

Georgian National Energy and Water Supply Regulatory Commission



4_CS_Berikashvili_GNERCGeorgia_CommunicationWorkshop_A
pr2024_v2

when balance is achieved

GNERC's Case Study

Ketevan Berikashvili
Press Speaker
First Deputy Director,
PR Department
GNERC

Content



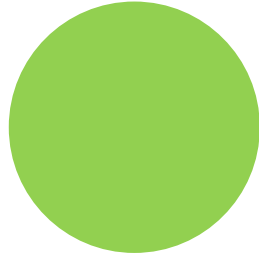
when balance is achieved

- **GNERC's primary communication responsibilities**
- **Components of Strategic communication**
- **PR Department of GNERC and Communication strategy**
- **Communication groups**
- **Electricity tariff communication 2020**
- **Electricity & Water tariffs communication 2023**

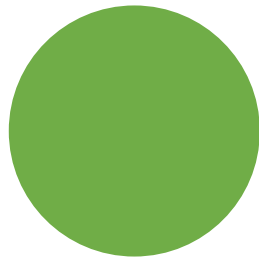
GNERC's Primary Communication Responsibilities



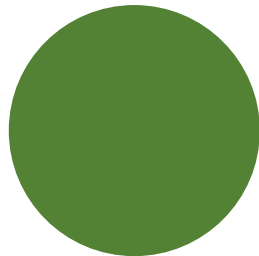
when balance is achieved



Maximizing GNERC's awareness among target groups and stakeholders



Providing access to information on GNERC activities



Ensuring the involvement of the target audience in the development of GNERC using communication

Components of Strategic communication

During the implementation of any type of communication activity or campaign it is important to correctly define and analyze the following key elements of targeted communication

Target audience

Communication message

Communication channels

Tools of communication



when balance is achieved



when balance is achieved

PR Department of GNERC & Communication Strategy

Public Relations Department

3 employees are responsible
on PR and media
communications;
Education level: Masters
degree in Media/PR

GNERC Charter - The
Commission's relations with
the mass media and non-
governmental organizations is
managed by the press
speaker, who is also the
deputy director of the Public
Relations Department

To Introduce GNERC as Independent and Reliable Organization

The communication strategy of
the GNERC is a strategic
document

Communication channels and tools

- TV
 - Social media
 - Internet publications
 - Printed media
 - Radio
-
- GNERC's official pages
 - Events, seminars,
conferences
 - Public meetings
 - Official meetings
 - News/mails/sms
 - Media activities



when balance is achieved

Target Communication Groups

- Population of Georgia,
- Schoolchildren, students,
- Media representatives;
- Non-governmental sector;
- Opinion leaders - politicians, diplomats, industry experts;
- Ethnic minority.

External audience

- the President of Georgia
- The Parliament of Georgia
- Government of Georgia

Interagency audience

- Donor organizations
- International organizations

International audience

- GNERC employees

Internal audience

Electricity tariff communication 2020



when balance is achieved

Main Goals:

- Set new tariffs based on the tariff methodologies
- Preparing the public for new tariffs

Messages:

- Tariffs that are set pursuant to the tariff methodology are essential for the development of the energy sector
- The commission shall set fair and transparent tariffs and be impartial in its decisions;
- Setting fair tariffs ensures an uninterrupted and reliable supply.

Target groups

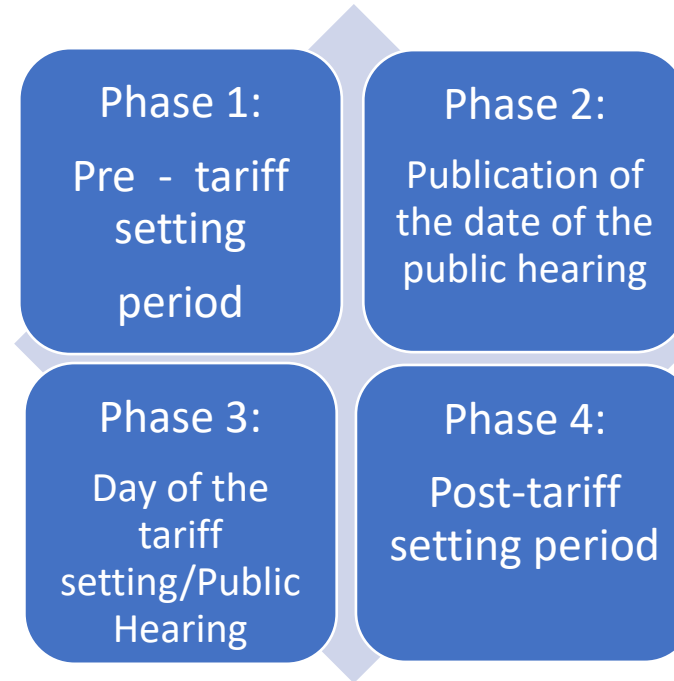


Electricity Tariff Communication 2020



when balance is achieved

Phases of communication plan :



Communication schedule:





when balance is achieved

Public Hearing 2020



Electricity Tariff Communication 2020



when balance is achieved

Results:

- ✓ Approved transparent tariffs;
- ✓ Future development of the electricity sector.

Challenge:

- ✓ Covid -19

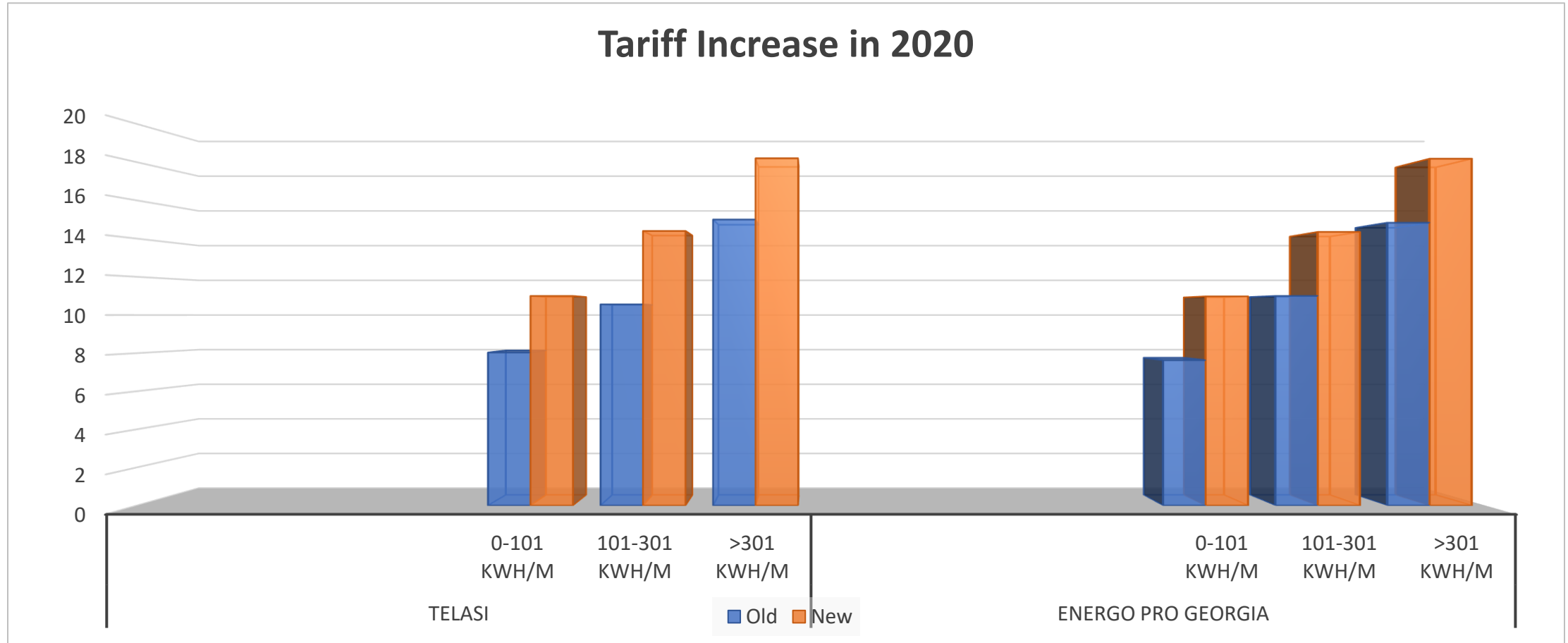


Tariff Results 2020



when balance is achieved

Tariff Increase in 2020



Electricity & Water tariffs Communication 2023



when balance is achieved

Main Goals:

- Increasing water supply tariffs in Tbilisi and other 2 cities;
- Decreasing Electricity tariffs in Georgia.

Messages:

- More investments for Water Supply Sector development;
- Decreasing electricity tariff shall balance the new Water tariff.

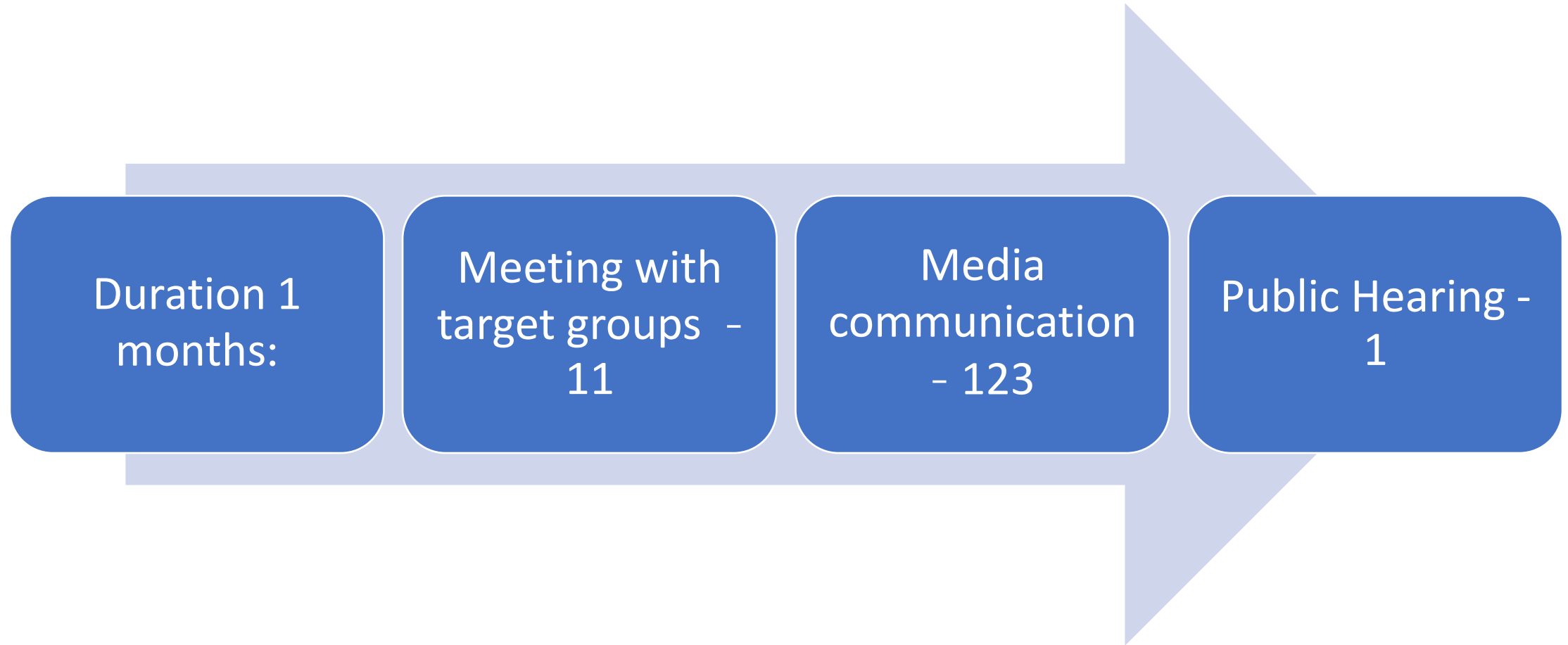
Target groups



Electricity & Water Tariffs Communication 2023



when balance is achieved



Electricity & Water Tariffs Communication 2023



when balance is achieved

Results:

- New effective tariffs in water supply sector;
- Increased investigation in water supply sector;
- New tariffs in Electricity sector.

Lessons learned



when balance is achieved

Transparent and consistent communication
necessity

Importance of publicity of information

Speaking without terminology

The importance of close communication
with the media

Necessity of preliminary working meetings
with target groups

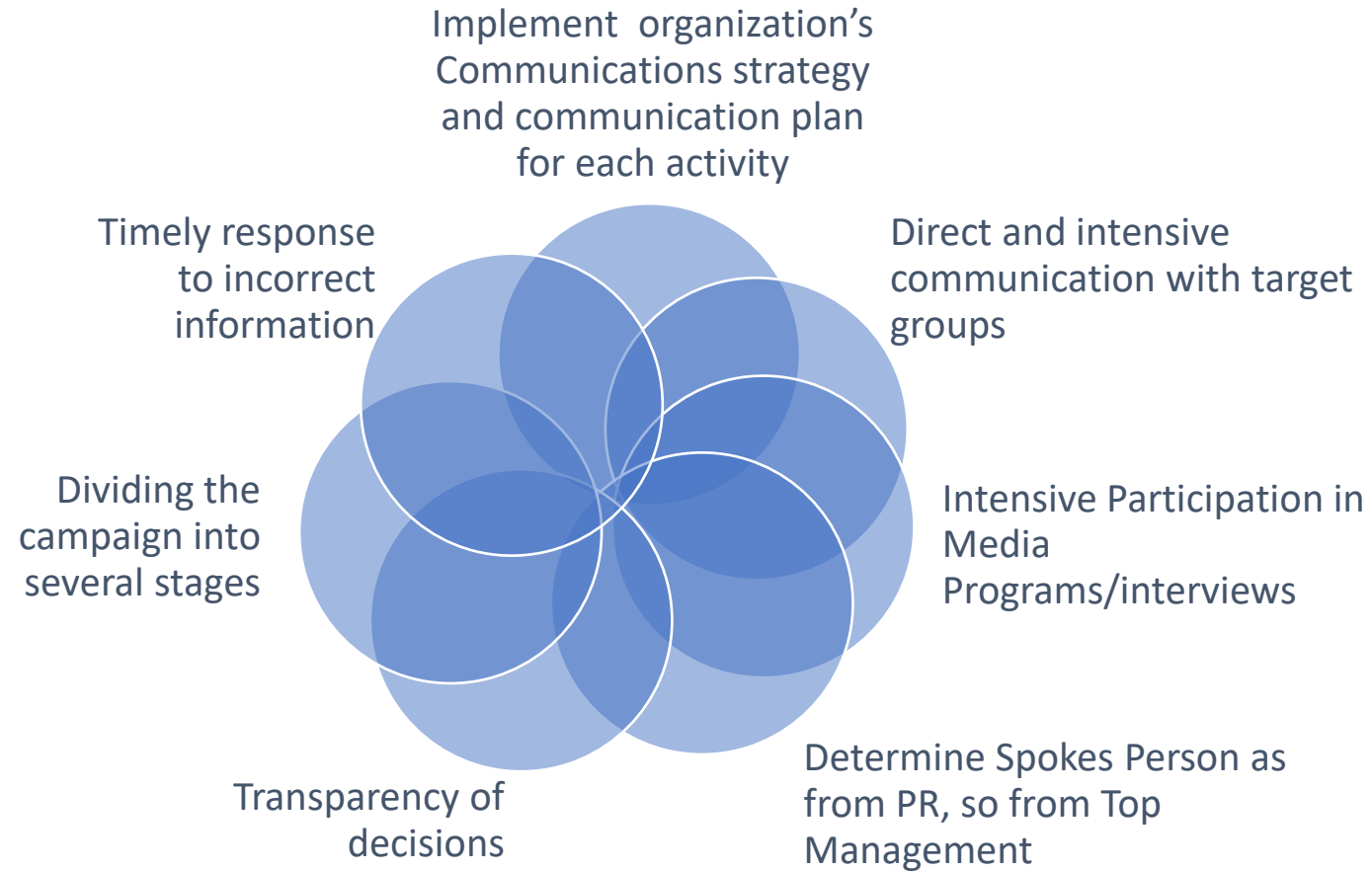
Instant response to wrong information

Direct communication between the
chairman and the members of the
commission with target groups

Recommendations



when balance is achieved





when balance is achieved

#Whenbalanceisachieved

k.berikashvili@gnerc.org