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# Introduction to the study: Good practice examples of communications in IEA-RETD countries

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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

## Structure

Questionnaire and semi-structured interviews to compile:

- 12 case studies of renewable energy communications activities from governments, trade associations and NGOs
- 2 additional case studies from related areas (Environmental Fiscal Reform and Fossil Fuel Subsidy Reform)
- A further case study based on RETD's current activities

Comparison to examples in the literature to uncover:

- Common aims/objectives
- Good practice examples
- Shortcomings and gaps

## Case studies



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## Examples of activities

- Pooling resources and amplifying impact through branding

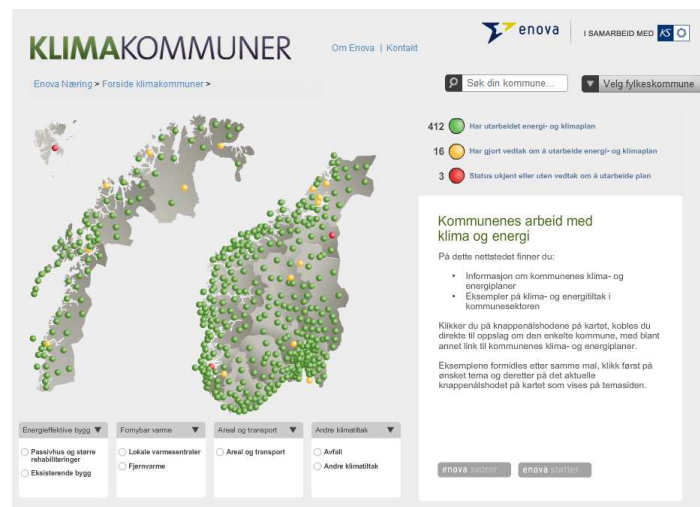
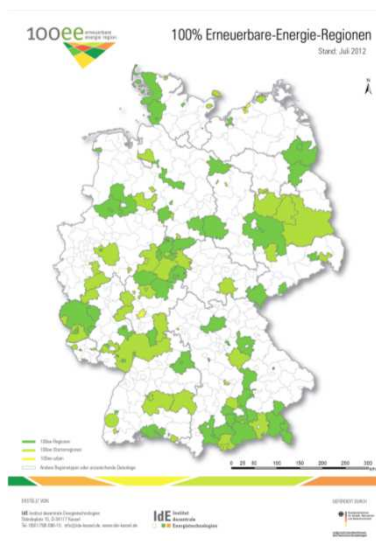


**EWEA**  
THE EUROPEAN WIND ENERGY ASSOCIATION



## Examples of activities

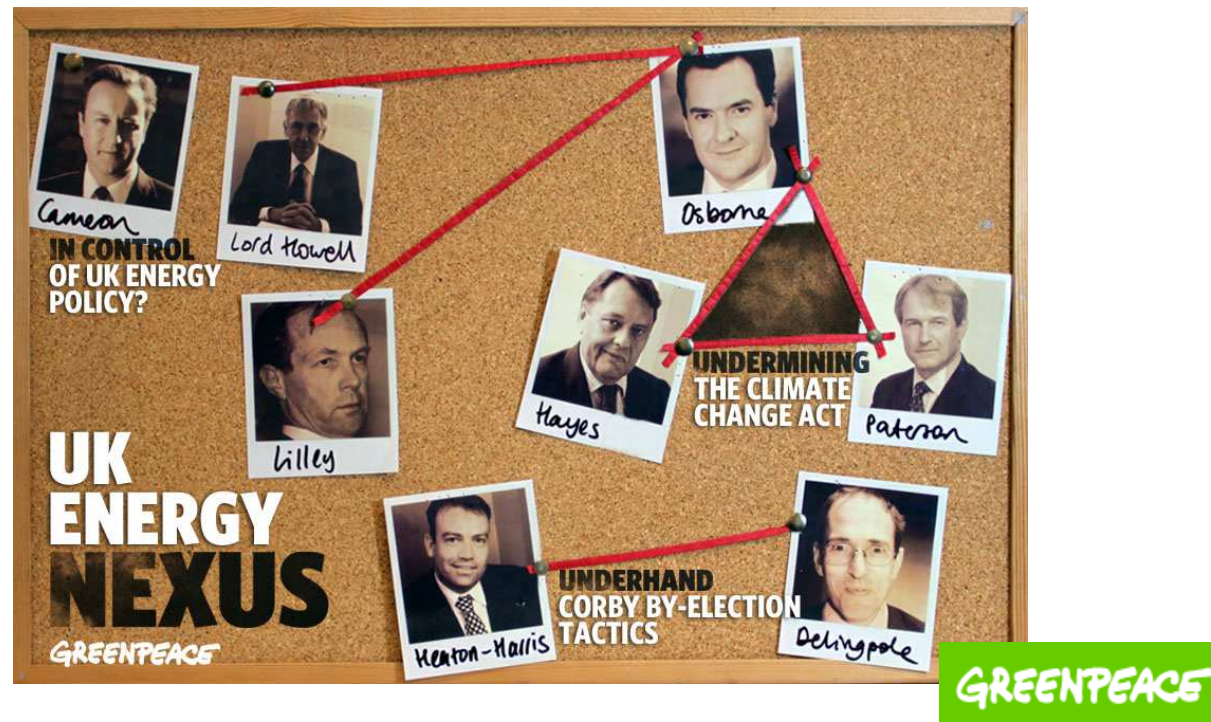
- Comparing different groups to encourage competition



- “Why is municipality X so much more advanced than municipality Y?”

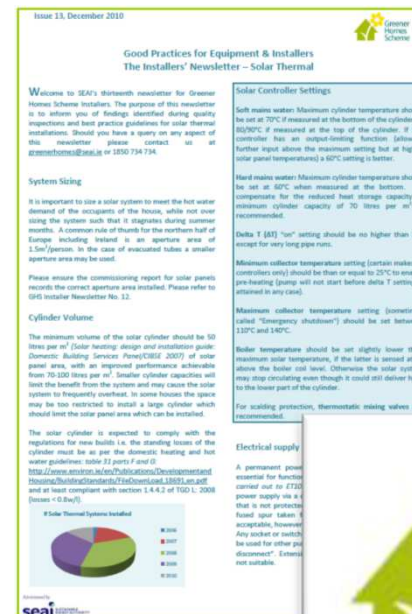
## Examples of activities

- Counter anti-renewables messages and misinformation



## Examples of activities

- Provide advice and information for individuals and organisations on available government support and performance of technologies





## Examples of activities

- To be an honest broker of information for the public



  
 Department  
 of Energy &  
 Climate Change



### Why solar thermal process heat?

Solar process heat is the production of hot water by solar thermal collectors which is used by commercial and industrial companies for process heat purposes. It can be an interesting solution for companies that need process heat at temperature levels below 100° (even better below 50°) during the warmer months.

Solar thermal energy can be used for a range of processes, for example for cleaning and washing, heating, drying, pre-heating etc.

Solar collectors are usually mounted on the roof. The size of the systems depends on the heat energy large area is required. The solar system does not need to cover the total process cost optimised system which produces only a part of the process heat demand or is used for other purposes can be a good solution.

For process heat, a buffer storage is usually necessary, for which sufficient space must be available. The availability of a solar process heat installation is generally better if the solar system also covers production or space heating.

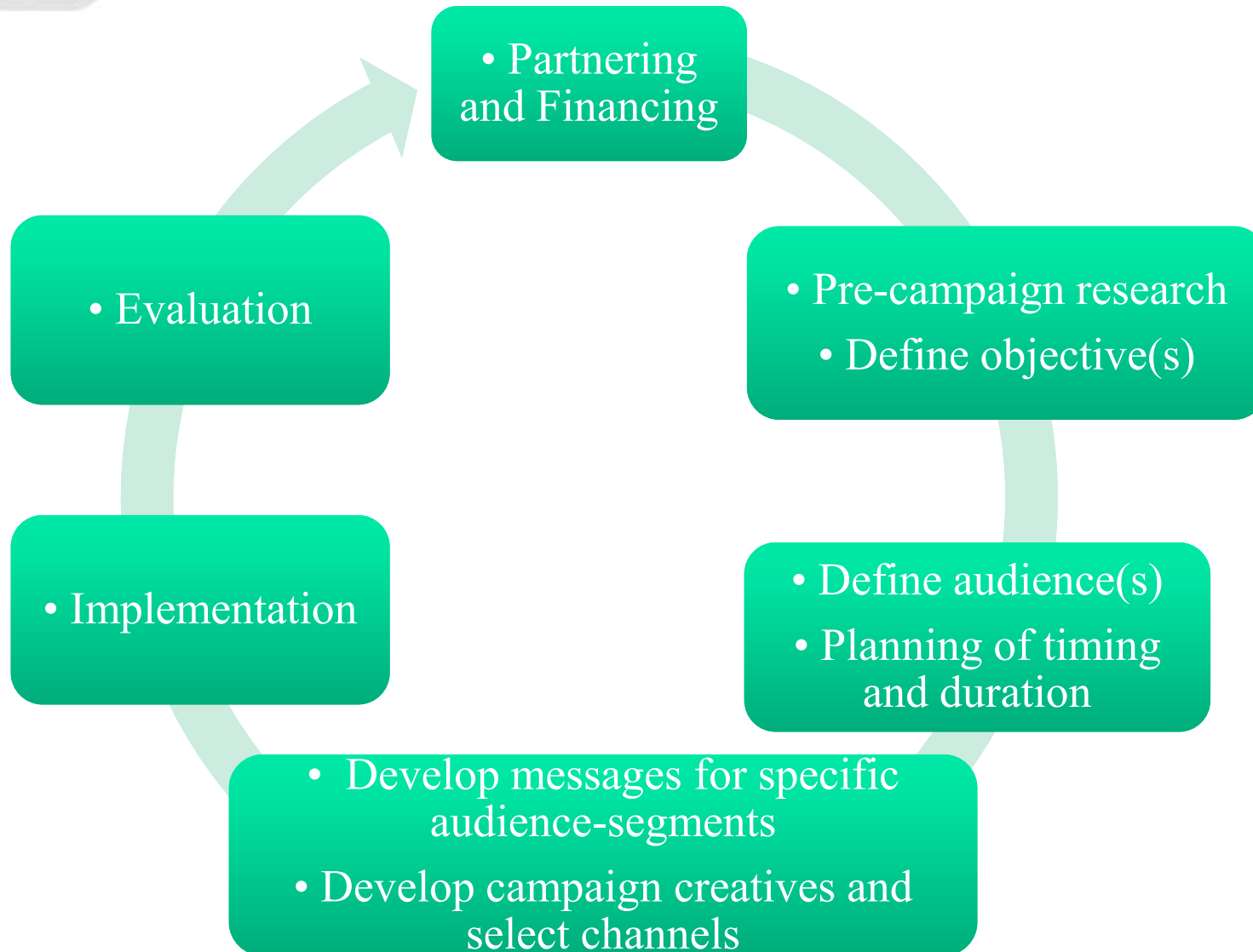
Solar process heat is especially relevant for companies that are interested in innovative technologies and in reducing their emissions from fossil fuel based heat production.



Intelligent Energy  Europe



# Key communications strategy elements



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Thank you!

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