



Press Release (CEER PR 23-11)

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Empowering Energy Voices: EU4Energy Communication Training Enhances Energy News Dissemination in the Eastern Partnership

The **Council of European Energy Regulators (CEER)**, in the framework of the European Union's **EU4Energy Phase II Programme – Promoting the Clean Energy Transition in the Eastern Partnership Countries** is welcoming public relations specialists of ministries and energy National Regulatory Authorities, as well as journalists working on energy-related topics from the Eastern Partnership Countries on 13-14 July for a two-day training in Batumi, Georgia on **Covering Energy Issues in the Media**.

CEER is collaborating with the EU-funded Regional Communication Programme for the Eastern Neighbourhood (EU Neighbours East) to deliver a comprehensive training programme. Via this partnership, participants will benefit from an enriching training experience, along with valuable insights into crisis communications and the formulation of emergency communication strategies. Topics such as quality of service, support for vulnerable customers and the significance of renewable energy source development will also be covered. Attendees will also be able to put their newly acquired technical knowledge into practice through engaging case-study exercises.

Energy is a complex topic and an integral part of our everyday lives. Translating highly sophisticated concepts and technical language into simple and easily comprehensible messages represents a major challenge. Furthermore, the recent energy crisis underscored the lack of emergency communication strategies among energy regulatory authorities that left them unprepared for the developments that unfolded in 2022. This training will therefore highlight the necessity for energy experts, policymakers and the media to collaborate closely, a precondition for effective communications, especially during a crisis.

The training is organised in the framework of the EU4Energy Programme Phase II – Promoting the Clean Energy Transition in the Eastern Partnership Countries, which runs until December 2024. The programme aims to contribute to the development of sound legislative and regulatory frameworks for energy, to support

the region's transition to clean energy and the liberalisation of its energy markets.

The EU4Energy initiative is funded by the European Union with a total budget of €8.5 million and is jointly implemented by CEER, the International Energy Agency (IEA) and the Energy Community Secretariat (EnCS).

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