

Communication Campaign

Subject:	Communication Campaign
Description:	Market support instrument using communication campaign
Date:	10.09.2018
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Document download:	www.solar-district-heating.eu/en/knowledge-database/

Summary description of the instrument

Region: Varna, Bulgaria (**B-region**)

Partners involved: Institute for Zero Energy Buildings

Short description of the measure: Market support instrument using communication campaign

Initial situation

Bad public image of DH in Varna and at national level has risen over the years because of public scandals caused of low quality services.


Objectives

Developing public image of solar thermal energy as sustainable heating resource on regional, city or neighborhood level.

Improving of DH and better understanding of new generations smart DH is recognized to play supporting role on the road to SDH.

Measures and actions

- Preparing a press release “70% of the “Kaysieva Gradina” district in Varna Can be Heated by the Sun Only”
- Communicating with the local and national medias (paper, radio, TV)
- Conducting Media briefing: “SDH – a Big Opportunity for a Sunny Country such as Bulgaria



Посъсдобности

70% от отоплението в ж.к. „Кайсиева градина“ във Варна може да добива само от слънцето

Поддръжката на инсталациите е лесна и евтина

Варна, 21 юни 2017 г. – 70% от отоплението и подгряването на битова топла вода в ж.к. „Кайсиева градина“ във Варна може се покрива от слънчева енергия чрез прилагането на технологията на слънчевите топлофикаци. За жителите на Варна това означава огромна възможност за осигуряване на екологично чиста топлинна енергия без вредни емисии и фини правни чакания, както и независимост от вноса на горива. Данните са резултат от проучване, реализирано от Институт за нулевоенергийни сгради в сътрудничество с чуждестранни експерти.

„Слънчевите топлофикации“ представят системи от взаимосвързани термални соларни колектори, които едновременно произвеждат топлинна енергия за отопление и битова гореща вода. Подобни решения набират популярност в Европа през последните 15 години, особено в Дания. „Днес 110 топлофикационни дружества в страната, свързващи от 200 до 15 000 потребители, имат слънчеви топлофикации“, казва Пер Алекс Сьоревсен, един от двамата на технологичната, преодолели на кластера „NetEnergy“ и консултант в Randbøl, Дания. „Надигне са общо 1,5 милиона квадратни метра инсталирани колекторни масиви“. Подобни системи могат да функционират дори още по-ефективно в България, предвид значително по-интензивното слънчево гъене в нас* в сравнение с Дания.



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Barriers and opportunities

Opportunities:

- Media and professional interest in technology
- Improving the public image of district heating and developing a positive image of solar thermal energy as a sustainable heating resource at regional, urban and neighborhood level

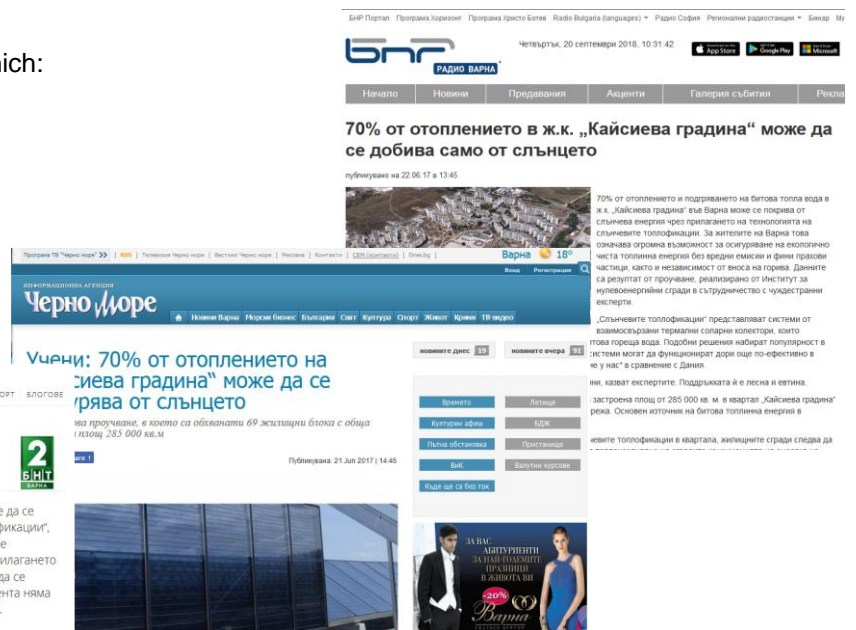
Barriers:

- Overcome the end users dissatisfaction from some existing DH companies' level of quality services.

Results

22 publications and broadcasts, of which:

- 18 online, 4 TV&radio
- 6 regional, 16 national
- 17 news articles, 2 preliminary announcements of the seminar, 3 follow-up bigger articles



Media briefing: "SDH – a Big Opportunity for a Sunny Country such as Bulgaria, 20/06/2017

Varna local media invited

6-7 responded



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Lessons learned

There was a great interest in the media on the topic of solar heating, while it was clear that there was a complete lack of information and misunderstanding. Often, the different solar technologies have been confused by mass audiences and journalists, and in some people there has been frank skepticism, based on controversial subsidies for renewable electricity. In this sense, publications and the media campaign were vital for better public awareness and understanding of the subject.

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