



**COLLINGS
& MONNEY**

The renewable energy marketing agency

Renewable energy and bad press

An on-going challenge

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An industry under attack

We get bad press, day after day:

- Mainstream media tend to publish negative stories
- Misconceptions: The perceived weakness of renewables
- A counter-intuitive situation
- RE has a very strong value proposition
- Major communication challenge
- Bad press can be mitigated

Why do we get bad press?

Why are the media negatively biased towards renewables?

- The nature of news making
- Our own lack of proactivity
- Financial and political pressures (particularly in the USA)
- Greater communication efforts from competing industries

The solutions

What can we do to change that?

- Put forward greater resources towards communications
- Tackle the “grey zones” of energy intelligence
- Capitalise on the good stories (i.e. Bloomberg report, IKEA)
- Proactive engagement with Journalists (i.e. op-eds, interviews)
- Become a trusted source of reference
- Responding to all factual errors (i.e. letters to editors)
- Tackling the social media challenge
 - Occupying the social media space: Multi platform content creation
 - Responding to social media commentators (biomass carbon debt example)

Thank you