

# Russian Climate & Energy Efficiency Policy

## Questions from Business

# A Presentation to AEB Committee on Energy Efficiency

# About PBN H+K Strategies



An **EXTENSIVE TRACK RECORD** in helping companies implement effective communication strategies to support their business objectives and build their brands in Russia, Ukraine, Kazakhstan and the CIS.

Unparalleled regional insight based on **25 YEARS** of on-the-ground experience in Russia, Ukraine, Kazakhstan and the CIS.

An **INTEGRATED, MULTILINGUAL** team of senior communications professionals in Russia, Ukraine and Kazakhstan.

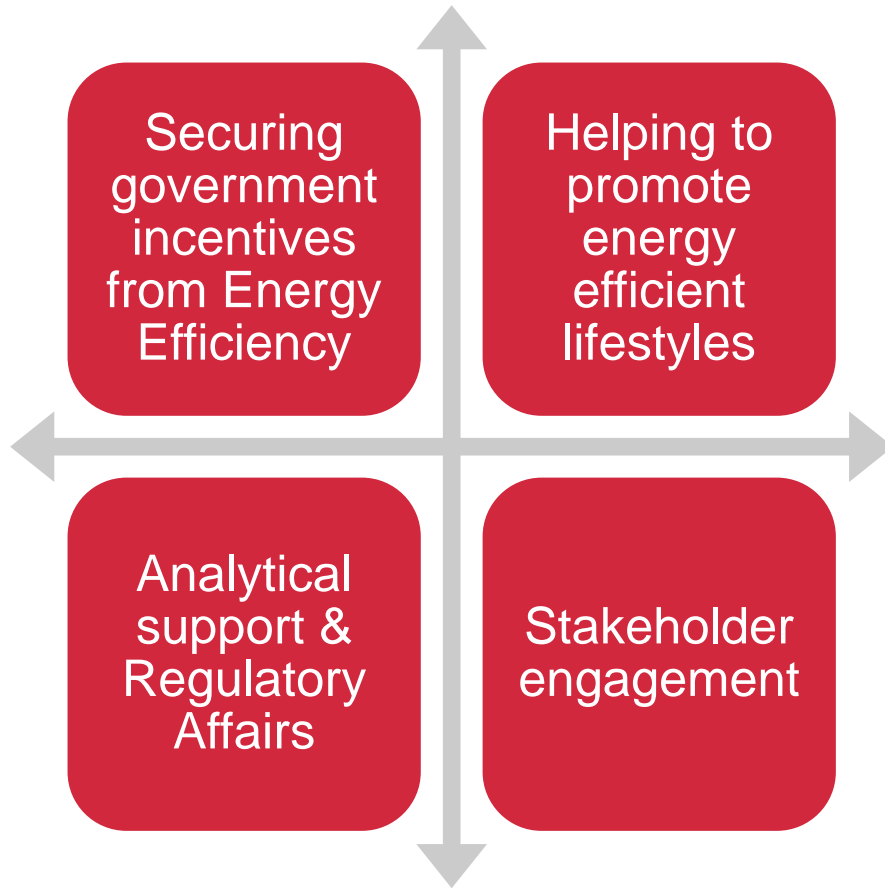
**FULL-SERVICE** Government Relations & Public Affairs, Corporate & Crisis Communications, Marketing Communications, Digital Communications, and Financial Communications offerings.

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STRATEGIES

25  
YEARS IN RUSSIA

# PBN H+K in Energy Efficiency

## OUR SERVICES



## CASES FROM INDUSTRY

## (Government relations)

- + Monitoring adoption of regulatory standards for Energy Efficiency and labeling of energy-efficient products.
- + Identification of energy efficiency criteria as key factor in securing Priority Investment status for industrial client.
- + Development of joint programs to promote energy efficient products in government procurement and education for younger generations.
- + Promotion of a company as best in class.

**several others in field of public relations support.**

# Ecological & Climate Policy in Russia

## Background

- +2009 Decree to Reduce of Air Pollution from Flaring of Associated Gas in oil industry
- +July 2014, Law on Best Available Technologies implementation to 2017 and beyond
- +Amendments to Law on Waste Management passed in December 2014; implementation for 2016-2017
- +COP21 – Nationally Determined Contribution of 70-75% of 1990 emissions

## Recent developments

- +Year of Ecology in Russia–2017, coincides with implementation of existing policies
- +COP21 - Experience of Law on Waste Management reassuring – government ability to incorporate concerns of business; unresolved issues (collection of separated waste; incentives for biodegradables) and fears revenue the priority





# Energy Efficiency Policy in Russia

## Background

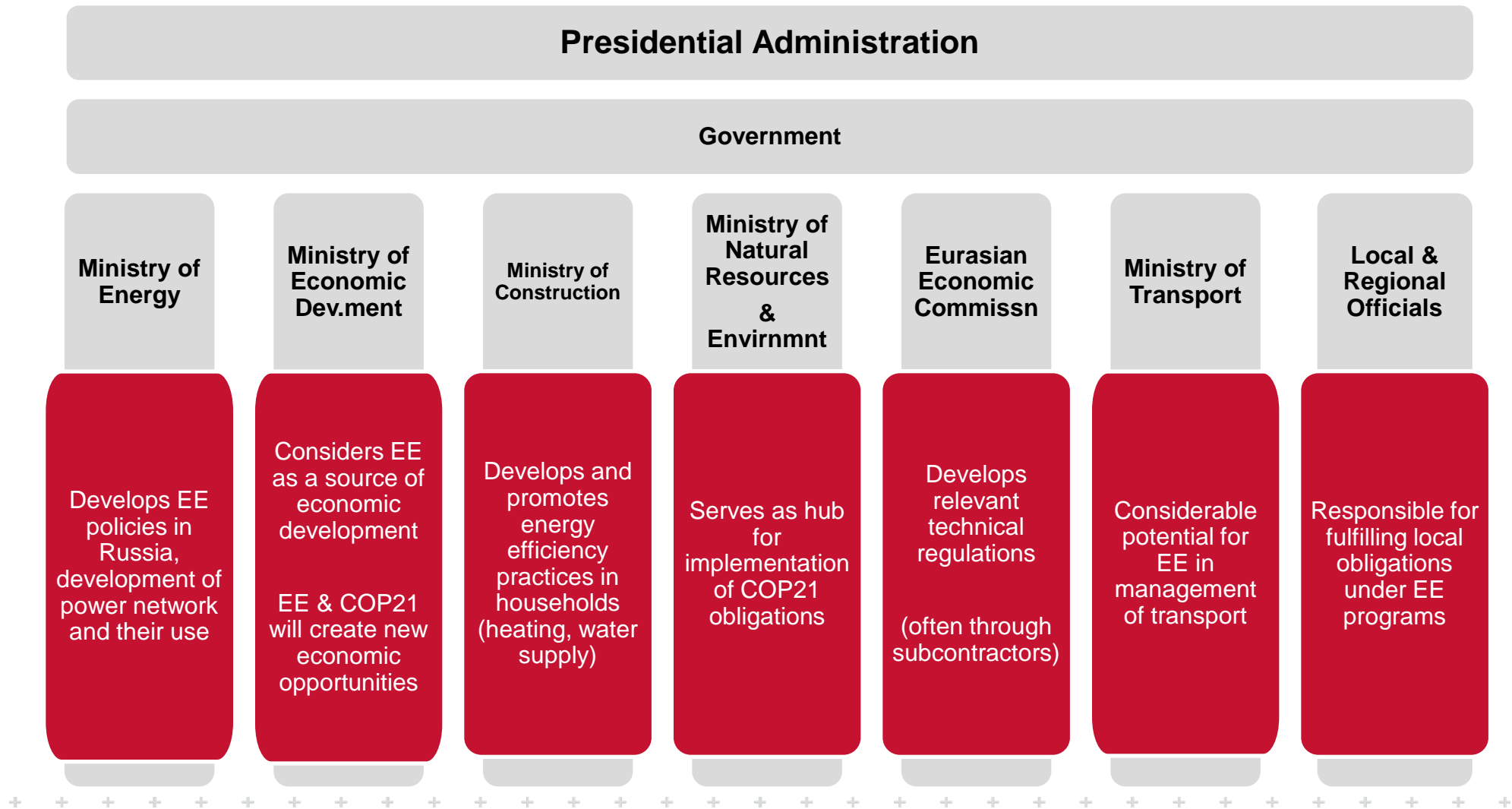
- + Historically little interest to energy efficiency. Pivot to focus on EE after economic crisis of 2008/2009 as a tool for public cost reduction
- + Federal Law on Saving Energy & Energy Efficiency, 2009
- + State Report on energy efficiency (Oct. 2015) reveals a serious lag of energy efficiency compared to Western States and RF targets.

## Recent developments

- +Energy Efficiency Budget of State Program “Energy Efficiency and Energy Development for 2013-2020” reduced by 13.5 times
- +Preference for quick, visible gains
- +Energy efficiency to be integrated with fulfillment of COP21 obligations
- +Energy efficiency is becoming a KPI for officials in charge of State programs



# Stakeholders



# Core Priorities for Business

# Public Education

## Prioritization of youth programs as means of harnessing generational change

Stress financial rationale,  
hesitancy to pay  
introductory costs

Potential to focus on environmental concerns where appropriate

# Contributing to Policy Development

## Identifying opportunities to engage government at all levels

# Building upon COP21 to help Russian government develop workable implementation measures

# Building business' agenda for the Year of Ecology in Russia–2017

# Government Stakeholder Engagement

## Building Business-Government dialogue on climate and Energy Efficiency regulation

## Integrating COP21 and EE into industrial development policy (Import Substitution, state support)

Educating regional & local authorities on their responsibility to deliver targets and opportunities

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