



Reflections and Conclusions of the Scoping Study

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Better living for all—sustainably



Key communications strategy elements:
1. Partnering and Financing



Our work confirmed that institutionally funded renewable energy campaigns are often under-resourced and carried out unilaterally.

1. Partnerships can greatly help to extend the reach and appeal of a campaign and can be mutually beneficial.
2. Funding is often especially lacking for key pre- and post- implementation phases, and overcome other barriers to the development of effective communications campaigns.

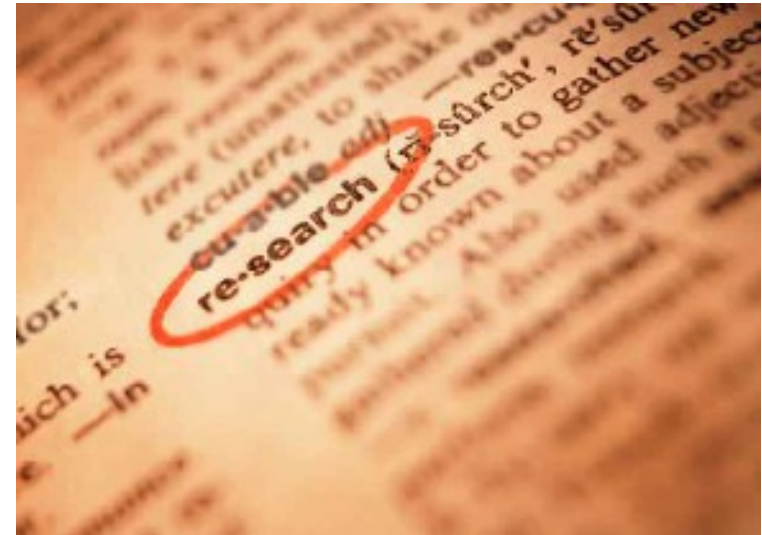


Key communications strategy elements:
2. Pre-campaign research



We found the development of communications strategies was not always approached as a process with a series of clearly defined stages.

In particular, pre-campaign research tended not to be a priority.



Understanding what motivates or prevents pro-renewables attitudes, beliefs and behaviours is key for the development of objectives, definition of the audience and creation of campaign messages.

Most public campaigns have one or more of the following broad objectives: *awareness-raising; attitude-changing; and behaviour-altering.*

Although our work found a variety among these broad goals, we observed many campaign aims to be very general. Having precise and clearly defined objectives has a number of advantages:

1. They facilitate a more accurate evaluation of a strategy later on.
2. They can generate more precise definitions of target audiences.
3. Carefully defined segments allow for tailored messages to be developed.

Key communications strategy elements:
4. Planning of timing and duration

Most of the case studies reviewed understood that for communications to be effective, they have to be perceived as relevant by their target audience.

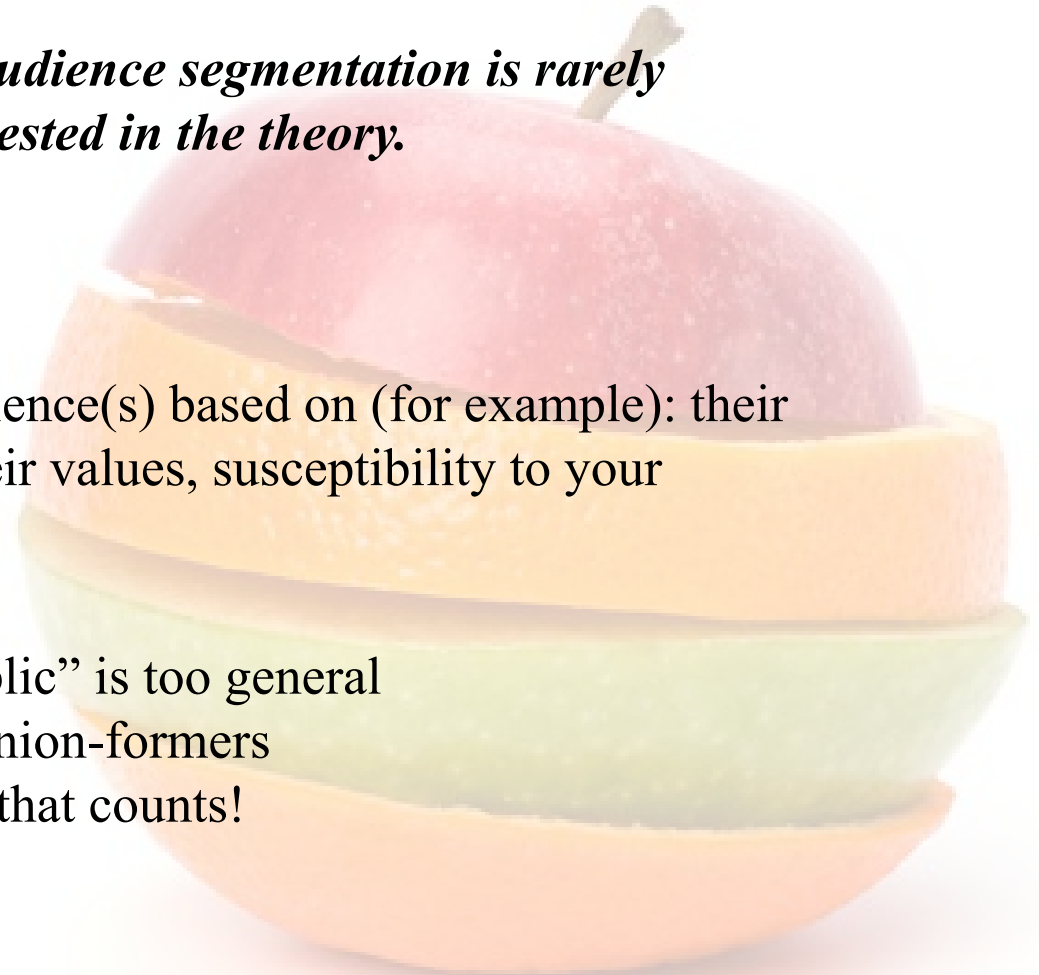
Additionally, it was widely recognized that changing perceptions takes time and any effective public awareness strategy is likely to be a long term effort.



During interviews we found that audience segmentation is rarely approached as thoroughly as suggested in the theory.

Define and Segment Your Audience(s) based on (for example): their willingness & ability to act, their values, susceptibility to your messages, etc.

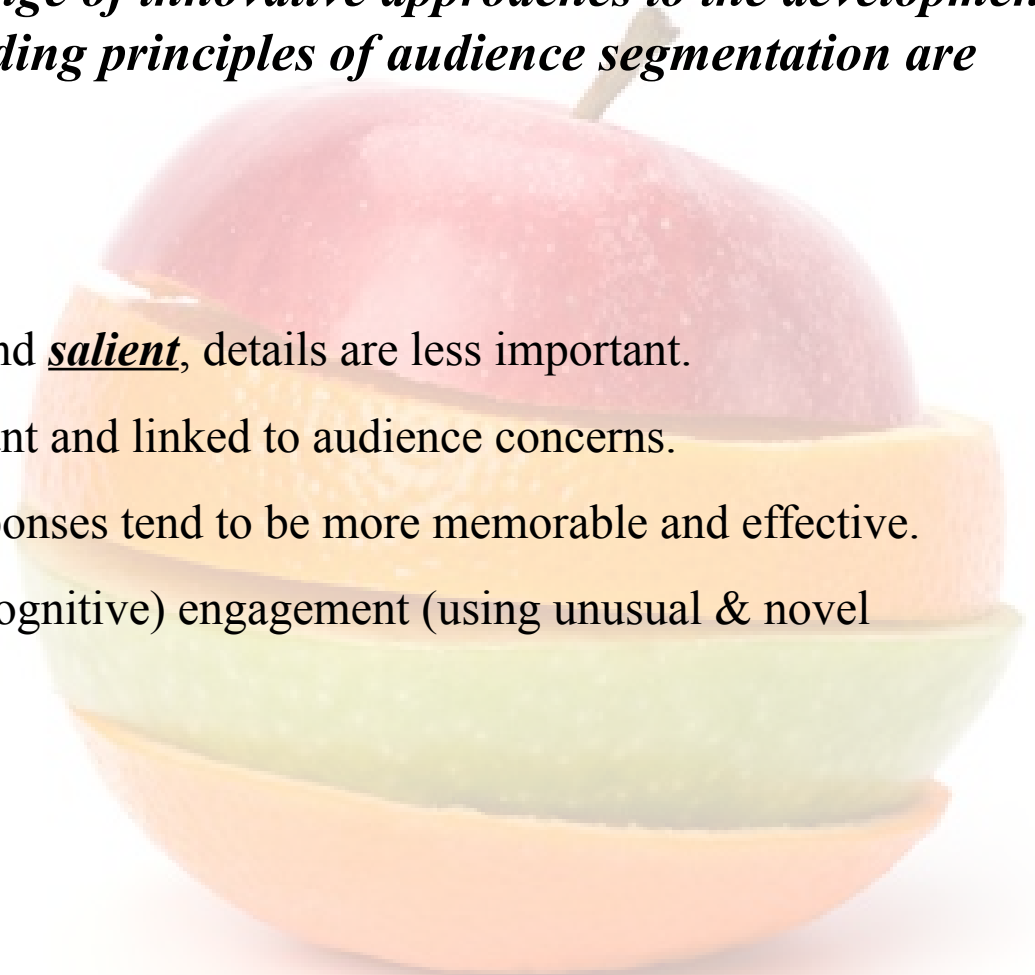
1. Targeting “the general public” is too general
2. Target influencers and opinion-formers
3. The swing vote is the one that counts!



6. Craft Specific Messages for Each Audience Segment

The case studies showed a wide range of innovative approaches to the development of communications messages. Guiding principles of audience segmentation are only reflected to a limited extent:

1. Messages should be short, simple and ***salient***, details are less important.
2. Messages must be personally relevant and linked to audience concerns.
3. Messages provoking emotional responses tend to be more memorable and effective.
4. Messages should motivate active (cognitive) engagement (using unusual & novel content).



Key communications strategy elements:
7. Campaign Creative Materials

The primary method of communication in evidence in the case studies was very much the presentation of facts, rather than emotional narratives or engaging revelations.





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In the case studies, a number of key communication channels or mediums were used. These could broadly be classified in four categories:

1. Creation of content: leaflets, flyers, research papers, multimedia tools, etc.;
2. Promotion: drawing attention to content and services;
3. Provision of advice and support; and
4. Branding.

While many examples of good practice were analysed, including websites for information and comparison, publications, etc., only one example of “viral” output was found.

Key communications strategy elements:
9. Evaluation



Full evaluations comparing the impact of the campaign against the stated objectives (where measurable) were either not conducted or at least not available.

A strong evaluation process will include:

1. a process to determine what will be evaluated;
2. defined objectives for each campaign stage;
3. selection of audiences that will be evaluated;
4. a baseline for comparison;
5. indicators and measurements; and
6. an appropriate budget.

Consistently holistic and rigorous approaches to pre- and post-campaign development would result in more targeted, effective communications campaigns

Thank you!