

Communications Strategies for Renewable Energy

Experiences, perspectives and principles

A workshop organised by IEA-RETD and partners

November 29, Brussels

Background, scope and objectives

The increased deployment of renewable energy technologies has created debate around the impacts, costs and effectiveness of renewable energy. While debate around energy policies is to be welcomed, much of the public discourse is characterised by misunderstandings, outdated information and misinformation. How can governments use communications to provide authoritative information and change perceptions?

IEA-RETD has commissioned a scoping study to explore the current experience in IEA RETD member countries of developing effective communication strategies for renewable energy and to identify and address barriers to increasing effectiveness in the future. The study will include this initial workshop focusing on sharing experiences of member countries and a 2nd workshop in early 2013, in which the preliminary results of the scoping study will be presented and discussed with a broader audience.

This workshop will bring together experts in communication and renewable energy from the non-governmental and private sectors to share experiences with national government representatives. The workshop will focus on the challenges for developing successful communication strategies for the renewable energy sector through a series of presentations and interactive sessions.

The presentations will focus on the theory of developing successful communication strategies, addressing the key themes of general principles of communication, experiences from similar sectors, advantages and disadvantages of different forms of new and digital media and experiences from selected RETD countries. Interactive sessions will provide a forum for debate and shared learning around a series of key questions related to the measurement of the results of communications strategies, the barriers to effective communication and the challenges of influencing policymakers.

The workshop aims to:

1. Present an overview of the theory of communications for the renewable energy sector
2. Facilitate the sharing of experiences of communicating the benefits of renewable energy from across RETD countries and various RE organisations
3. Provide a forum for discussion of issues facing the development of renewable energy communication strategies and create a network of RE communication experts
4. Identify examples of good or bad practice for further enquiry and input to the RETD scoping study.

Output: Meeting minutes and collected case studies from RETD countries

Format: 1 day workshop

Date: Thursday, November 29, 2012

Location: Fair Trade Room, Mundo-B, Rue d'Edimbourg 26, www.mundo-b.org

Access: <http://www.mundo-b.org/pdf/en/6-Plan.pdf.pdf>

AGENDA

IEA-RETD Workshop on Communication Strategies for Renewable Energy November 29, Brussels	
08.30	<p>Registration <i>Coffee and tea</i></p>
09.00	<p>Welcome <i>Aaron Leopold, International Institute for Sustainable Development (IISD)</i> <i>Kristian Petrick, IEA RETD</i></p> <p>Introduction to the workshop, objectives and outlook <i>Jacqueline Cottrell, Forum Ökologisch-Soziale Marktwirtschaft (FÖS)</i> <i>[10 minutes presentation]</i></p> <hr/> <p>Session 1 - Principles of effective communication and case studies from selected countries</p>
09:20	<p>Principles of effective communication – How can they be applied to renewable energy? <i>Jonathan Collings, Collings & Monney</i> <i>[15 minutes presentation followed by 10 minutes questions, critical review and discussions]</i></p>
09:50	<p>Case study of renewable energy communication activities – Examples from Norway <i>Kjersti Gjervan, ENOVA</i> <i>[15 minutes presentation followed by 10 minutes discussions]</i></p>
10:15	<p>Case study of renewable energy communication activities – Promoting renewable energy at the municipal level in Germany <i>Benjamin Dannemann, Agentur für Erneuerbare Energien / Renewable Energy Agency</i> <i>[15 minutes presentation followed by 10 minutes discussions]</i></p>
10:40	<p>General discussion and Q&A session <i>[10 minutes]</i></p>
10:50	<p>Coffee and tea break</p> <hr/> <p>Session 2 – Perceptions of renewable energy and further case studies</p>
11:20	<p>Public perceptions of post carbon energy production in Norway <i>Dr Henrik Karlstrøm</i> <i>[15 minutes presentation followed by 10 minutes questions, critical review and discussions]</i></p>
11.45	<p>Case study of renewable energy communication activities – Experiences from Upper Austria <i>Christiane Egger, O.Ö. Energiesparverband</i> <i>[15 minutes presentation followed by 10 minutes discussions]</i></p>
12.10	<p>Case study from the wind industry <i>Julian Scola, European Wind Energy Association (EWEA)</i> <i>[15 minutes presentation followed by 10 minutes discussions]</i></p>
12.35	<p>General discussion and Q&A session <i>[25 minutes]</i></p>
13:00	<p>Lunch</p>

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	Session 3 – Digital and social media and interactive session on building effective communication strategies
14:00	The role of digital and social media <i>Jonathan Collings, Collings & Monney</i> <i>[15 minutes presentation followed by 15 minutes questions, critical review and discussions]</i>
14.30	Interactive discussions prompted by examples from related sectors This session will consist of 3 blocks. In each, a presentation of experiences and lessons learned relating to communication in a selected field will provide input for a discussion of key questions including: What barriers have prevented effective communication? How can they be overcome? What has proved successful? What lessons can we learn from these successes? What could the RE sector learn from other areas? <ol style="list-style-type: none"> 1) Lessons from behavioural economics for renewable energy <i>Jacqueline Cottrell, Forum Ökologisch-Soziale Marktwirtschaft (FÖS)</i> <i>[10 minutes intervention, followed by 15 minutes questions, critical review and discussions]</i> 2) Global perceptions of the German energy transition and implications for communicating to international audiences <i>Lutz Weischer, World Resources Institute (WRI)</i> <i>[5 minutes intervention, followed by 20 minutes of discussion]</i> 3) Fossil fuel subsidy reform: from research to influence <i>Damon Vis Dunbar, the International Institute for Sustainable Development (IISD)</i> <i>[5 minutes intervention, followed by 20 minutes of discussion]</i>
15:45	Coffee and tea break
	Session 4 – Summary of findings and discussion of next steps for the project
16:15	Proposal for information gathering, next steps and structure of outputs <i>Richard Bridle, International Institute for Sustainable Development (IISD)</i> <i>[10 minutes presentation, 20 minutes discussion and debate]</i> Discussion with country representatives on follow up work [Provision of contacts, case studies and previous work]
17:00	Final comments and closure <i>Jacqueline Cottrell, Forum Ökologisch-Soziale Marktwirtschaft (FÖS)</i>
17:15	Close

PARTICIPANT LIST

Attendee	Organization
Aaron Leopold	International Institute for Sustainable Development (IISD)
Anamaria Olaru	European Biomass Association (AEBIOM)
Benjamin Dannemann	German Renewable Energy Agency - Agentur für Erneuerbare Energien
Christiane Egger	O.Ö. Energiesparverband
Craig Winneker	European Photovoltaic Industry Association (EPIA)
Damon Vis Dunbar	International Institute for Sustainable Development - IISD
Eleanor Smith	European Renewable Energy Council (EREC)
Henriette Schweizerhof	Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)
Henrik Karlstrøm	Norwegian University of Science and Technology
Jacqueline Cottrell	Forum Ökologisch-Soziale Marktwirtschaft (FÖS)
Jan Geiss	European Forum for Renewable Energy Sources (EUFORES)
Jonathan Collings	Collings and Monney
Julian Scola	European Wind Energy Association (EWEA)
Lutz Weischer	World Resources Institute (WRI)
Kjersti Gjervan	Norway (ENOVA)
Kristian Petrick	IEA RETD
Lauha Fried	Global Wind Energy Council (GWEC)
Louise Hutchins	Greenpeace
Neil MacDonald	International Renewable Energy Agency (IRENA)
Raffaele Ferrando	Mostra Communications
Richard Bridle	International Institute for Sustainable Development (IISD)
Robert Flynn	European Renewable Energy Council (EREC)
Sophie Lenoir	European Photovoltaic Industry Association (EPIA)

For further information please contact:

IEA-RETD

RETD stands for “Renewable Energy Technology Deployment”. IEA-RETD is a policy-focused, technology cross-cutting platform that brings together the experience and best practices of some of the world’s leading countries in renewable energy with the expertise of renowned consulting firms and academia.

The mission of IEA-RETD is to accelerate the large-scale deployment of renewable energies. It is currently comprised of nine countries: Canada, Denmark, France, Germany, Ireland, Japan, the Netherlands, Norway, and the United Kingdom. Hans Jørgen Koch, Deputy State Secretary, Ministry of Climate and Energy, Danish Energy Agency, serves as Chair of the RETD.

The IEA-RETD Implementing Agreement is one of a number of Implementing Agreements on renewable energy under the framework of the International Energy Agency (IEA). The creation of the IEA-RETD Implementing Agreement was announced at the International Renewable Energy Conference in Bonn, 2004. For further information please visit: www.iea-retd.org

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The International Institute for Sustainable Development (IISD)

IISD is a non-profit, non-partisan research institute with over 20 years of experience. It provides strong research capacity, with its Geneva office having recently led a number of projects focused on renewable energy policy, including cooperation with the International Renewable Energy Agency (IRENA); and its Global Subsidies Initiative (GSI) possessing a breadth of international experience with communications activities surrounding subsidy reform. IISD is also an experienced facilitator of policy dialogues. It is also well networked within the renewable energy community through its Reporting Services unit, which publishes the Earth Negotiations Bulletin (ENB), a summary of key international negotiations, including many major global events of relevance to renewable energy. For further information see: www.iisd.org

Richard Bridle (rbridle@iisd.org)

Aaron Leopold (aaron@iisd.org)

Forum Ökologisch-Soziale Marktwirtschaft (FÖS)

FÖS is dedicated to researching and promoting all elements of market-oriented eco-fiscal policy, with a prime concern since its inception having been how to improve communication and public awareness in this area of public policy. In addition to the promotion of renewable energies, its work has focused on environmental taxation, emission trading, removal of environmentally harmful subsidies and green growth. FÖS also has a great deal of experience in bringing together political decision-makers, policy-makers, industry representatives, international organisations and NGOs. For further information see: www.green-budget.eu / www.foes.de

Jacqueline Cottrell (Jacqueline.Cottrell@green-budget.eu)

Collings and Monney

Collings&Monney is a specialist renewable energy communications agency. It is an experienced manager of communications activities within renewable energy companies, media and trade associations. It will provide support to the project through high-level guidance on how communications are approached from a professional marketing perspective, and its solid understanding of the specific communications challenges and opportunities in the renewable energy sector. For further information see: www.collings-monney.com

Jonathan Collings (Jonathan@collings-monney.com)