

dti

DTI Renewables Campaign: It's Only Natural

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Content

- **Overview of communications objectives**
- **Detail activities**
- **Activities going forward**

Overview of communications objectives

- **Raise awareness of renewable energy and it's benefits**
- **Inform and educate the key audiences to enable them to make informed decisions**

Campaign Activities: Target Audience

- **Planner/councillors**
- **Investors**
- **Media**
- **Website**
- **School children**
- **Public**

Campaign Activities: Planner & councillors

- **Objectives**
 - Increase understanding of renewable energy and correct misconceptions
 - Establish relationships and a dialogue with key planning officials and councillors
 - Position DTI as key source of information

Campaign Activities: Planner & councillors

- **Workshops based on renewable case study**
- **9 workshops**
- **Workshops: interactive, group work and engaging**
- **Focus on process**
- **Supplemented by quarterly supplement in Planning magazine**

Campaign Activities: Planner & councillors

- **Outcomes**
 - 345 attendees, representing 70 Las
 - High level of participation by members of planning committees
 - Demand for workshops/information very high
 - Desire for more and more detailed workshops

Campaign Activities: Investors

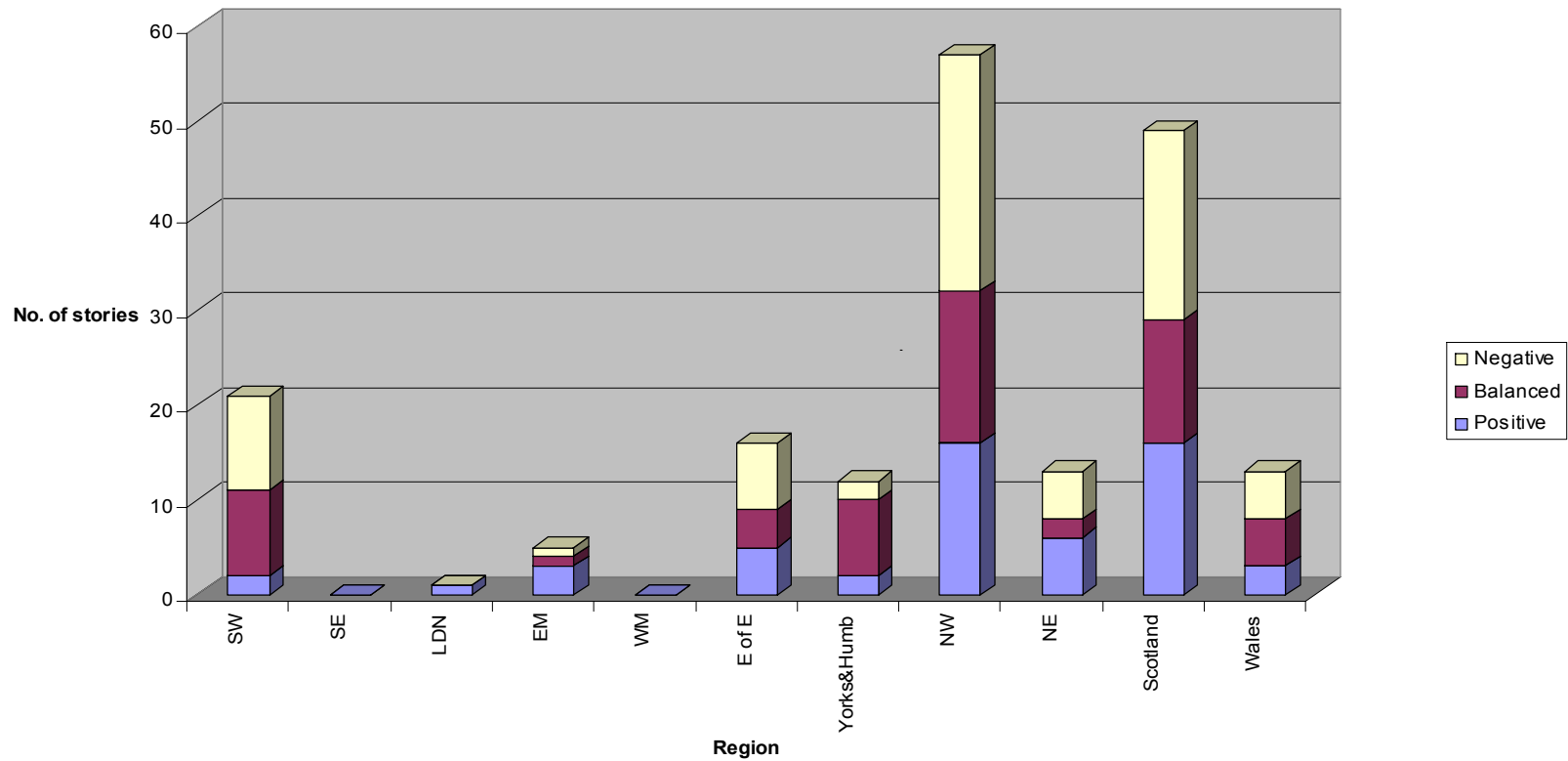
- **Specialised audience**
- **Activities include:**
 - **Financial media relations**
 - **Annual investor summit**
 - **Technology focussed investment seminars**

Campaign Activities: Media

- **Dedicated Press Officer for renewable energy**
- **Objectives:**
 - Redressing the balance of inaccurate news reports with accurate, informative coverage
 - Rebutting myths and misinformation
 - PR/media support on campaign activities
- **DTI to be point of contact for press for renewables stories**

Campaign Activities: Media

Volume/tone of Coverage by Region [April 2005]



Campaign Activities: Website

- **Create a first class web presence, tailored for the audience, and meets the highest standards of accessibility**
- **Objectives:**
 - **Raise awareness, inform and educate**
 - **Engage and deliver accurate and timely information**
 - **Define the DTI site as an authoritative point of information**
 - **Support campaign activities and audience**
- **www.dti.gov.uk/renewables**

Campaign Activities: Website

The screenshot shows a Microsoft Internet Explorer browser window displaying the DTI Renewable Energy website. The address bar shows the URL: http://winclients.nykris.com/dtirenewables/050107/renew_1.htm. The website features a teal header with the DTI logo and a search bar. The main content area is divided into several sections:

- Home**: Includes links for "Help with this site", "Site index", and "DTI main site".
- Renewable Energy It's Only Natural**: A large banner image showing a woman in a field.
- Navigation Menu**: A horizontal menu with links for "Renewables explained", "Policy", "Planning", "News & Events", "Publications", "Contacts", and "Business & Investment".
- You are here**: A breadcrumb trail showing "Home > Renewables explained".
- Introduction**: A sidebar menu with links for "Introduction", "Wind", "Solar", "Biomass", "Wave & Tidal", "Hydrogen", "Hydroelectric", and "Geothermal".
- Renewables explained**: A main content area with a large image of a dam and a paragraph of text: "In this section you will find information on renewable energy, what it is and why we should use it. You will also find detailed information on the different renewable energy technologies, including how they work, their current use in the UK, what they mean for you and your community, and some renewable energy developments case studies. You can also have your questions answered by our frequently asked questions page and test your knowledge in our renewable energy quiz."
- Related internet links**: A section with a link to "See all internet links".
- Footer**: Copyright information: "© Crown copyright 2004 | Feedback | Privacy | Disclaimer".

The browser window also shows standard navigation buttons (Back, Forward, Home, Stop, Refresh) and a status bar at the bottom with "Done" and "Internet" indicators.

Campaign Activities: Other Activities

- **Education pack:**
 - Curriculum pack for primary and secondary children
 - Explaining renewables and need for them in UK energy mix
- **Consumer activity**
 - Targets general public
 - Pilot touring vehicle visited NW of England during March
 - Pilot interactive unit visited popular science venues in March
 - Independent evaluation carried out to gauge success

Campaign Activities: Going Forward

- **Planner/Councillor workshops:**
 - New programme commences June 2005
 - New workshops planned based on demand
- **Other activities to continue:**
 - Building on evaluation and feedback

Summary



- **Important to address myths and misinformation**
- **Balanced and factual information**
- **Work closely with our stakeholders**
- **Communications with audiences constant and continuous**
- **Informed decision making**

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