



MINISTRY OF SCIENCE, ENERGY AND TECHNOLOGY

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To Whom It May Concern

The Government of Jamaica (GoJ) has received loan financing from the International Bank for Reconstruction and Development (IBRD) towards the cost of the Energy Security and Efficiency Enhancement Project (ESEEP). The Project has been designed to provide comprehensive support to the implementation of the GoJ's National Energy Policy covering the 2009 through 2030 period.

The National Energy Policy (NEP) was developed in 2009 to support the implementation of Vision 2030 Jamaica – National Development Plan, whose overarching objective is for Jamaica to achieve developed country status by 2030. Specifically, the NEP facilitates the achievement of National Outcome #10, viz. Energy Security and Efficiency.

Panmedia Limited was awarded a contract by the Ministry of Science, Energy and Technology for the period February 28, 2017 to October 27, 2017 to perform the “**Implementation of the National Energy Policy Communication and Information Plan**”. Panmedia Limited is a marketing communications agency, founded in 1996, with special skills in online and mobile marketing, public relations and advertising.

Panmedia has been tasked to do the following:

- Develop and implement a communications campaign targeting the Jamaican public in general, that will (i) build awareness of Jamaica's Energy Policy/Vision 2030 and of achievements made to date, such as DBJ's energy loan facility, retro-fitting of Government buildings, the diversification of the energy mix etc., and (ii) engage the public to do their part in achieving the NEP goals.
- Design and implement a series of activities to further raise the levels of engagement of public sector employees around the importance of energy efficiency and conservation generally and in GOJ offices and buildings particularly.
- Implement a campaign to make the Jamaican public aware of the BSJ's new standards and testing facilities for refrigerators, freezers and home air conditioners and to gain support for the programme from the public as well as the appliance trade (importers, wholesalers, dealers, retailers).

Any support that can be given to Panmedia Limited to assist them in supporting the goals of the NEP would be appreciated.

Yours sincerely,

Mr. Fitzroy Vidal

for Principal Director - Energy