Making energy efficiency visible in the Republic of Macedonia
POLICIES AND REGULATIONS ON ENERGY EFFICIENCY ARE BASED ON:

- **National Energy Strategy 2010 until 2030**
  The objective of the Strategy is restructuring of the energy sector based on market economy principles and developing a modern energy policy.

- **EE Strategy 2010-2020**
  Implementation of energy efficiency measures in the public, commercial, industrial and residential sector.

- **National Energy Action Plan 2010-2018**
  The main goal of EE Action plan is achieving 9% savings in the final energy consumption until 2018.


National Context of Energy Savings

Final energy needs in accordance with joint energy and EE strategy
Making EE visible to the end consumer of energy
Project “ENERGY MATHEMATICS” – part of the “PLATFORM FOR ENERGY EFFICIENCY”

- A PR company “ImagePR” was hired to transfer the technical side of energy efficiency to the end consumers – the requirements were to have it simple and easy to understand.

- EVN, ministry of economy and the Energy Agency of R.Macedonia focused on several subjects that were of highest importance.

- 8 episodes are made, each episode had a separate focus on particular subject of using the energy in everyday life.

- Large presence in social networks in order to get close to the younger audience and TV spots in prime time for the more “older” audience.
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ОПТИМАЛНАТА ТЕМПЕРАТУРА на просториите за живот

ВО ЗИМА
20°C до 23°C

ВО ЛЕТО
24°C до 26°C
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Links to the Facebook page and YouTube channel:

Facebook:  https://www.facebook.com/energetskamatematika.mk
YouTube:  https://www.youtube.com/channel/UCJerV4fST7c12cfJWmBjS6Q

Google search: Енергетска математика
THANK YOU