**TERMS OF REFERENCE**

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| **Project Title** | **Information campaign on Energy Efficiency in Ukraine** | | |
| **Implementer/Organisation** | To be tendered | | |
| **Cost** | UAH 1 000 000 (co-funding welcome) | | |
| **Project Start Date** | 15 November 2015 | **Project End Date** | 15 March 2016 |

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| **Project Purpose** |
| Working with the State Agency on Energy Efficiency and a wide range of stakeholders, including international donors such as USAID , EU and GiZ, and in line with EU Directive 2012/27/EU of 25 October 2012 on energy efficiency and Ukraine’s National Action Plan on Energy Efficiency 2020 (in particular, Target 4: Raising awareness of citizens and business on EE), this project will develop a targeted information campaign on energy efficiency in Ukraine, which would: motivate consumers to use energy-saving and energy-saving technologies in all spheres of public life; raise awareness of younger generation via relevant educational activities for enhancing the culture of energy saving and rational use of energy resources; encourage setting up businesses engaged in the implementation of energy efficient technologies and technologies for renewable energy production needs; attracting foreign investment in this area.  It will take into consideration the best UK experience, in particular, that of the Green Investment Bank (GIB), as reflected in the GIB Guide, which could be applicable for Ukraine.  The project will run a pilot information campaign in one of the priority areas/sectors, educational establishments or universities in Ukraine, with recommendations on best experience disseminated via a final conference |
| **Project outcome** |
| The UK experience as reflected in the Green Investment Bank’s Guidance is taken into account in the process of development of energy efficiency information campaign. Raised awareness on energy efficiency increases the level of engagement in energy efficiency activities in various sectors, including by Ukrainian universities, which engage in relevant programmes at a more practical level. Success of the information campaign pilot spread across Ukraine and reflected on SAEE website. |

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| **Indicators of success** | **Status before project/baseline data** | **Source of information** |
| Information campaign developed | None | Report/paper with the list of recommended information activities for all target groups |
| UK experience of GIB shared with Ukraine (in particular, on establishing the Energy Efficiency Fund and monitoring impact of investment on increasing EE in Ukraine) | No knowledge on UK experience | Recommendations on UK experience applicable for Ukraine integrated in the report |
| Action plan for attracting foreign investments for the Energy Efficiency Fund of Ukraine | Existing activities by USAID, GIZ, EBRD and other stakeholders and key players | Existing programmes are assessed are covered in the report/paper, action plan as part of the report/paper |
| EE information campaign piloted successfully | Earlier campaigns by other donors taken into consideration | Recommendations on best practice disseminated across Ukraine and accessible from SAEE website |

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| **Outputs** | A report up to 30 pages long (in English and Ukrainian), that includes the list of information activities for all target groups, recommendations on UK experience applicable for Ukraine and action plan for attracting foreign investments for the Energy Efficiency Fund of Ukraine |
| **Main Activities** | 1) British Embassy Kyiv to run a tender to select implementing partner (1 -15 November 2015)  2) Once the implementer is identified, the British Embassy to put them in touch with UK GIB. To sign a contract (by end November 2015)  3) Implementer to arrange a possible visit by a GIB expert (or by SAEE officials to the GIB) and to run an experience-sharing event; to produce all reports (by end January 2016)  4) To run a pilot (February 2016)  5) To organise and run a final conference (by 15 March 2016)  Please note that the British Embassy Kyiv will own the copyright of all information campaign products produced within this project. |