

Geneva, 7-9 October 2009

Implementation of the Work Plan

for the building a network of energy managers of
Southeastern Europe and for the development of a
project website

Dr Zdravko Genchev
Center for Energy Efficiency, Sofia, Bulgaria

Major tasks of the contract

Build a **network** of energy managers of Eastern Europe

Develop & maintain a **regional website** of the project with 12 national sub-sites

Develop an Internet based **communication platform** for on-line exchange, consultations and training

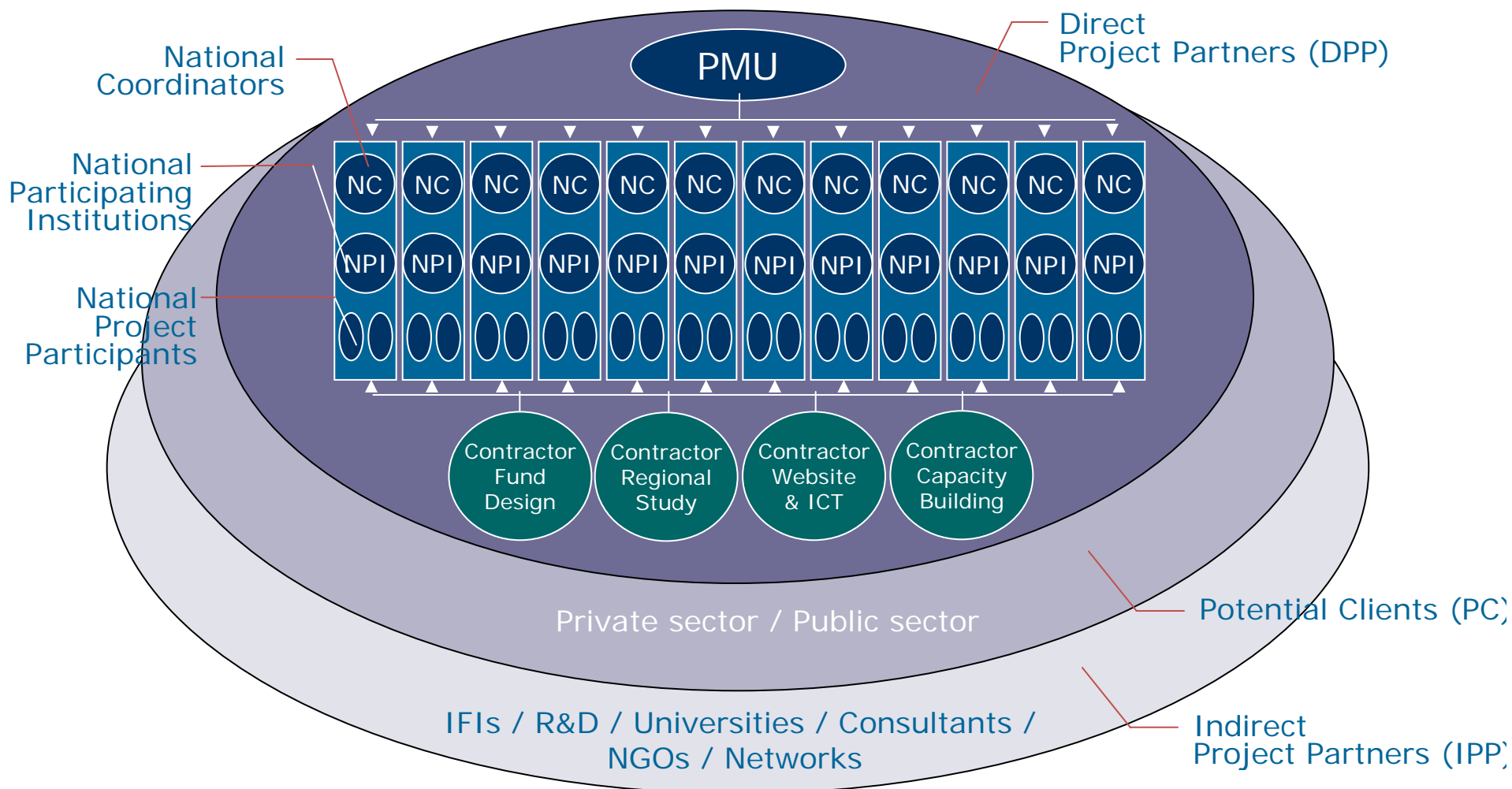
Supply or develop **software** for EE/RES project development, CO2 emission reduction calculation and for on-line communication and training

Provide **on-line training** for local teams

Prepare project deliverables for **publication** and issue promotional materials for the project

Build a network
of energy managers of Eastern Europe

Network of Energy Managers in Eastern Europe



Milestones Reached

- ✓ **Networking concept accepted**
 - ✓ **National teams confirmed**
- ✓ **Data about direct project partners collected**
- ✓ **Software for the network database developed**

Immediate Actions

Provide link

to the operational network database in the EE-21 official web site and the FEEI blog

Provide instructions

to national teams on how to use and update the network database

Milestones Reached

- ✓ Networking concept accepted
- ✓ National teams confirmed
- ✓ Data about direct project partners collected
- ✓ Software for the network database developed

Immediate Actions

Provide link

to the operational network database in the EE-21 official web site and the FEEI blog

Provide instructions

to national teams on how to use and update the network database

Network Database: Main Screen

FEEI EECA [Home](#) [Search](#) [If you are registered user, please, login](#)

Financing Energy Efficiency Investments for Climate Change Mitigation

Welcome to **Financing Energy Efficiency Investments for Climate Change Mitigation** project contacts and administration database. It is aimed at supporting the communication within the project as well as supporting the network of energy specialists established under the project.

The project is to assist Southeast European and Eastern Europe, Caucasus and Central Asia (EECCA) countries to enhance their energy efficiency, diminish fuel poverty arising from economic transition and meet international environmental treaty obligations under the UNFCCC and the UNECE. It will provide a pipeline of new and existing projects to dedicated public private partnership investment funds that can provide up to US\$ 500 million of debt, equity or both to project sponsors.

It will establish an expanded and enhanced network of energy specialists linked by advanced Internet communications with international partners for value added information transfers on policy reforms, financing and energy management. It will provide case study investment projects in renewable energy technologies, electric power and clean coal technologies.

The project will:

- (a) develop the skills of the private and public sectors at the local level to identify, develop and implement energy efficiency and renewable energy investment projects;
- (b) provide assistance to municipal authorities and national administrations to introduce economic, institutional and regulatory reforms needed to support these investment projects; and
- (c) provide opportunities for banks and commercial companies to invest in these projects through professionally managed investment funds.

*Click on the map to do fast search by country

Develop & maintain
a **regional website** of the project
with 12 national sub-sites

Develop an Internet based
communication platform
for on-line exchange, consultations and training

Milestones Reached

- ✓ **Site concept agreed**
- ✓ **Major graphical elements (logo, header, palette) confirmed**
- ✓ **Basic structure proposed**

Next Steps

Confirm Final Structure
of the EE-21 official web site

Select texts
for inclusion in the renovated version of the site

Implement
agreed changes on a new software platform

Milestones Reached

- ✓ Site concept agreed
- ✓ Major graphical elements (logo, header, palette) confirmed
- ✓ Basic structure proposed

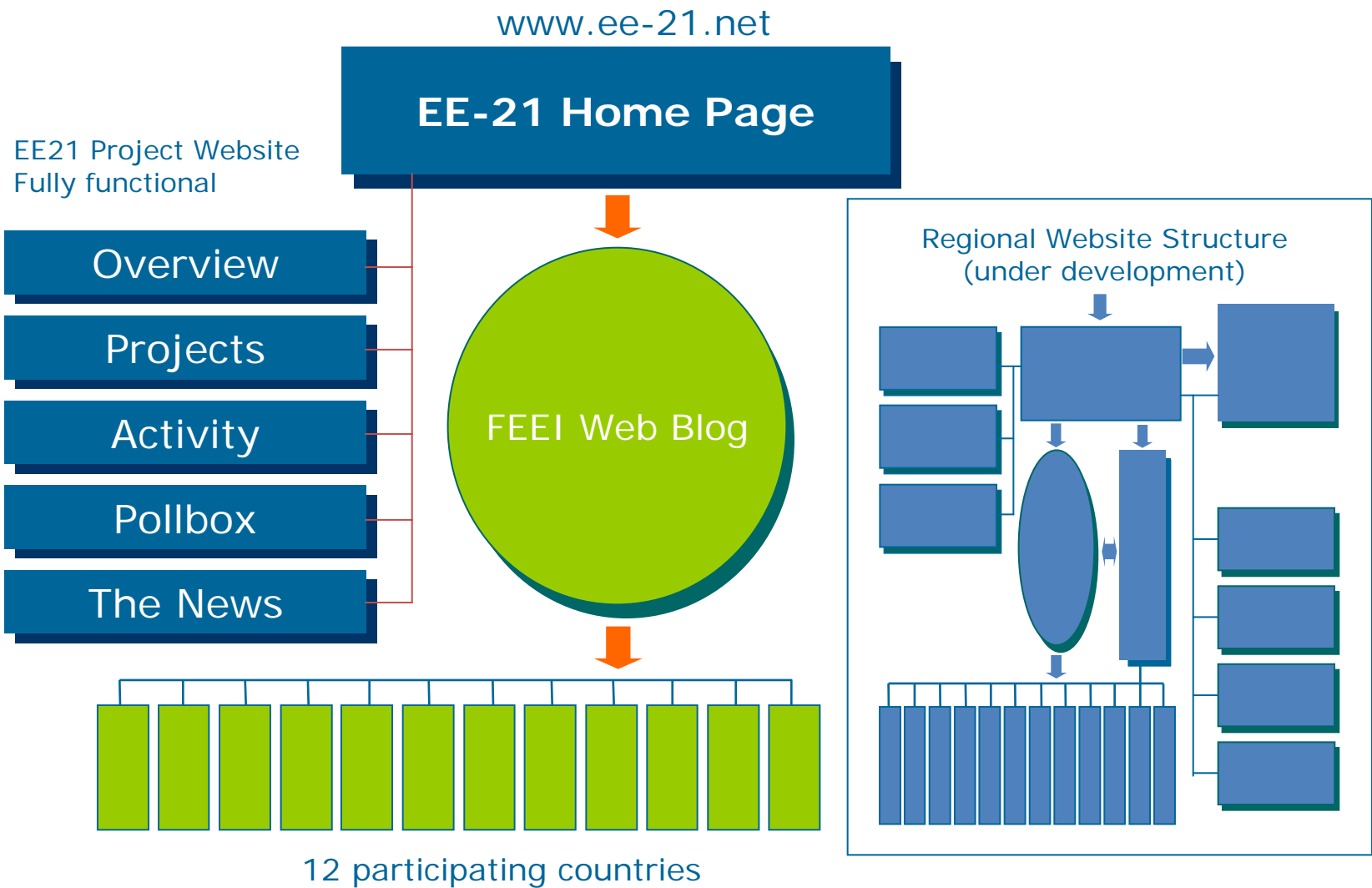
Next Steps

Confirm Final Structure
of the EE-21 official web site

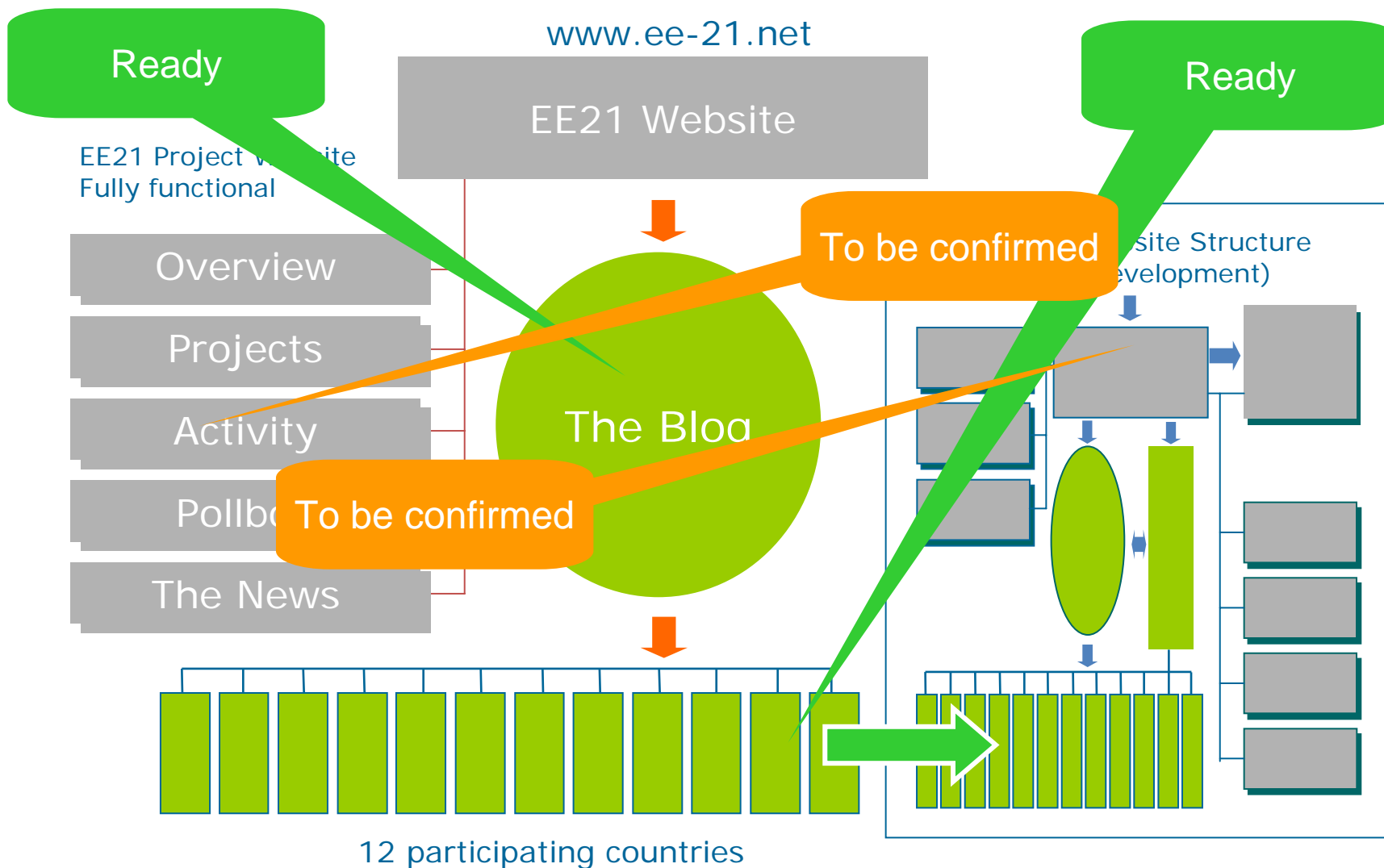
Select texts
for inclusion in the renovated version of the site

Implement
agreed changes on a new software platform

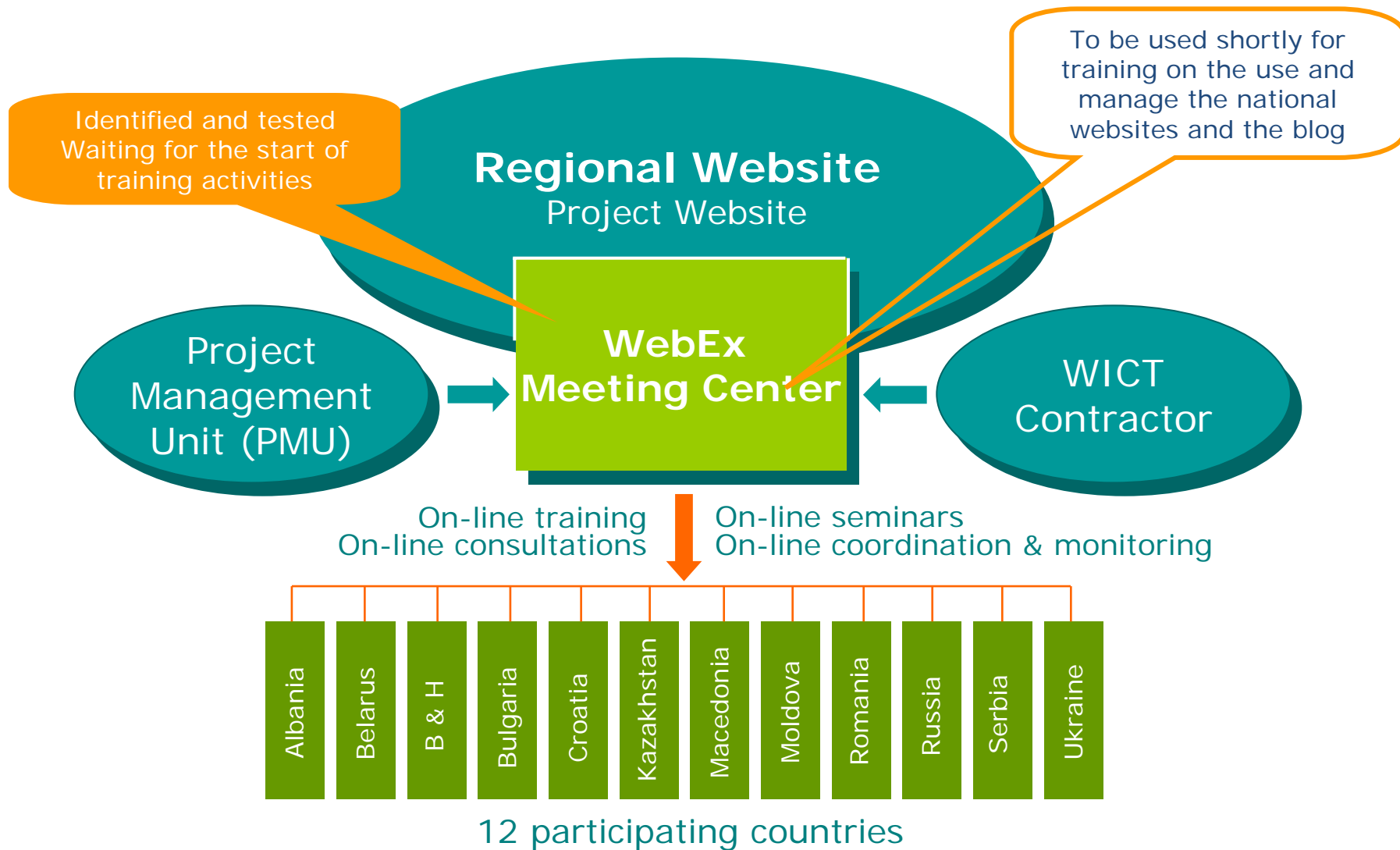
Energy Efficiency 21 Project Website



Energy Efficiency 21 Project Website



On-line Communication



FEEI Web Blog

The screenshot displays the FEEI website interface. At the top, the FEEI logo is on the left, and the EE21 logo is on the right. Below the logo is a navigation bar with fields for 'Username' and 'Password', and a 'Search' button. The main content area is divided into several sections:

- CALENDAR:** A calendar for July 2009, with the 27th highlighted.
- TODAY EVENTS:** A list of events including 'Harmonization of Fossil Energy and Mineral Resources Terminology' (Thursday 29 October 2009), 'Energy Security and the Financial Crisis' (Wednesday 18 November 2009), and 'Underground Gas Storage (UGS) in Europe and Central Asia' (Wednesday 9 September 2009).
- LINKS:** A list of links including 'Centre for Energy Efficiency EnEffect', 'UNECE Energy Efficiency 21 Program', 'Conning Asset Management Limited', and 'Poyry Energy Consulting'.
- MORE:** A list of links including 'About us', 'Contacts', 'Register', and 'Sitemap'.
- Articles:** A list of articles with dates and titles, such as '03 OCT 2008 Conning Asset Management Limited: Brief Presentation', '09 OCT 2008 Work Plan for the Second Year of Project Operations (2009)', '12 SEP 2008 Report on the 13th session of the Ad Hoc Group of Experts', '23 OCT 2008 Conning Asset Management Limited: Brief Presentation', '18 NOV 2008 Energy Efficiency Business Development Course Programme', and '28 JUL 2008 Final Report of Monitoring and Evaluation Adviser on FEE-ICCM Project for the First Year of Project Operations (2008)'.
- CATEGORIES:** A list of categories including 'General Issues', 'PMU', 'Fund Designer', 'Policy Report Contractor', 'ICT and website Contractor', 'Network Database', 'Newsletter and Promotional Materials', 'Training Resources', 'Capacity Building Contractor', and 'Participating countries'.
- Participating countries:** A list of countries including Albania, Belarus, Bosnia & Herzegovina, Bulgaria, Croatia, Kazakhstan, Moldova, Romania, Russian Federation, Serbia, FYROM, and Ukraine.
- Photo Gallery:** A link to a photo gallery.
- Documents Library:** A link to a documents library.

An orange callout bubble points to the text 'Accessible on-line in Internet'.

Regional Website Overview

The screenshot displays the FEEI website interface. At the top, the FEEI logo is on the left, and navigation links for 'BACKGROUND', 'THE FUND', 'POLICIES', 'THE NETWORK', and 'TRAINING' are in the center. A search bar and login fields for 'Username' and 'Password' are on the right. The main content area is titled 'FUND OVERVIEW - Goals & Objectives' and contains several paragraphs of text. On the left, there are sidebars for 'FUND OVERVIEW' (with links to Goals & Objectives, Structure, Management, and Application Procedure) and 'PROJECTS' (with links to Applications and Implemented Projects). Below these are buttons for 'EE21', 'BLOG', and 'LIBRARY'. On the right, there are sections for 'NEWS' and 'NATIONAL PAGES'. The footer contains copyright information and the website's full name.

FEEI EE21 BACKGROUND THE FUND POLICIES THE NETWORK TRAINING

Financing Energy Efficiency Investments for Climate Change Mitigation

EE21

Username Password Search

http://www.ee-21.net/feeifccm/the_fund/fund_overview/goals&objectives

FUND OVERVIEW - Goals & Objectives

South-Eastern European, Eastern European and Central Asian countries are confronted with a wide range of economic and environmental problems caused by their inefficient and polluting energy systems. At the same time, their energy economies provide some of the most promising opportunities for reducing global greenhouse gas emissions. This will require the use of cost-effective energy efficiency improvements and renewable energy technologies - the main self-financing methods to implement climate change mitigation.

The investment potential for energy efficiency is so large in these countries that only the private sector can provide the capital needed to achieve meaningful results. This in turn will require a market for energy efficiency in which large investments can be made with low transaction costs at an acceptable ratio of risk to returns within a reasonable period of time. At present, private investors do not often finance energy efficiency projects in these countries because dedicated sources of financing are lacking and local banks are generally unfamiliar with such investments. Another obstacle in financing energy efficiency projects is the absence of policy and institutional support for their implementation. The lack of knowledge and experience of how to select and formulate energy efficiency investment projects is often a challenge for local experts.

In order to address these obstacles, in January 2008 the United Nations Economic Commission for Europe (UNECE) began implementing the Financing Energy Efficiency Investments for Climate Change Mitigation Project. The Project is to assist participating countries to enhance their energy efficiency and reduce air pollution and greenhouse gas emissions in order to meet international obligations under the United Nations Framework Convention on Climate Change (UNFCCC) and UNECE environmental conventions.

OBJECTIVES

The Project is designed to establish a public-private partnership investment fund with a target capital of € 250 million and develop a pipeline of new and existing projects to be financed by it.

It has established a network of National Participating Institutions and local experts who implement the project nationally and interact by means of advanced Internet communications.

The Project is also conducting national case studies and a comprehensive regional analysis of policy reforms to promote energy efficiency and renewable energy investments.

NEWS

- 20th Session of the Steering Committee of the Energy Efficiency 21 Project EE21
- The five United Nations regional commissions cooperate on energy efficiency: GEE21
- Report of the Committee on Sustainable Energy on its Sixteenth Session
- Sixth Ministerial Conference "Environment for Europe"
- 10th Meeting of the Group of Experts and Seminar on Financing Energy Efficiency Investments

[all news...](#)

NATIONAL PAGES

© Copyright 2009, The Business Insider, Inc. All rights reserved. Financing Energy Efficiency Investments for Climate Change Mitigation. Registration on or use of this site constitutes acceptance of our Terms of Service and Privacy Policy.

Regional Website Overview

The screenshot displays the FEEI EE21 website interface. At the top left is the FEEI logo, and at the top right is the EE21 logo. A navigation bar includes links for BACKGROUND, THE FUND, POLICIES, THE NETWORK, and TRAINING. Below this is a search bar and a login section with fields for Username and Password. A sidebar on the left contains a menu with the same five categories. The main content area features a URL, a heading for NATIONAL PAGES, and a paragraph explaining that national homepages are built after the regional model and are administered by local editors. Below this is a map of Europe with Kazakhstan highlighted in green. To the right of the map is a list of national pages including Albania, Belarus, Bosnia & Herzegovina, Bulgaria, Croatia, Kazakhstan, Moldova, Romania, Russian Federation, Serbia, FYROM, and Ukraine. A news section on the right lists several recent events. At the bottom, there are three circular icons labeled EE21, BLOG, and LIBRARY. A copyright notice at the bottom reads: "© Copyright © 2009, The Business Insider, Inc. All rights reserved. Financing Energy Efficiency Investments for Climate Change Mitigation. Registration on or use of this site constitutes acceptance of our Terms of Service and Privacy Policy."

Accessible on-line in Internet, preped for on-lione training

National Pages Overview

The screenshot displays the EE21 website interface. At the top, the logo 'FEEI EE21' is visible alongside navigation links for 'BACKGROUND', 'THE FUND', 'POLICIES', 'THE NETWORK', and 'TRAINING'. A banner image shows a map of Kazakhstan with the text 'Financing Energy Efficiency Investments for Climate Change Mitigation'. Below the banner, there are flags for Kazakhstan, the UK, and Russia, and a search bar with 'Username' and 'Password' fields. The main content area is titled 'KAZAKHSTAN' and contains a detailed overview of the national pages, explaining their structure and administration. To the right, a 'NEWS' section lists recent events, and a 'NATIONAL PAGES' list includes countries like Albania, Belarus, and Kazakhstan. An orange callout box points to the 'KAZAKHSTAN' section with the text: 'Accessible on-line in Internet, preped for on-line training'. The footer contains copyright information and the website's full name.

Energy Efficiency 21 Project Website Including the Regional Website of the FEEI Project

The screenshot shows the Energy Efficiency 21 Project Website. The header includes the EE21 logo and navigation links: OVERVIEW, PROJECTS, ACTIVITY, FEEICCM. Below the header is a search bar and a welcome message: "Welcome to EE 21! With the support of the UNECE, this Energy Efficiency 21 project site has been established to enhance regional co-operation on EE market formation and investment project development to reduce greenhouse gas emissions in economies in transition." The main content area features a "THE NEWS" section with a list of updates dated from 2007 to 2009. Two callouts are present: an orange one pointing to the left sidebar menu and a green one pointing to the news list.

Structure and graphic design to be upgraded upon approval by the secretariat

Content periodically updated

Milestones Reached

✓ Surveys

of the available hardware, software and capacities of the national teams conducted

✓ Recommendations and ToRs

prepared and confirmed by the PMU

✓ Website structure

agreed in principle

✓ Major Graphical Elements

(logo, header, palette) confirmed

✓ Task Assignment

for the regional web site prepared

Immediate Actions

Disseminate ToRs and Recommendations

for the development of the national pages together with further instructions and confirmed texts for translation

Confirm final design and detailed structure

of the regional website and the national pages

Next Steps

Develop and upload the regional site

on a public web server using a new CMS

Provide CMS templates

for the regional pages

Provide instructions

to national teams for the development and maintenance of the national pages

Milestones Reached

- ✓ **Fully functional FEEI blog**
uploaded on a public web server, tested and launched
- ✓ **On-line Communication Tool
(WebEx Meeting Center)**
selected, tested and approved by PMU
- ✓ **Trainings, seminars & consultations concept**
prepared and approved by PMU

Next Steps

Provide instructions
to national teams for work with the FEEI blog

Confirm trainings schedule
with the selected trainers

License WebEx Software

Supply or develop software for project development, CO2 emission reduction calculation and for on-line communication and training

Milestones Reached

✓ Survey

for the needs of software for project development and CO2 emission reduction calculation conducted

✓ Market Research

✓ for the available project conducted

✓ Grounded Proposal

for selection and development of the appropriate software prepared and consulted to PMU

Next Steps

Develop on-line tools

based on existing UNECE and EBRD publications

Provide on-line trainings & consultations

for the use of the software on the website

Website and Internet Communication Technologies

Prepare project deliverables for publication
and issue promotional materials for the
project

Milestones Reached

✓EE-21 Logo

designed and confirmed in close coordination with PMU

✓FEEI Logo

designed and confirmed

✓Project newsletter

published and uploaded at FEEI blog

✓Promotional brochure

printed, disseminated and uploaded at FEEI blog

✓Design proposals

for EE-21 official site, FEEI web site and the regional pages submitted and discussed with the PMU

✓Video interviews and photos

taken at all major project events

EE-21 Project Logo



FEEI Project Logo



Financing Energy Efficiency Investments
for Climate Change Mitigation

Next steps

Confirm
the final design
of the regional site and the national pages

Continue publishing of the
project newsletter
with input from project partners

Prepare and publish on-line and off-line
training materials

Prepare for final publication the main
project deliverables

What do we expect from NC/NPI?

Monthly input

for the Website news section and for the Newsletter:

Texts: 600-1000 symbols per entry

Photos: RGB, 72 pxl.

Country energy profile description

For publication in the Regional website

and the National websites

Text: 3000-3600 symbols

What do we expect from NC/NPI?

Presentation of NPI

For publication in the Regional website
and the National websites
(for the time being could be published in the blog)

Timely preparation of texts

for publication in National websites and
in national languages
(after approval of the EE21 website structure
and completions of the development of the Regional
FEEI project website)

What do we expect from NC/NPI?

The blog

now on a temporary address
(upon agreement with the secretariat to be open for
regular use)

General request

For regular and timely contribution to the blog and to
the periodical newsletter

Anticipating your input,
we thank for your kind attention
