



Regional Workshop

“Towards fuel compliance”

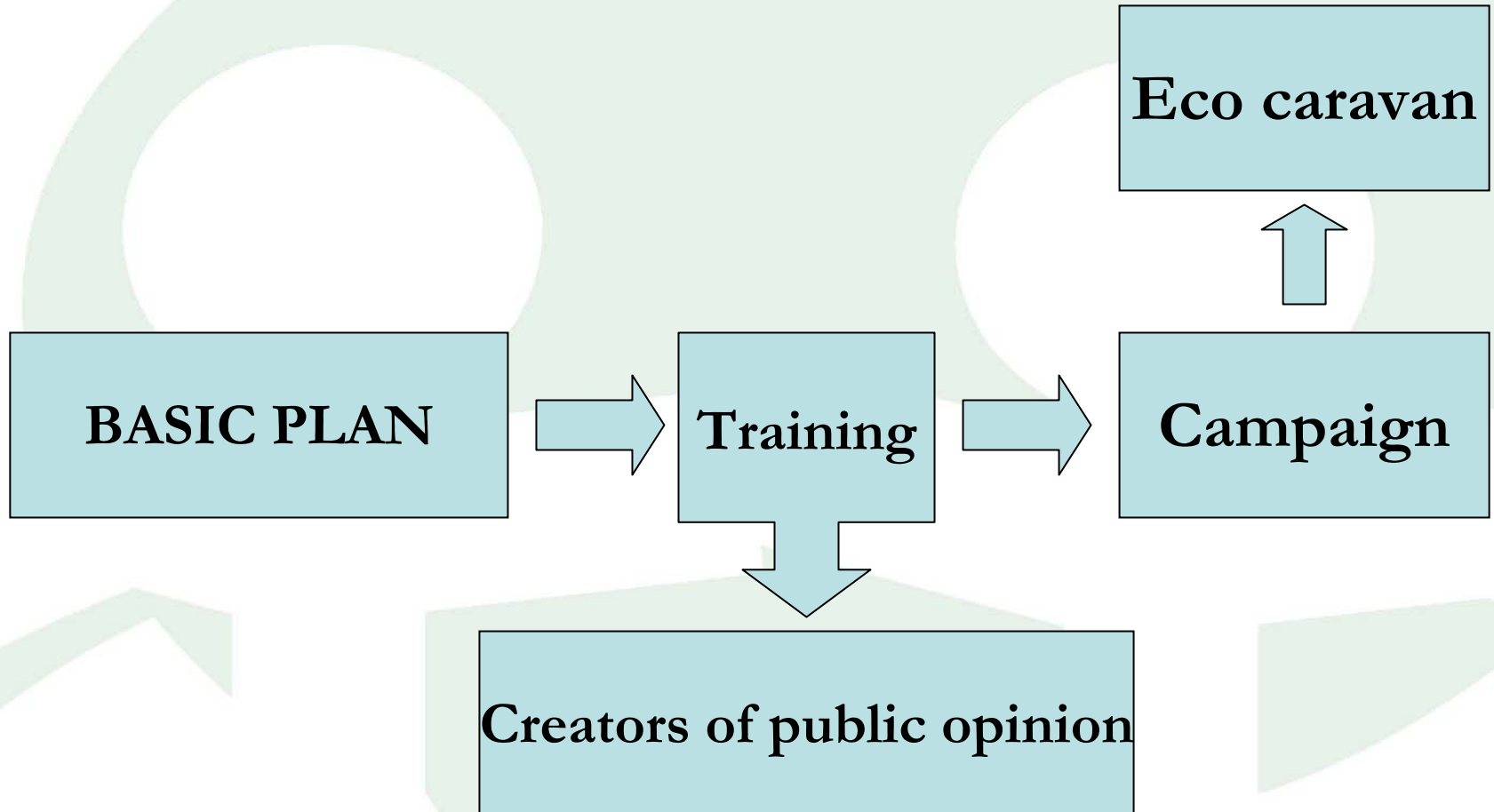
12 / 13 February 2009, Ohrid

Vlado Karovski

Head of department for standards

Sector for European Union

Experiences of Macedonia



Experiences of Macedonia

Plan for phasing out the leaded fuels out of use:

- Prologue
- Introduction
- Goals of the Basic Plan
- Legal and political framework for phasing out the leaded fuels out of use
- Technical implications
- Institutional infrastructure / implications
- Financial implications
- Joint measures and actions for raising public awareness
- Needs for training
- Model for sponsoring campaign
- Strategic recommendations
- Complete time plan for realization of all measures
- Brief – final conclusions and recommendations
- Used literature and tributes

Experiences of Macedonia

Goals of the Basic Plan:

- To eliminate the lead (Pb) of the liquid fuels until 2006 with purpose to contribute towards better quality of environment.
- To evaluate the feasibility and to establish the procedure and measurement for phasing out the lead from fuels.
- The approach is systematic and overall phasing out of the lead from fuels.
- The phasing is realized in two phases:
 - First phase – from September 2003 until the end of 2005
 - Second phase – from 2006.

Experiences of Macedonia

Phases (steps) in phasing out the lead from fuels:

First phase – short term phase, includes reducing the maximum allowed amount of lead in the fuels from the current 0,6 g/l to 0,15 g/l, as well as the growing part of the leaded fuel in the total consumption of fuels. This phase started in 2003 and finished in 2005. It was realized through introduction of the new Macedonian standards for liquid fuels, which use was delayed through implementation of public campaign.

Second phase – last phase, includes complete phasing out of the leaded fuels and started in 2007 and it was realized through ongoing measures and activities for complete implementation of the EU directive 98/70.

Experiences of Macedonia

The **CAMPAIGN** for raising public awareness is one of the measures for support of the goals of the **Basic Plan** through informing the public about:

- The environmental and health risks of using the leaded fuels,
- Technical ability of the vehicles to transfer from leaded to unleaded fuel, with or without technical interventions,
- Quality and fitment of the new fuel on the market (building trust).

Experiences of Macedonia

Training:

- For successful realization of the campaign for raising public awareness, before it started, a training for all creators of public opinion who can support the campaign through giving the first information on the vehicles owners was implemented.

Experiences of Macedonia

Main creators of public opinion:

- Gas pump workers,
- Auto mechanical body shops ,
- Drivers associations,
- Auto -motor association of Macedonia (AMSM),
- Marketing departments of the producer and distributor of fuels,
- Association of dilers of vehicles,
- NGOs,
- Specialized media for technical information of vehicles and for fuels reserved for owners of vehicles (“SB” and “Avtoplus”) and other medias.

Experiences of Macedonia

Organization of the training:

- The training of the creators of public opinion was realized through three one day regional workshops in the following cities:
 - Bitola,
 - Stip and
 - Skopje.
- The workshops attended around 100 participants and lecturers were eminent academic professors from different governmental and academic institutions with big credibility.

Experiences of Macedonia

Eco-caravan:



Experiences of Macedonia

What is eco-caravan?

- Mobile office of the MoEPP for communication with the public in the whole country;
- Communication tool for implementation of short –term and long-term activities for raising public awareness for environment in Republic of Macedonia;
- Possibility for the interested citizens to discover any information they are interested in regarding the environment;
- Instrument for creating partnerships with the ones who care and value the environment as well as the ones who want to invest in it and in the future generations too;
- Place where the interested public can gain environmental education and information and
- Developing friendly behavior towards the environment.

Experiences of Macedonia

Preparation for eco-caravan:

- Development of the content of the planned activities,
- Time tables,
- Staff needed,
- Budget,
- Useful support was expected by the local radio and TV stations, which can publish/ announce the event and activities in the appropriate place.

Experiences of Macedonia

Achieved results:

- Increased environmental public awareness;
- Stronger democracy (public participation);
- Improved decision making process;
- Building trust between public and authorities as a long-term goal;
- Stronger capacity of the local NGOs through gaining experiences;

Promotion of use of unleaded fuel

Locations for implementation:

- Market of used cars,
- Larger petrol stations in Skopje,
- Parking lots on highways and main highways (Straza and Pletvar),
- Ohrid, Bitola and Stip.

Experiences of Macedonia

Contributions of implementation of the campaign for phasing out the leaded fuel out of use

- Wide use of unleaded fuel was promoted by two aspects:
 - Environmental and health beneficiaries and
 - Financial beneficiaries
- The public was informed about the new fuel standards
- The trust of the drivers was maximized regarding the unleaded fuel quality
- A vehicles which can use unleaded instead of leaded fuels were promoted.

Experiences of Macedonia

Campaign management:

- **Responsible person from the Ministry of Environment and Physical planning (MoEPP)**
- **Implementation unit: Public Information Office of the MoEPP**
- **Campaign Manager**
- **Partners:** “Makpetrol”, OKTA Refinery, AMSM, Association of drivers of Macedonia, Media, University, the Government and NGOs.

Experiences of Macedonia

Messages:

- Fuel without lead is better for the environment and cheaper for your wallet.
- After 2006 there will be no leaded fuel on the market
- You can do something good for the environment.
- Most of the cars can use unleaded fuel without any problems.
- Ask the petrol station whether your car can use unleaded fuel.
- Here you can find all necessary information.

Experiences of Macedonia

Publications and media products:

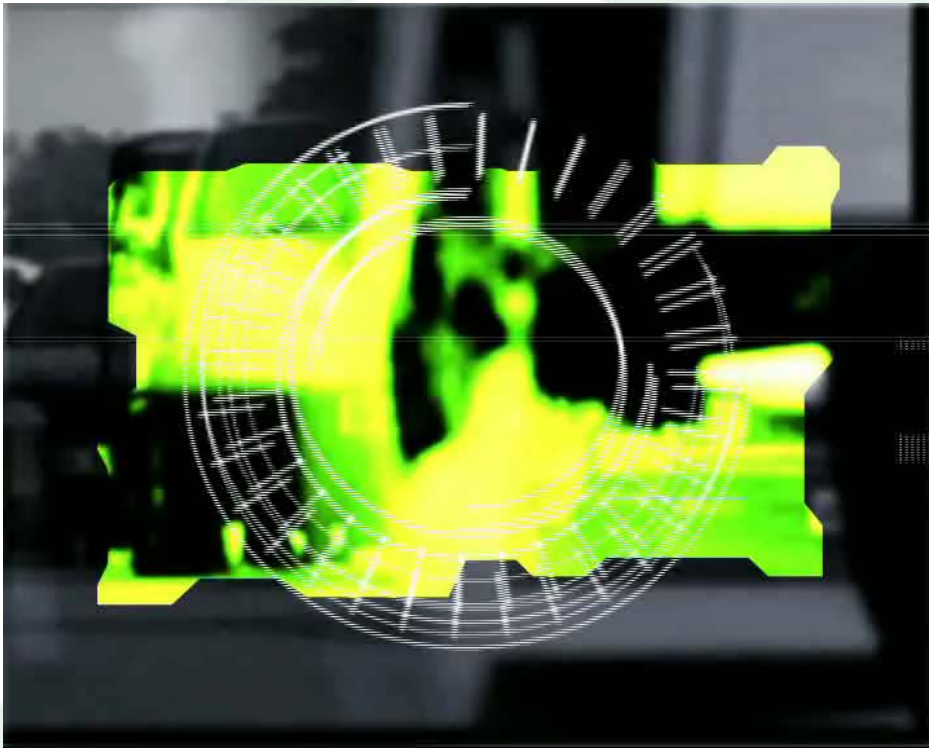
- Master (Basic) Plan
- Brochure
- Flier
- Stickers
- Info- posters
- TV Spot
- TV report
- Announcement (short video)
- Radio spot



Experiences of Macedonia

Media relations:

- 3 Press conferences
 - First press phase one: description of the campaign elements, 24 July
 - Second press conference: launching the campaign, 28 August
 - Third press conference: Evaluation of the results of the campaign 17 October
- Cooperation with TV and radio stations
- Cooperation with daily newspapers and magazines.



**Thank you very much for your
attention!**

V.Karovski@moepp.gov.mk