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# Information gathering, next steps and structure of outputs

**Richard Bridle**

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**Better living for all—sustainably**

## Overall project objective and approach

### Objective

- to contribute to the creation of a realistic, positive, constructive image and environment for renewable energy among the key stakeholders and the general public, based on factual information;

### Approach

- to document examples of RE communications
- to summarise experience and best practice. And;
- to make recommendations on the role of IEA RETD in supporting effective communications

## Goals for this session

- Stakeholder engagement
- Improve and refine the approach
- To encourage organizations to contribute case studies

## Project structure

- Task 1: Interactive workshop (today)
- Task 2: Communication techniques case studies
- Task 3: Conclusions and recommendations
- Task 4: Stakeholder workshop and communication

## Task 2: Case studies

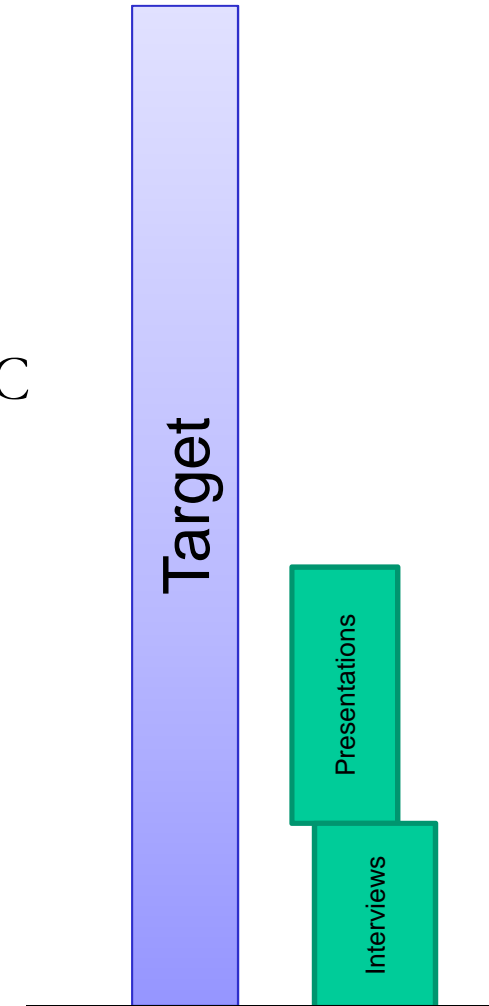
- A set of case studies will be a valuable reference to anyone developing a communications campaign for renewable energy providing:
- Examples of processes, organisational structures and techniques
- Inspiration for creative components
- Pitfalls and lessons learned
- Give an overview of key issues across RETD countries

## Task 2: Method

- Case studies will be collected based on a questionnaire which can be completed by contributors or by interviews.
- We're looking for examples from governments, civil society and industry
- Example questions:
  - *Why and how was the campaign conceived? What was the motivation for the campaign and the process from conception through to evaluation?*
  - *Who were the main audiences for the campaign? Please describe the process of audience selection? Did you undertake any segmentation of the audience?*

## Task 2: Progress so far

- Presentations from ENOVA, Agentur für Erneuerbare Energien, EWEA, O.O. Energiesparverband etc.
- Number of completed interviews with DECC (UK), SEAI (Ireland), Natural Resources Canada, Denmark, Germany
- To make the project a success we need the participation of all the organisations represented today!
- Which of your communication activities could form a case study?



## Findings from interviews: DECC (UK)

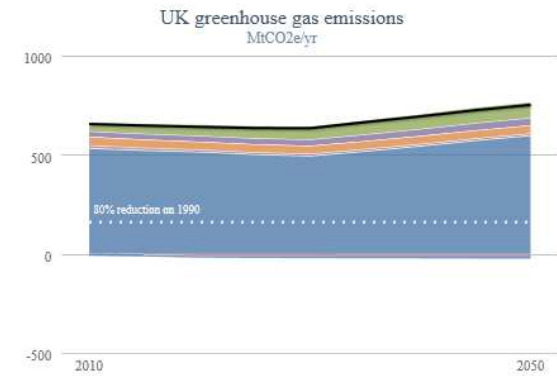
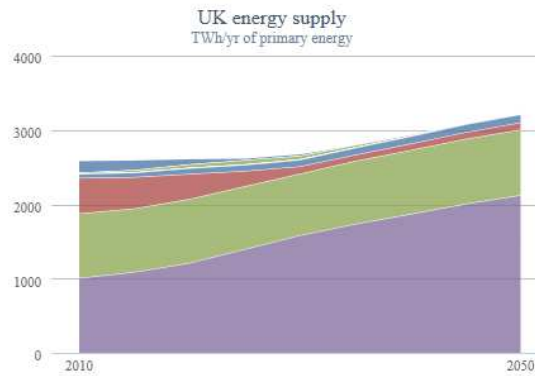
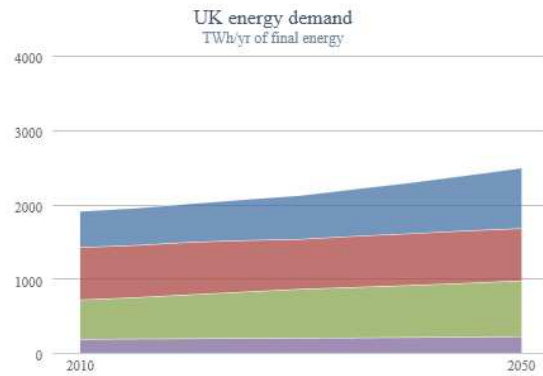
- High approval of RE but doubts over strength of support
- Public give energy a relatively low priority
- Aim to highlight choices and trade-offs of energy mix through web based tools, video and workshops
- Moving from targeting the general public to small groups of influencers
- Using behavioral models to help to develop strategies
- Desire to avoid negative messages and instead to enable people to understand whole energy system rather than view each technology in isolation
- Currently at pilot stage



Help See implications ▼

This is the DECC 2050 Pathways calculator. Click to find out more.

Example Pathways ▼ Share



- Domestic transport behaviour  1  2  3  4
- Shift to zero emission transport  1  2  3  4
- Choice of car and van technology  1  2  3  4
- Domestic freight  1  2  3  4
- International aviation  1  2  3  4
- International shipping  1  2  3  4
- Average temperature of homes  1  2  3  4
- Home insulation  1  2  3  4
- Home heating electrification  A  B  C  D
- Home heating that isn't electric  A  B  C  D
- Home lighting & appliances  1  2  3  4
- Electrification of home cooking  A  B
- Growth in industry  A  B  C
- Energy intensity of industry  1  2  3
- Commercial demand for heating and cooling  1  2  3  4
- Commercial heating electrification  A  B  C  D
- Commercial heating that isn't electric  A  B  C  D
- Commercial lighting & appliances  1  2  3  4
- Electrification of commercial cooking  A  B

- Nuclear power stations  1  2  3  4
- CCS power stations  1  2  3  4
- CCS power station fuel mix  A  B  C  D
- Offshore wind  1  2  3  4
- Onshore wind  1  2  3  4
- Wave  1  2  3  4
- Tidal Stream  1  2  3  4
- Tidal Range  1  2  3  4
- Biomass power stations  1  2  3  4
- Solar panels for electricity  1  2  3  4
- Solar panels for hot water  1  2  3  4
- Geothermal electricity**  1  2  3  4
- Hydroelectric power stations  1  2  3  4
- Small-scale wind  1  2  3  4
- Electricity imports  1  2  3  4
- Land dedicated to bioenergy  1  2  3  4
- Livestock and their management  1  2  3  4
- Volume of waste and recycling  A  B  C  D
- Marine algae  1  2  3  4
- Type of fuels from biomass  A  B  C  D
- Bioenergy imports  1  2  3  4

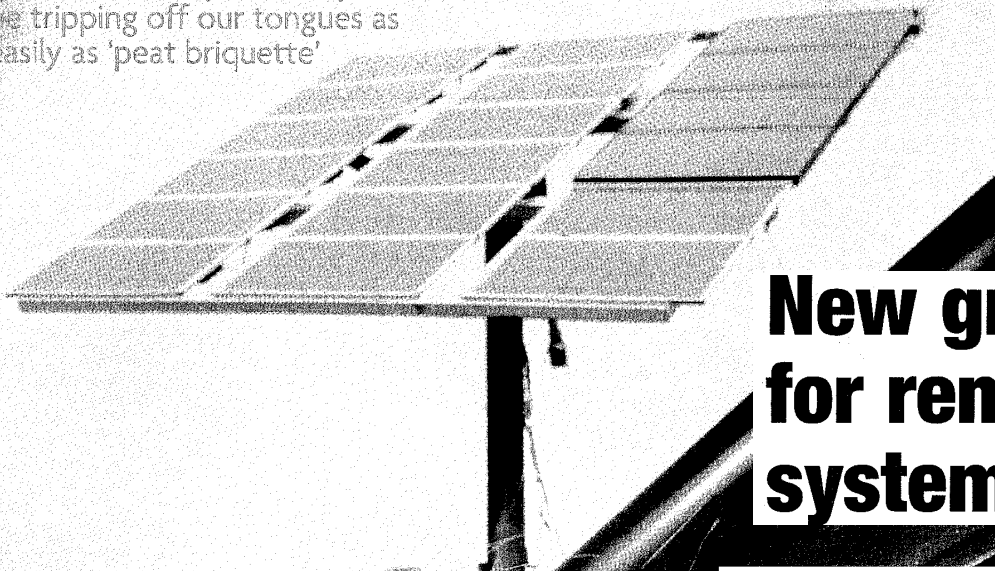
- Geosequestration  1  2  3  4
- Storage, demand shifting & interconnection  1  2  3  4

<http://2050-calculator-tool.decc.gov.uk/assets/onepage/10.pdf>

## Findings from interviews: SEAI (Ireland)

- Identified hierarchy of communication barriers:
  - Awareness
  - Misconceptions
  - Societal acceptance
- Public generally well disposed to renewable energy
- Focussing communications efforts on three groups (resource and project owners, communities and policymakers)
- Working with local authorities to include renewable energy in sub-national plans and policies
- Directly promoting government programmes (RE, EE)
- Measuring success in terms of attitudinal change and installed capacity

'We have to get our heads around a bunch of confusing systems. In five years, they'll be tripping off our tongues as easily as 'peat briquette'



## **New grant scheme for renewable energy systems launched**

**New grants for renewable heating systems gets a thumbs up from Donegal**

## Danish Government

- **Description:** No explicit communications strategy (website & flyers on policies exist however)
- **Rationale:** 50% by 2020 and 100% by 2050 will be nearly all off-shore, this was a political rather than a practical decision based on NIMBYism. Danish people are very climate and environmentally aware but still NIMBYist. Government felt communications about the need for renewables would be seen as patronizing.
- **Alternative solution:** NIMBYism so intrusive and protest so organized that the government felt the only thing that “works” for on-shore wind are cash schemes:
  - *Green scheme to enhance local scenic and recreational values:*
  - *The guarantee fund:*
  - *Local citizens’ option to purchase wind turbines shares:*
  - *Loss of value to real property due the erection of wind turbines:*

# Wind in Denmark – examples from industry and government



## • **Viden Om Vind**

- **Description**: One-man communications organization created by Danish Wind Turbine Owners, Association & Danish Wind Industry Association
- **Timeframe & budget**: Sept 2011-April 2015 – DKK 5.6 million
- **Target audiences**:
  - local politicians
  - public opinion - at “war” with the protesters
- **Tools**
  - press – writing articles for papers
  - flyers, leaflets
  - analysis and research (for local politicians mainly, who are responsible for local planning decisions)
    - house prices – NO difference in house prices!!
    - finalizing report on “how do you feel living near a windmill?”
  - website
  - organizing trips to wind parks with communities
  - does NOT go to meetings because he is “part of industry”
  - starting twitter and facebook next year

## Task 3: Conclusions and recommendations

- Identify themes, draw attention to issues
- Identify strengths and weaknesses of various communications strategies
- Develop a series of principles for developing communication strategies
- Evaluate gaps and barriers and possible additional activities to address these

## Task 4: Stakeholder Workshop and Communication

- Presentation of results and findings
- What should be the focus and format of the second event?  
Wider group of stakeholders? Connection with other event?
- Other promotional opportunities for the project?
- Development of communication plan

## Discussion points

- What should we include in the case studies?
  - Media types, geographic scope, organisation types, audiences
  - Campaign definition; pre-campaign research; campaign funding; campaign activities; creative ideas; audience selection; measuring outcomes; key challenges and lessons
  - Innovation
- How can we make it easy for organisations to contribute
  - Questionnaire? Interviews? Anything else?
- What form should the second event take?
  - Join with another event? Location? Workshop or other type?
- How should we involve stakeholders?
- How can experience be shared?



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Thank you!

**Richard Bridle**  
**rbridle@iisd.org**

**<http://www.iisd.org>**