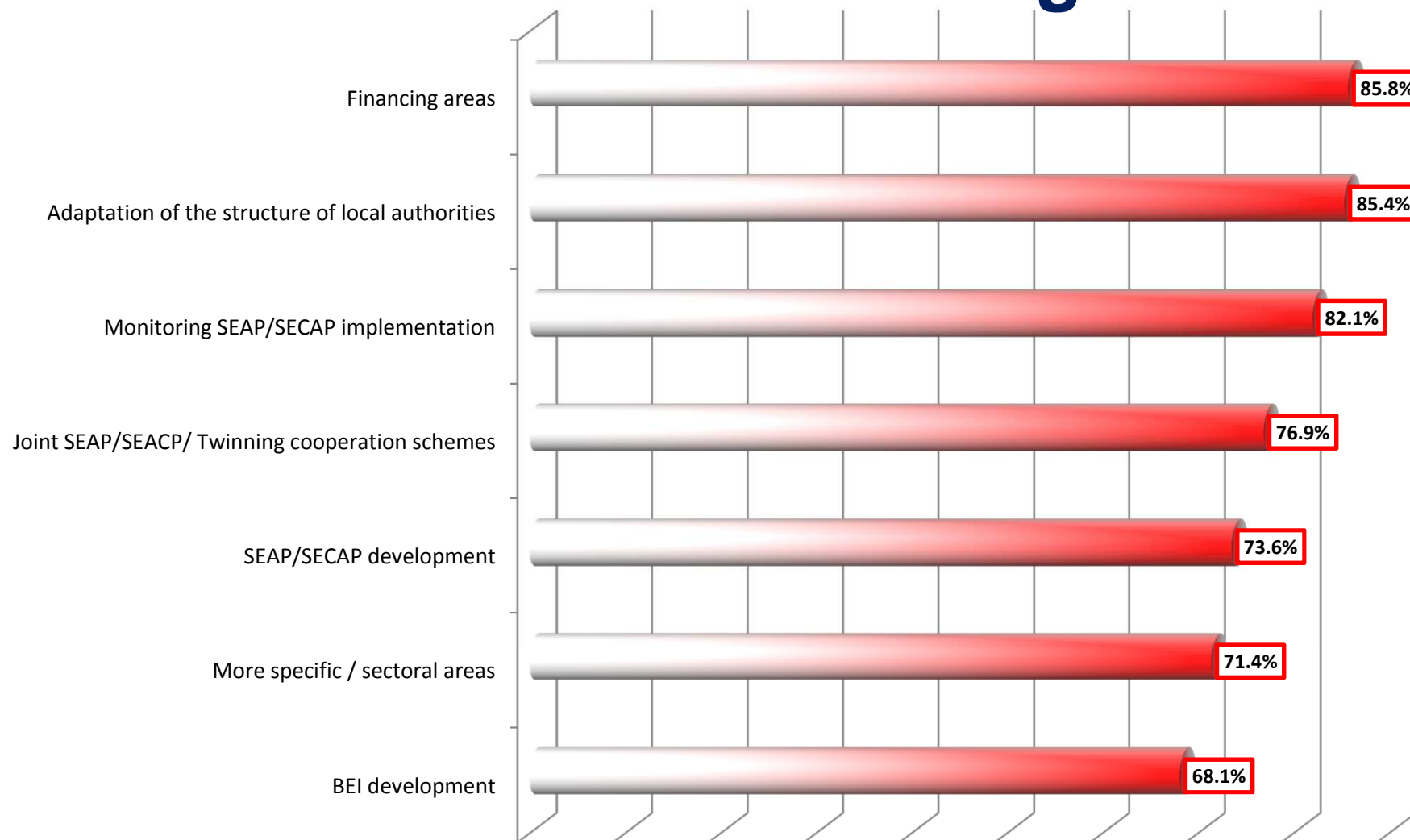
- Step 2: SEAP submitted

Signatories	CO2 Mission	Status
1. Tbilisi	25%	
2. Rustavi	24%	
3. Kutaisi	23%	
4. Batumi	22%	
5. Gori	27%	
6. Zugdidi	24%	
7. Telavi	20%	
8. Akhaltiskhe	21%	
9. Telavi Municipality	21%	
10. Bolnisi	20%	
11. Mtskehta	37%	

Sustainable Energy Action Plans Accepted

Sustainable Energy Action Plans Submitted

Findings of capacity building needs assessment in Georgia





Thank you!

More info:
www.eumayors.eu



With the support of the European Union

www.eumayors.eu