

# Communication of Renewables – Introduction

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Acting for the IEA-RETD Operating Agent

**RE-COMMUNICATE Workshop**

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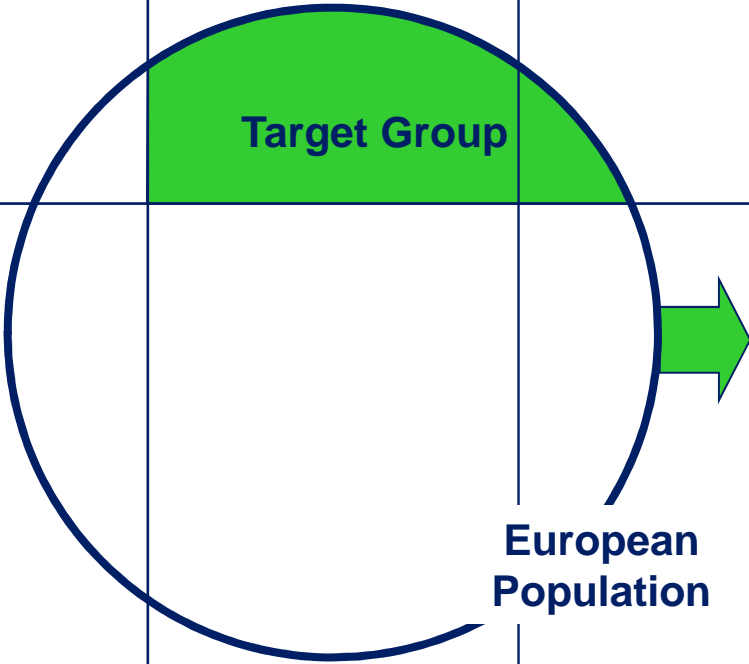
## Some conclusions

- RE communication of governments of RE needs to be improved
  - Policy makers and RE proponents have to invest more time and resources to improve communication
- Consistency of messages is key
  - Supporting RE on the one hand and “bashing it” on the other is confusing
- Sequence awareness > alignment > engagement > action
  - How can campaigns address people that have different knowledge?



**Need for follow-up activity**

## Convince decision makers – and the population will increasingly benefit from renewable technologies

Stakeholders	Interests		
	Fossil / nuclear	Neutral	Renewables
<b>Deciders / Multipliers:</b> <ul style="list-style-type: none"> <li>• Politicians</li> <li>• Managers / Entrepreneurs</li> <li>• Private „Budget Holders“</li> </ul>		 Target Group	
<b>„Normal“ Population:</b> <ul style="list-style-type: none"> <li>• Private citizens</li> <li>• Employees / Workforce</li> <li>• Administration</li> </ul>			 European Population

Realize that the fossil age is over, the renewable age has begun – even if some may not like it



“Save the hand axe industry!”




“The metal workers destroy our workplaces”

“Union Stone and Axe: Maintain the subsidies”

“Save us”

## Act consistently in private, business and public matters – and just start today



 <b>Private Budget Holders</b>	 <b>Managers &amp; Entrepreneurs</b>	 <b>Politicians</b>
<p><i>&amp; „normal“ citizens</i></p>	<p><i>&amp; employees / workforce</i></p>	<p><i>&amp; administration staff</i></p>
<ol style="list-style-type: none"> <li>1. Inform yourself &amp; your family about energy and climate change</li> <li>2. Buy smart (= considering energy)</li> <li>3. Switch / turn off what you don't use</li> </ol>	<ol style="list-style-type: none"> <li>1. Invest smart (= considering energy)</li> <li>2. Improve &amp; support renewable technologies</li> <li>3. Have guts to change unsustainable business models or jobs</li> </ol>	<ol style="list-style-type: none"> <li>1. Implement consistent policies quickly</li> <li>2. Provide infrastructure and support</li> <li>3. Prohibit inefficient / polluting technologies and activities</li> </ol>

**“Europe 100% renewable in 2050” is a realistic vision  
– just spread the word!**

**Thank you for  
your attention!**



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**THANK YOU!**

**For additional information on RETD**

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