

Communication of Renewables – Introduction

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Acting for the IEA-RETD Operating Agent

RE-COMMUNICATE Workshop

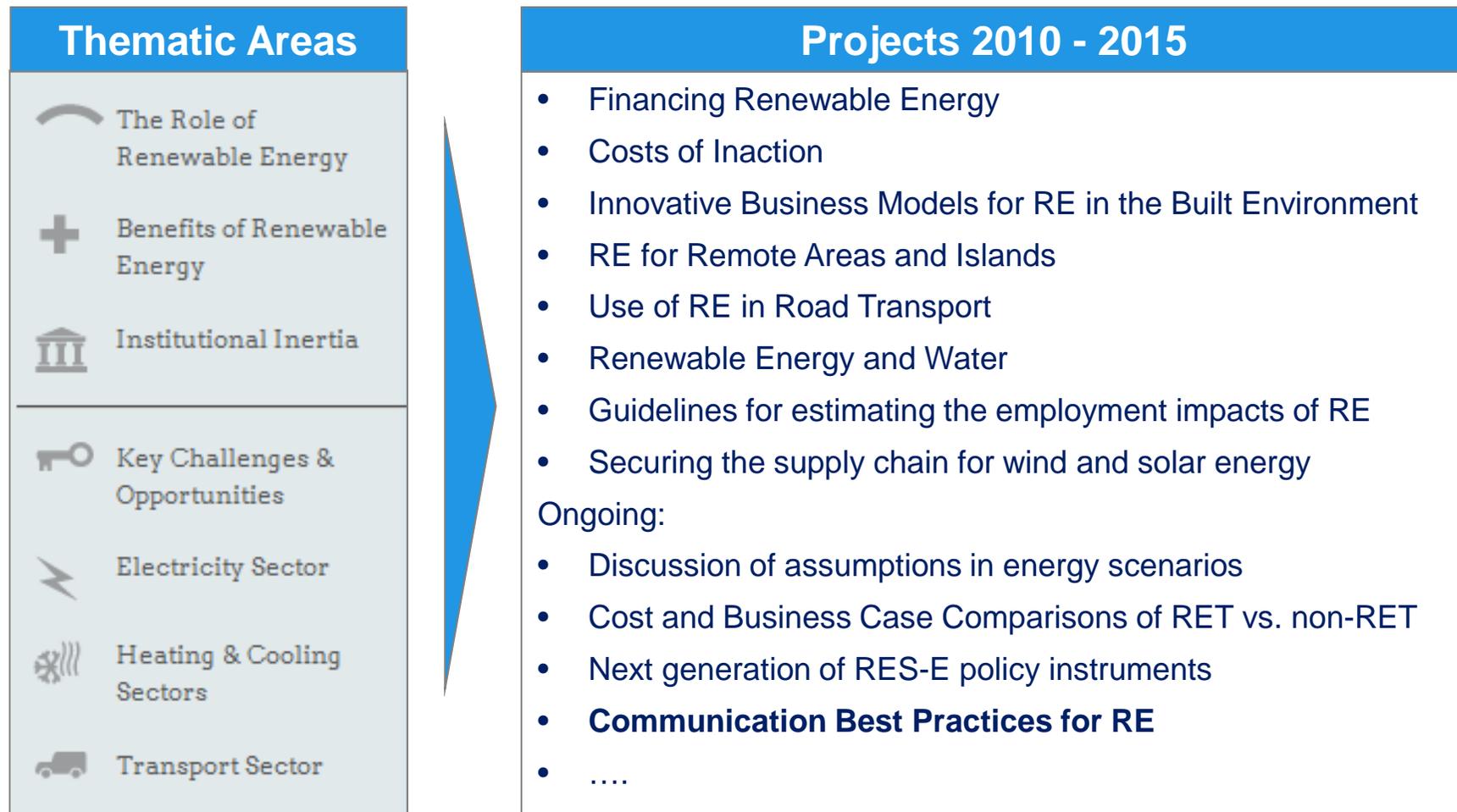
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The mission of IEA-RETD is to accelerate the large-scale deployment of renewable energies

RETD stands for “Renewable Energy Technology Deployment”.
IEA-RETD is a **policy-focused, technology cross-cutting platform** (“Implementing Agreement”) under the legal framework of the International Energy Agency

- Created in 2005, currently **9 member countries**: Canada, Denmark, France, Germany, Ireland, Japan, the Netherlands, Norway, UK.
- Commissions annually **5-7 studies** bringing together leading RE countries’ experience with renowned consulting firms’ expertise
- Reports and handbooks are freely available at www.iea-rettd.org.
- Organizes **workshops** and presents at international events.

IEA-RETD commissions projects covering a wide range of thematic areas and policy themes



RETD takes communication seriously

- RETD projects are being presented at events, sometimes co-hosted by RETD
 - Joint event with IEA Secretariat, IRENA, DIREC, REN21, JREF, COP, ADIREC 2013
- New dissemination channels are used
 - Books published via Earthscan/Routledge and Elsevier
 - Press releases, mailing lists, social media, workshops



- But:
 - Does RETD communicate well enough to have a real impact on policies?



RE for Remote Areas and Islands (2011-12)

Many remote areas have already reached and passed “grid parity” for renewables. However, many economic and non-economic barriers remain.

Outcome

- Remote areas can be ideal testing grounds for emerging technologies or RE integration strategies
- Governments can support RE deployment in remote areas by scaling back fossil fuel subsidies



Innovative Business Models for the RE in the Built Environment (2011-12)

Lack of awareness, perception of costs and objectively high costs for certain renewable/efficiency technology combinations prevent the accelerated uptake of RE in the built environment.

Outcome

- Business models like ESCOs, PACE or on-bill financing can play an important role but they cannot address all barriers.
- A strong complementary role of policy makers is required.



Next generation of RES-E policy instruments (2012-13)

With substantial shares of RES-E the electricity markets will be affected. System regulation and RE policy instruments have to be changed in order to reflect the system impact.

Objective

The overall objective is to provide an overview of potential future market price mechanisms and next generation policy instruments that aim to improve the electricity system costs in the support schemes.



Assumptions in energy scenarios (2012-13)

Energy markets are evolving fast. But energy scenarios currently being used seem not to incorporate these rapid changes adequately, and/or they ignore important externalities.

Objective

Highlight crucial assumptions and methodological issues of energy scenarios that need to be critically considered when deriving conclusions for policy makers.

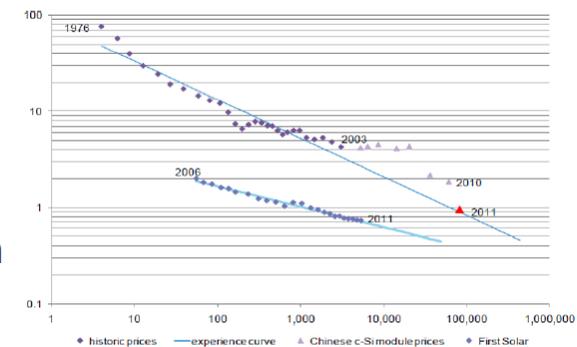


Figure 1: PV module experience curve 1976-2011 (BNEF, 2012a).

Costs of Inaction (2011)

A more complete cost and benefit assessment of energy system decarbonisation needs to account for the indirect costs of retaining the traditional (fossil fuel-based) energy system.

Outcome

- Adaptation, damages and fossil fuel dependence costs are significant, underappreciated and underestimated. Combined, they are likely on the order of \$1 trillion/yr.
- Mitigation investments can be “paid for” by reducing those costs.

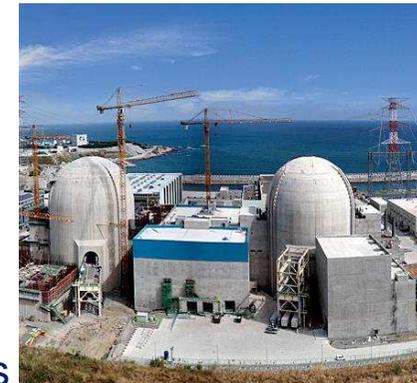


Cost and Business Case Comparisons of renewable vs. non-renewable technologies (2012-13)

One of the main arguments used by opponents to RET deployment is that electricity generated by renewable sources is more costly than electricity from non-renewable energy sources, such as coal, natural gas and nuclear. How valid is this argument?

Objective

Reduce the informational gaps about costs for different technologies in five countries; document the decision making process of utilities.



Communication Best Practices for RE

Situation

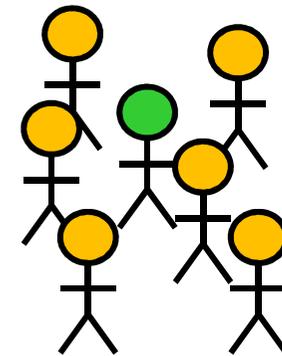
(Mis-) perceptions in the public, at the political level and within the industry sector.

One likely reason is that the messages issued by the RE sector are not communicated well.



Project Objective

Provide ideas and techniques on how the benefits of RE can be better communicated *to and by* policy and decision makers in order to accelerate the deployment of RE.





THANK YOU!

For additional information on RETD

Online: www.iea-retd.org
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