

The Role of Mass Media in Promoting and Raising Awareness on Energy Efficiency

*Valentina Piontkovskaya,
Business Journalist, Stroy-Business Magazine,
Chisinau, Moldova*

Moldova: INCOMES OF THE POPULATION

(In lei)

	1997	1998	1999	2000	2001
<i>Average nominal monthly salary</i>					
<i>(for employee in economy)</i>	219,8	250,4	304,6	407,9	543,7
<i>Population disposable income</i>					
<i>(per member of household)</i>	135,4	117,8	133,4	185,8	241,0
<i>Average size of awarded monthly pension</i>					
	82,8		83,9	82,8	85,1

Source: Statistical Yearbook of Moldova, 2002

Tariffs for heating (1 Gcl)

in Moldovan lei (without VAT)

Тарифы на тепловую энергию за 1 Гкал в лях РМ (без НДС)

Year

Heating agent (water)

Начало применения тарифа	Теплоноситель (горячая вода)
15.01.1993	9,29
01.03.1993	12,08
10.07.1993	25,91
10.11.1993	99,16
10.03.1994	301,00
01.03.1995	271,55
01.05.1996	271,55
01.03.1997	271,55
01.06.1997	165,00
01.11.1998	126,00
24.12.1998	189,00
01.07.1999	233,00
21.12.2002	233,00

Источник: "Углубленный обзор политики и программ в области энергоэффективности. Молдова"

Per Capita Electricity Consumption in Selected Countries, 2002

(current dollars)

Electricity consumption per capita (kWh)

Average residential electricity price
(cents)

	<i>Former Soviet republics</i>	
3,120		1,059
	12,260	3,499
2,260		1,694
5,870		4,106
1,620		1,442
9,210		2,201
10,320		2,120
1,470		612

Sources: Energy Regulators Regional Association; World Bank.

Why I am personally involved in this promotion?

- initially, it was a question of survival for both family and business
- my civic position - opposition to monopolists
- professional (technical) background
- understanding that this problem influences strongly on the country development and living standards of the population

Goals

- to inform society in general as well as policy-makers
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- to provoke the interest of the readers to this problem
- to increase public awareness
- to give a way for possible public discussions and campaigns
- to influence the decision-making process

Barriers to Media

- no interest for the topic
- lack of professional journalists specialized in this field
- a media wish to be financed for a publication
- unwillingness to use professional information, just official one

Access-Related Barriers

- very limited access to the current (non-secret) official information, especially for the private media
- incomplete and very late access to the statistics
- paid access to the legislation
- widely used practice: to take decision and to present information for the media when this decision went into force avoiding this way the public discussions

Recommendations

- provide as much information as possible for the readers
- use both the official information and the professional one (previously collected) while preparing the article
- participate in the discussions, round-tables, workshops to find more professionals and more opinions
- provoke the interest and requests from the readers
- avoid the technical language in the articles for public in general
- preliminary recognize policy and preferences of the editors and the publications to avoid their refuse in the article publishing

Recommendations (continued)

- prepare strong arguments for the editors (good written article is only one of them)
- in case the editor refuses to publish your article contact others
- while using printed media don't forget about electronic ones (the Internet, radio, TV)
- reserve and distribute some printed media for free in case the most important information is published in your article (especially for the MPs and your colleagues from other media)

Conclusion

- The problem of energy efficiency is rarely discussed in the Moldovan media. At the same time the country imports more than 90% of its energy sources and the Moldovan population (officially announced the poorest in Europe) experiences the highest rates of the residential tariffs in CIS.
- The present situation with media could be explained by the interests of the editors who prefer to publish advertisement-oriented articles; professional education and qualification of journalists; the absence of the civic position for majority of them; lack of information provided by the governmental officials; and other reasons.
- To change this situation is possible through the joint training programs for the residential owners' associations, the journalists and the editors of the most popular media in the sphere of energy efficiency.