

INCEPTION REPORT

Afghanistan Sustainable Energy Week



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List of Acronyms

MEW	Ministry of Energy and Water
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH
ESIP	Energy Sector Improvement Program
IDEA	Institutional Development for Energy in Afghanistan
RE	Renewable Energy
EE	Energy Efficiency
DABS	Da Afghanistan Breshna Sherkat
KPU	Kabul Polytechnic University
DM	Deputy Minister
EMC	Event Management Company/Consultancy
PV	Photovoltaic
MHP	Micro Hydro Power
ASEW	Afghanistan Sustainable Energy Week
MoHE	Ministry of Higher Education
KU	Kabul University
MRRD	Ministry of Rural and Rehabilitation Development
AREU	Afghanistan Renewable Energy Union
MoWA	Ministry of Women Affairs
MoE	Ministry of Education
NA	National Assembly -Parliament of Afghanistan
NEPA	National Environmental Protection Authority
MoH	Ministry of Haj

PROJECT OVERVIEW

INTERPRETATION OF OBJECTIVE

The Afghan German Cooperation (AGC) is supporting Ministry of Energy and Water (MEW) in launching a public awareness campaign to promote the benefits of renewable energy technologies and energy efficiency in Afghanistan. The campaign is part of a broader energy program/objective of MEW which is "Energy Self-Sufficiency 5 year plan of Afghanistan. The program is to be implemented in Herat, Balkh, Takhar, Badakhshan, and in Kabul with the technical and financial support of GIZ's ESIP program and involvement of different sector stakeholders including:

- MoHE (KU, KPU, HU, BU)
- MoE
- MRRD
- AREU
- MoWA

However the above mentioned stakeholders will play a significant role in implementation of the ASEW, we consider outreaching National Assembly (Parliament of Afghanistan), the House of Elders (Meshrano Jirga), NEPA, and local governors and municipalities in Kabul, Herat, Mazar, Takhar and Badakhshan; as key partners supporting and embracing the program consequently.

The campaigns will focus on:

- Improving knowledge and understanding of renewable energy technologies among the target audience.
- Improving public understanding of the principles and need for energy conservation and substitution.
- Creating awareness and support for Government's vision of transitioning towards self-sufficiency in the energy sector.
- Creating a favorable environment for achievement of energy policy targets as well as changes in attitudes and behavior of energy consumers in Afghanistan.

The campaign target audiences are:

- The general public and stakeholders
- Women
- Children
- Students
- Youth populations
- Community and social media influencers
- Householders/homeowners
- Businesses including large, medium or micro enterprises
- Policymakers
- Academia
- Media

STRATEGY

TECHNICAL / ALTERNATIVE CONCEPTS

Public Awareness

ASEW as public awareness campaign is a marketing effort to build public recognition of a major problem in the country through media, conferences, seminars, meetings, panel discussions, lectures, presentations, billboards, and dialog. YTSFC will consider advocating for energy saving or energy conservation by typically highlight the costs of energy saved by the consumer, and the associated avoided environmental impacts. The programs will be designed in a manner that can convince energy users of the (longer-term) financial gains or net cost reductions. Further, the workshops and seminars conducted for women, and Islamic scholars will seek to draw attention to the economic and the environmental advantages of rational use of energy.

For this purpose, different campaigns and programs will be conducted including awareness workshops for women, painting competition for children, essay writing competitions for youngsters, and awareness programs for religious scholars to convey strong messages to families.

As per the ToR, the programs include:

1. Freshta Painting competition
2. Women and Energy
3. RE and EE Awareness for Islamic Scholars

Freshta Painting competition

As part of ASEW to be celebrated during one week by the energy sector of Afghanistan, a painting competition will be organized in Kabul, Herat, Mazar, Takhar and Badakhshan. The participants of Freshta Painting competition will be selected from two rounds conducted at School level. YTSFC will target 14 schools (Male/Female), 8 in target provinces and 6 in Kabul, considering approximately 100 students in each school. The students of 7, 8, 9 grades will compete over essay writing, while students of 4, 5, 6 grades will compete over painting on paper. Freshta Competition will follow the following pattern but not limited to:

1. Selection of Target Schools
2. Communication with the target schools via MoE
3. Identifying selection committees (jury) in school level, province level, and national level.
4. Conduct awareness programs for different targets (7-9 graders and 4-6 graders)
5. Showcase RE technologies
6. Distribute stationary and explain about the rules of competition
7. Identify School level, Province level, and National level winners
8. Place the winner's biography, picture, and painting/essay into the Website of ASEW.
9. Place the winner's biography, picture, and painting/essay into the Exhibition area during ASEW.

Winners' Benefits

The jury will select top 10 paintings and essays respectively. The winners will be subsequently invited to attend ASEW and receive their tokens of appreciation presented by MEW. YTSFC will provide transportation and accommodation services for up to 16 winners (including their family member, if required) from provinces in Kabul. **YTSFC will assure that around 500 students participate in this competition.**

Alternatively, to achieve further interest of competitors, YTSFC will identify (with the approval of MEW and GIZ) the following topics (i.e.) to receive awareness and compete around.

1. Do Your Part, Be Energy Smart!
2. Be polite. Turn off the light!
3. Live Smart, Live Energy Efficient!
4. My Ideal Comfortable Life!
5. My Bright Afghanistan!

Women and Energy

With a "gender lens" approach to energy access and its efficient utilization, it can have a great impact on women's empowerment. This will be followed by providing a platform for women to listen and share ideas and discuss different approaches in mainstreaming the self-sufficiency plan of the country in the long run. In order to explore these topics adequately, YTSFC begins by asking some key prerequisite questions: What are women's traditional household roles in each society, and what energy sources and services do they rely on to perform these roles? How does a lack of access to modern energy currently affect them? How can women enhance their family's economic status by using energy wisely, and how can they influence deployment of renewables and home generation in the country.

To achieve this, extensive and quality events are required to aware the women community on energy, resource conservation and their environmental and health impacts. YTSFC will:

- Conduct up to 7 events in Kabul, Balkh, Herat, Takhar and Badakhshan provinces for almost 700 women.
- Select participants from different backgrounds including entrepreneurs, public servants, teachers, students and most importantly leading and influencing householders with vast access to many others.
- Aim at educating women on energy access and its benefits to the quality of their life and the life of their children, and change of behavior on energy consumption.

Islamic Scholars and Call for Action

To sensitize the population, imams will be invited in events where the benefits of Energy Efficiency and deployment of RE will be discussed with them. YTSFC will assure to invite and gather influencing Imams in coordination with MoH and local Islamic council and Shura to adopted arguments in favor of the self-sufficiency plan of the country. Furthermore, handouts will be distributed for them referring to Islamic statements from the Quran-e-Sharif on efficient utilization of natural resources and religion-based arguments promoting energy efficiency and wider use of renewable energies. YTSFC will also deploy approaches to persuade Imams to make people recognize the benefits of saving energy in the speeches (khutbah) offered during Jumma Prayers.

Workshop and awareness events for Imams in Kabul, Balkh, Herat, and Badakhshan will follow the following pattern but not limited to:

1. Selection of Target Imams
2. Communication with the target councils via MoH
3. Development of program specific agendas, material and handouts
4. Conduct awareness events
5. Showcase RE technologies
6. Follow up on offering special khutbah's during Jumma Prayers with MoH and target Masjids.

Afghanistan Sustainable Energy Week

ASEW will take place during one week where different events will take place for three days. YTSFC will assure presentations, panel discussion, deep dive workshops, and knowledge fairs are conducted smoothly. Although there is extensive preparations and technical support is required for the steering committee in MEW, we assure that every event is addressing the importance and role of RE and EE in the future consequences of the country. Further, arrangements will be considered to turn ASEW into a national debate and exchange program among the people, stakeholders, and the Energy Sector leadership and government of Afghanistan.

IMPLEMENTATION MANUAL

	Terms	Activities	Comments/Open Items
Branding	<p>Identifying a range of simple messages that you want to communicate. We will assure that the messages are one phrase each e.g. sustainable energy for all. And we will build the media event with images, slogans, sound-bites, signs, and locations around it.</p> <p>Complying with political and social consequences of each message by checking with focused groups of stakeholder's to determine which words and phrases can carry and fit to our different target audience's taste. The messages, TV spots, and billboards will be dummy proof assuring that different audience can catch and get persuaded.</p> <p>Obtaining a list of news media to assure upmost advantages have been take of the media. Although the most powerful news media institutions, networks and television like Tolo TV, Lemar, and Zhouwandon will be contracted to broadcast the short teasers, we will make sure to persuade them in seeking stories and covering the news to serve a broader range of audiences across the country.</p> <p>Providing extensive coverage in social media including Facebook and Instagram.</p> <p>Preparing news releases, instant posts, and news content regularly. We will assure to keep news releases short and clear covering each event in one page, emphasizing what's unique and interesting.</p>	<p>Advertising Give a ways: posters and outlets. Internet: web sites. Social Media: Facebook mainly. Television: teasers and promotional material. Special interviews in TVs. Press: newspapers. Outdoor advertising, street banners.</p> <p>Media Coverage Press release. Press ready photos or video footage. Event program and agenda. Event information. Media conference pre-event. Press pitches. Media Reporting.</p> <p>Content writing Development of speeches for key speakers. Memos and generating public relations content focusing on the objectives of the event. Articles and informative pieces of information for the public mass.</p>	

<p>Invitation</p>	<p>Liaise with key and important guests from the Energy Sector stakeholders including national and international partners and will persuade their interest in attending the events.</p> <p>Online platform for guests including the public (based on different audience groups determined by steering committee)</p> <p>List of the interested participants approved by GIZ and MEW</p> <p>Participants will be asked to send a copy of their ID card and a photo to attend the events.</p> <p>Meet VIP guests in person to invite them officially only after giving adequate information about the objective and importance of events in coordination with the Steering Committee.</p> <p>Send reminders about the events to the participants 48 hours, 24 hours, and 12 hours before the event.</p> <p>The delegates and speakers of the events are to be identified by GIZ, MEW, and Steering Committee. The project manager and event manager team will also propose potential speakers and presenters.</p> <p>A presentation format or speaking points will be given to speakers to assure they are prepared. And holding up to two meetings with each speaker. Speakers will have access to the hall and venue one day before the event to get familiarized with the atmospheres for practice</p> <p>Welcoming team of young male and female help the guests and participants in registration, find their seats, help and guide participants to find the way out and also distribute event information packages. They will also provide information about the events and agenda, and will also support participants in placing their requests and questions to the speakers and delegates. This team will also be responsible to taking care of the VIP guests and delegates to give</p>	<p>Communication center Led by four people, they will respond queries, requests, questions and invitations of the participants through email, phone and a physical address to be provided by KPU.</p> <p>Registration An online platform for registration. Registration boot at KPU. Phone Call Registration.</p> <p>Invitation Key speakers and expected participants by writing formal invitation emails, letters, and online content. Invitation cards to Organizations. Email notifications Phone call invitation</p> <p>Speakers Meeting and preparing the speakers in advance making sure they know the concepts and targets of the event and its different thematic approach. Rehearsal with the speakers and presenters. Giving advice on presentations and speeches before the event.</p>	
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	<p>them a warm welcome and support them with any requirements during the event with professional behavior and respect.</p>		
<p>Program Hosting and Moderation</p>	<p>Provide technical information and awareness on issues related to the energy sector framework in Afghanistan, energy efficiency and renewable energy</p> <p>Conduct Round tables, Deep Dive Workshops, Awareness programs for women, children, Imams and other stakeholders as identified</p>	<p>Hosting</p> <p>Writing and rehearsing scripts relevant to the ASEW's events.</p> <p>Keeping updates of the ASEW delegates/presenter's biography.</p> <p>Provision of a check-list and making sure everything is ready before the guest's arrival.</p> <p>Preparing and implementing all program agenda and sessions, and ensuring all the event's activities go smoothly.</p> <p>Hosting technical and non-technical sessions throughout the events.</p> <p>Moderation</p> <p>Preparing presentations based on the thematic programs of the event.</p> <p>Identifying key speakers and presenters from the energy sector. Making sure to support them with their speeches, presentations, and material beforehand.</p> <p>Moderating the sessions, panel discussions, and programs considered for the events as per the agreed schedule of ASEW.</p>	

ARRANGEMENTS

	Activities	Comments/Open Items
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Freshhta Painting competition

- Liaising with the Ministry of Education and identifying the schools.
- Preparing the awareness package (contents that will be delivered to the relevant groups, and conducting the events).
- Forming a jury team in provinces and in Kabul to identify the 10 best paintings and 10 best essays.
- Provision and distribution of 20 glass-made tokens of appreciation for the winners of the competition.
- Providing transportation and accommodation services for up to 16 winners of the competition in Kabul ensuring they will attend ASEW's opening ceremony and receiving their tokens of appreciation from the Minister of Energy and Water
- Preparation of the press releases for each event at least 5 days prior to the event.
- Provision of 700 stationary packages for the painting competition,
 - Each package will include a Pencil, A3 and A4 papers, a colored pencil package, and a paper holder.
- Provision of 700 stationary packages for the essay writing competition,
Each package will include a pen, and a notebook with printed ASEW logo -the notebooks will contain printed cover page.

<p>Women and Energy</p>	<ul style="list-style-type: none"> • Liaising with the Ministry of Women’s Affairs for the better coordination of the events. • Preparing the awareness packages (contents that will be delivered to participants). • Identifying and inviting relevant organizations and institutions to the event. • Conducting 4 awareness campaigns in Herat, Balkh, Takhar and Badakhshan provinces. • Conducting 3 awareness campaigns in Kabul province. • Liaising with the TV channels and ensuring the events are covered in national TV news spots. • Provision of banners and stand banners, • This includes one stage banner and two stand banners relevant to the program for each event. • Providing catering services, this includes providing two times refreshment and lunch for the participants of the event • Preparation of the press releases for each event at least 5 days prior to the event • Developing and implementing a mechanism to ensure enough number of women from different target groups are persuaded to attend the events. • The venue shall be arranged in coordination with MEW, the required preparations like stage design, round tables provision, heating or cooling systems, etc. is the responsibility of the EMC. • 1000 illustrative and informative brochures/booklets on the EC topic, -Content and design to be prepared in coordination with MEW and GIZESIP. • 	
<p>Islamic Scholars and Call for Action</p>	<ul style="list-style-type: none"> • Liaising with the Ministry of Hajj and Religious Affairs for better coordination. • Preparing the awareness package (contents that will be presented to the participants), and conducting the event. • The venue shall be arranged in coordination with MEW, the required preparations like stage design, round tables provision, heating or cooling systems, etc. is the responsibility of the EMC. • Preparation of the press releases for the events at least 5 days prior to the event • Conducting 4 awareness campaigns in Herat, Balkh, Takhar and Badakhshan provinces. • 500 illustrative and informative brochures/booklets on the EC topic, -Content and design to be prepared in coordination with MEW and GIZESIP. • Conducting 1 awareness campaigns in Kabul province. • Providing refreshment and lunch for up to 500 participants of the event. • Provision of one stage banner and two stand banners. 	

Afghanistan Sustainable Energy Week

Invitations and RSVP

- Liaising with all Energy Sector stakeholders including national and international partners in attending the events.
- Inviting all other relevant participants suggested and determined by MEW to the events

Delegates and Speakers/Presenters

- Invite, follow up and assuring the availability of each individual speaker identified by ASEW steering committee.
- Developing the profiles of the expected delegates attending the events.
- Welcoming the delegates and Participants (a welcoming team is required to place the high-level delegates and participants on their right chairs with professional behavior).

Security

- Ensuring the government protocols and coordinating with security entities with the support of MEW in relation to maintaining the security in the event's sites.
- Providing 2 handheld and 1 body scanner metal detectors.
- Providing 2 backup ambulances for the event.
- Providing 10 First Aid Kits -to be donated to KPU.
- Providing and installing 5 Fire Extinguishers (6KGs) -to be donated to KPU.

Registration

- Developing and implementing a mechanism to ensure enough number of people from different target groups are persuaded to attend the events.
- Developing a registration strategy to the event's participants.
- Distributing badges for the participants of the event.
- Providing a help/information desk.

Event Arrangements

- Stage design and decoration of up to 80sqm.
- Providing Washrooms and Restrooms cleaning services.
- Providing roundtables for the hall.
- Providing 3D logo of the event.
- Providing carpets required for the hall (25m*15m) -to be donated to KPU.
- Providing Plasma Screen (10m*3m).
- Providing an all-inclusive sound system.
- Providing a complete and professional Lighting system.
- Arrangement of vehicles parking spaces.
- Providing 8 indoor standing flags of Energy Sector stakeholders.
- Provision of 200 liters of petrol fuel as the electricity backup (Generator is available in KPU).

- Providing Refreshment (2 times) and Lunch (Parcel Packages) for 1350 participants for the three days of the ASEW event (4,50/day), and Refreshment (2 times) and Buffet lunch for 300 VIPs for the three days of the event (100/day).
- Arrangement of the Lunch and Refreshment service spaces including tint, tables, and chairs/other required material -the lunch area shall be arranged in a different location than of the event hall.

Communications and Public Relations

- Design and Installation of 30 Billboards across the congested Kabul City streets.
- Provision and installation of 200 A2 publicizing information posters across the Kabul Public and Private Institutions
- Provision and installation of indoor and outdoor banners, and press banners (390 sqm).
- Provision of 25 Stand Banners.
- Provision of 20 inforamatory Signposts for the event.
- Provision of 2000 packages each including a Pen, an A5 Leather Notebook with printed ASEW logo, and printed paper handbags.
- Instant photography of 400 participants to be placed on a 10 sqm pin board
- Providing 3 touch-screen devices/computers for transferring the event’s data to participants via WeTransfer/Dropbox/Google-Drive with a high-speed internet connection.
- Provision of 400 leather bags with printed ASEW’s logo.
- Provision of 700 invitation cards.
- Provision and distribution of 15 Branded glass-made tokens of appreciation to be presented to different involved institutions.
- Provision and distribution of 10 branded glass-made a token of appreciation to be presented to the working committee board. • Designing and Printing 700 badges for the event’s participants. • Inviting media partners to cover all the related activities including the event’s live broadcast, panel discussions, and overall media coverage.
- Development of 8 different teasers of 12 seconds.
- Broadcasting the commercial teasers for up to 250 times in two different leading (highest share of viewers) TV channels during peak hours of Mornings and Evenings, -Liaising with TV stations and making sure the programs/events are covered in provincial and national TV news spots.
- 3 Year Hosting, upgrading, and managing of ASEW’s website
- Promotion of ASEW social media page for 700K viewers
- Photography and videography of all events and production of a 10-min, and a 5-minute documentary of the ASEW2019.

PROJECT SCHEDULE -DRAFT

TASK	ASSIGNED TO	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Oct	Nov	Dec
Mobilization													
Logistic Arrangements	Project Manager												
Staff Hiring and Mobilization	Project Manager												
Communication and PR													
Website Dev & upgrade	Media Team												
PR & Comm Plan	Media Team												
Video teasers	Media Team												
Video Graphy	Media Team												
Print Media	Media Team												
Public Awareness													
Freshta Painting Competition	Event Manager												
Women and Energy	Event Manager												
Imams call for action	Event Manager												
ASEW	Event Manager												
Project Evaluation													
Final Reporting	Project Manager												
Project Evaluation	Project Manager												
<i>dates are alternately provided and are subjected to change</i>													

TEAM CONCEPT

YTSFC is considering the implementing TEAM as most important component of ASEW event. YTSFC will organize ASEW events by getting together a professional team, as there are varied aspects that go into bringing about an event, right from planning to coordination and the final execution. We will put together the team, as soon as the event is approved and contract is signed with GIZ ESIP. During the event teams are working simultaneously, on varied activates, all at once to achieve the ASEW event objectives.

