



UNITED ARAB EMIRATES  
MINISTRY OF ENERGY & INFRASTRUCTURE

# REPORT ON THE MAIN FINDINGS AND RECOMMENDATIONS OF THE DIGITAL PARTICIPATION

## PUBLIC SATISFACTION ABOUT AWARENESS CAMPAIGNS OF MINISTRY'S SERVICES

2024

Version [number (1)]

# 1. Introduction

<b>Participation title</b>	Public satisfaction about the awareness campaigns of the Ministry's services
<b>Participation type</b>	Consultation
<b>Brief description</b>	MoEI runs ongoing campaigns to raise public awareness of its services and offerings and encourage community members to use them. To measure the effectiveness of these campaigns, the Ministry will conduct a survey to obtain feedback on the strengths and areas of improvement for its service awareness campaigns
<b>Participation objective</b>	The digital consultation will give community members the opportunity to reflect on their experiences in requesting MoEI services and evaluate the quality of awareness content presented to them.
<b>Target audience</b>	Public
<b>Responsible entity</b>	Ministry of Energy and Infrastructure
<b>Start date</b>	01/12/2023
<b>End date</b>	31/01/2024
<b>Participation duration</b>	[2 months]
<b>Languages used</b>	[Arabic / English]
<b>Marketing channels</b>	[Social Media / Ministry Website / Email]

## 2. Participations Overview

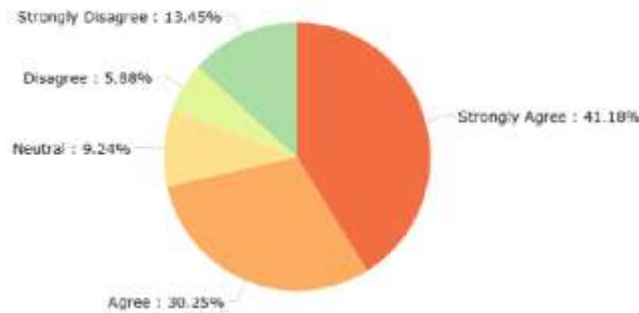
<b>Number of participants</b>	113
<b>Number of comments</b>	2

### 3. Results Overview

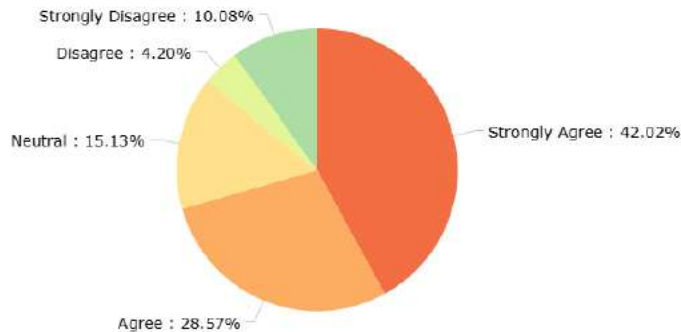
Awareness campaigns are used by the Ministry of Energy and Infrastructure to educate the public about the services available to them, inform them of the benefits offered by the ministry, and encourage them to take advantage of these services. Through the digital consultation "Share Your Opinion on the Ministry's Awareness Campaigns," we seek to gather public feedback on the effectiveness of the current campaigns and their success in achieving the desired goals.

The aim of this consultation is to assess the impact of the campaigns in increasing awareness of the services provided by the ministry, as well as to identify areas that may need improvement or development. The results of the survey will help us enhance future campaigns and better direct efforts to serve the public.

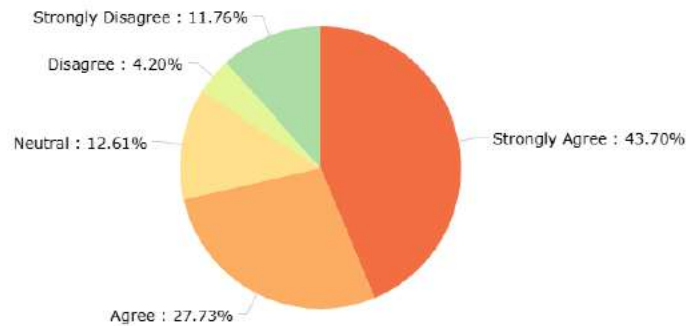
A total of 113 participants from various emirates of the UAE took part in the survey. Over 70% of them reported receiving some of the awareness campaigns organized by the ministry to introduce its services.



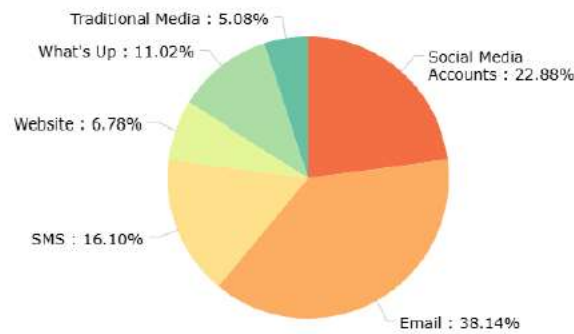
More than 70% of participants strongly agreed or agreed that the content of the campaigns was useful and easy to understand.



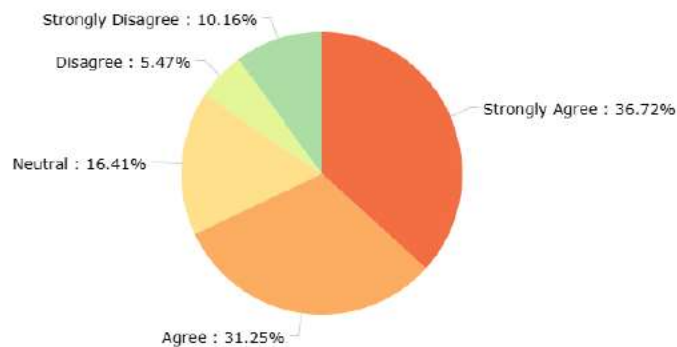
According to the participants' opinions, the awareness campaigns contributed to increasing their awareness of the ministry's services, with 43.70% strongly agreeing, and 27.73% agreeing.



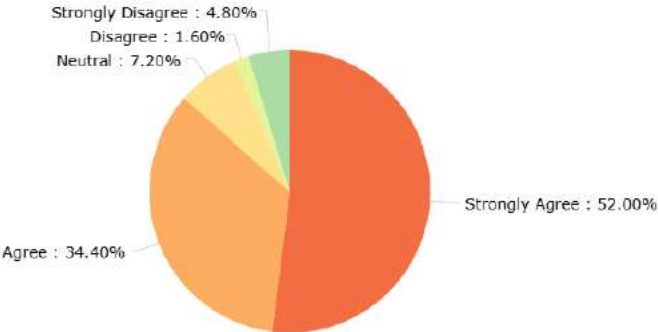
Participants were also asked about their preferred channels for obtaining information about the ministry's services. The most common response was receiving emails from the ministry, with 38.14%, followed by social media channels at 22.88%, and SMS messages at 16.10%.



The following graph shows the percentage of individuals who benefited from the services they learned about through the awareness campaigns conducted by the ministry. The percentage of those who strongly agreed and agreed that they benefited from these campaigns ranged between 36.72% and 31.25%.



In the final question, more than 86% of participants expressed a desire to see more detailed awareness and marketing campaigns about the ministry's services in the future.



## 4. Decisions Made

Based on the results of the survey "Share Your Opinion on the Ministry's Awareness Campaigns," a set of decisions can be made to improve the effectiveness of awareness campaigns and ensure that a larger number of people benefit from them. The decisions include:

- **Deepening the Content of Awareness Campaigns:**  
Based on participants' desire for more detailed awareness campaigns, it is expected to enhance the content of these campaigns to include comprehensive and detailed information about the various services provided by the ministry.
  - Developing specialized campaigns explaining how to use the services step by step.
- **Improving the Use of Preferred Channels:**  
Tailor awareness campaigns through email and expand campaigns on social media platforms to increase outreach to the targeted audience.
- **Increasing Interaction and Engagement:**  
Enhance interaction with the public by organizing workshops, webinars, or interactive sessions that explain the details of the services provided by the ministry and how to benefit from them.
- **Reviewing and Improving Evaluation Methods:**  
Establish continuous mechanisms to evaluate the effectiveness of awareness campaigns, such as regular surveys or collecting feedback through various channels to ensure the improvement of future campaigns.

## 5. Resources

