Public Outreach Activities in Armenia

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Public outreach as one of the project objectives

Enhance awareness on the issues related to the UNFCCC and the Kyoto Protocol, and of the development opportunities and issues with respect to Clean Development Mechanism and GHG emissions mitigation among

• key-policy makers,
• business community and
• general public
Activities Envisaged

• Target groups identification and contacting
• Networking via awareness raising activities
• Development of Public Outreach Plan
• Web site development and maintenance
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**Target Groups**

- Key ministries and agencies
- Private and state organizations
- Project developers and participants
- Local communities
- Potential investors
- NGOs
- Mass media
- Other stakeholders
Contacting and Networking

Approaching the target groups by inviting for participation in awareness raising activities, such as workshops, seminars, round tables, etc.

Setting channels for communicating information on the CDM related issues

Involving the target groups members in the process of CDM projects consideration
Contacting and Networking (cont.)

Providing consultancy, expert judgment and technical support

Using public hearings for informing the audience on UNFCCC, KP objectives, CDM project cycle etc.

Networking with international partners
- participation in the international conferences and publications
- preparing background for further cooperation
- maintaining correspondence
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Awareness Raising Activities

Round table on the occasion of Kyoto Protocol entry in force
*(covered by the media and broadcasted by the state TV channels)*

Workshop on CDM and Kyoto Protocol for the staff of MoNP

A series of workshops organized in the framework of the Project task to build capacity for hosting CDM projects in Armenia
Public Outreach Plan

1. Development of joint calendar on KP and CDM
2. Publishing articles in newspapers and broadcasting programs on TV on relevant issues
3. Development of the CDM brochure
4. Publication of the DNA periodical
5. Workshops on CDM implementation in Vanadzor and Gyumry
6. Development and maintenance of project (CDM) web-site
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CDM Calendar

4 pages providing information on potential CDM projects in Armenia.

The calendars have been distributed to over 45 companies, 6 key ministries, stakeholders, CDM project partners, schools and other educational institutions.

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Publishing articles in newspapers and broadcasting programs on TV

7 articles on Kyoto Protocol objectives and progress, TACIS project activities, CDM projects in Armenia

Development and broadcast of movie on Kyoto Protocol and TACIS project objectives (Kyoto Inauguration)
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**CDM Brochure**

Development of the CDM brochure which will be the definitive document providing information on:

- UNFCCC and KP background
- CDM objectives, specificity, project cycle, etc.
- Country specific issues
- DNA procedures for CDM projects evaluation and approval
- Glossary of terms and abbreviations

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DNA Periodical

Development, publication and dissemination of the DNA Periodical
- Identification of a potential audience
- Setting up a format and outline
- Appointing of the secretariat and editorial board
- Working out the general strategy

Signing agreement on cooperation with other projects working under the auspice of MoNP, namely:
- UNDP/GEF “Energy Efficiency” project
- UNEP “Ozone” project

The periodical will commence in 2006 on a quarterly basis.

It proposed to become the regular publication of the DNA
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Project Web Site – www.cdm.nature-ic.am

- List of registered and proposed CDM projects in Armenia
  (“Nubarashen landfill” and “Lusakert Biogas Plant”)
- CDM projects pipeline (9 projects)
- PIN and PDD formats (in English, Armenian and Russian)
- CDM Modalities and Procedures (in English, Armenian and Russian)
- Climate Change and CDM glossary (Armenian - English)
- National Environmental Legislation (Decrees, orders, etc.)
- Summaries and presentations of CDM training workshops held within the project (bilingual)
- CDM News (issued LoE and LoA, MoU, CDM side-events, international news, etc.)

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Project Web Site Update

Addition of the new sections and subsections to the existing structure based on feedback from users:

CDM in Armenia
- Designated National Authority
- Procedures and Documents
- CDM Projects and Proposals
- Seminars and Workshops
- Experts

Legislation

Library

Introduction of “SEARCH” function

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THANK YOU!