



Twinning Project
Institutional Strengthening of the Energy Regulatory Commission
Твининг проект
Институционално зајакнување на Регулаторната комисија за енергетика



Component 4 – stakeholder cooperation

Closing workshop, 27 April 2011
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The vision: what we set out to achieve

improve the ERC's networking ability with national and international stakeholders, including the development of a structured approach to media and PR work



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The approach: how we went about achieving our goals

Four activities:

- Analysis of the ERC's targets and initial stakeholder network
- Development of tools for stakeholder cooperation
- Training on stakeholder cooperation tools
- A study tour to Austria





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Results: what we produced in 16 months

- the stakeholder cooperation matrix
- an annotated ECRB work programme
- recommendations for the preparation and follow-up of international meetings
- recommendations for a centralised contact database
- outlines of a lobbying concept
- a PR and media concept
- a re-designed website
- recommendations for a coherent CI
- information about the structure of institutions relevant for the ERC
- the public stakeholder cooperation workshop





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Sustainability: how we achieve a lasting effect

- better preparation for international activities → stronger position and raised profile in international discussions and decisions
- active role on the international stage → advancing from the observer to the designer role
- closer ties with relevant national stakeholders → stronger and more accepted position in national discussions and decisions
- tailored information about the ERC as an organisation and the energy markets → more recognition of the importance of regulation
- improve public perception of regulation among stakeholders → basis for a productive dialogue
- tools of effective media relations, PR activities and a state-of-the-art website → better understanding of energy markets and the role of the ERC
- overall strategy, clear company positions and messages → positive company development, presentation as reliable and stable partner for stakeholders





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Component 4:

At the Energy Regulatory Commission, we work to reach the targets we have set for ourselves when joining international treaties and agreements. We promote market opening and market-driven, competitive energy prices to achieve European levels and to further our country's integration in the Energy Community. Going beyond bilateral cooperation, we contribute to multilateral action that ensures coordinated and coherent development of the entire region.

We are your energy partner.



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