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PRESS RELEASE

ENERGY EXPERTS MEET THE MEDIA: IMPORTANT RENEWABLE ENERGY AND ENERGY EFFICIENCY TOPICS

In order to raise more awareness within national stakeholders and the Lebanese public, the Lebanese Center for Energy Conservation (LCEC), within the MED-DESIRE project, will be hosting a **press and media awareness raising event** on the December 2, 2015 at 10:30 am at Gefinor Rotana Hotel in Beirut. The event entitled ***“Energy experts meet the media: important renewable energy and energy efficiency topics”*** will gather energy experts and the media in an interactive workshop to introduce the media, and therefore the general public, to the clean energy market and possibilities in Lebanon.

The event is expected to have 50 participants from journalists and editors of magazines and newspapers such as Al Safir, World Environment and Al Nahhar, to reporters from TV channels like Orbit, Al Manar and NBN and from radio stations such as the Lebanese Radio.

The event will begin with an opening ceremony done by the vice president of LCEC, Mr. Ziad el Zein, where he will introduce the attendees to the objectives of the event. Mr. Rani Al Achkar, LCEC Programmes Development Engineer, will present the goals and objectives of the MED-DESIRE project.

A round table discussion will be held between the energy experts from the LCEC team and the media to discuss about the **National Energy Efficiency Action Plan 2016-2020 (NEEAP)**, the National Renewable Energy Action Plan 2016-2020 (NREAP), the National Energy Efficiency and Renewable Energy Action financing mechanism (NEEREA), the Lebanese Environmental Action financing mechanism (LEA), and the solar water heaters market support schemes.

The workshop will end with the development of **a set of recommendations** to write articles and media reports aiming to increase public awareness on green energy topics. The event will be followed by lunch.

MED-DESIRE is an a project funded by the European Union (EU) ENPI CBC MED programme called MED-DESIRE launched in 2013. It aims at spreading energy efficiency all over the Mediterranean area through the use of innovative financial schemes and market stimulation tools. The project joins the efforts of 9 institutions from 5 different countries namely: Italy, Spain, Tunisia, Egypt, and Lebanon.

Beirut, November 30, 2015



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