



Making energy less boring since 2010

Community Energy Workshop
Comms & Engagement

energyshare





The UK's leading energy engagement platform.

We work with Cornwall Council to support their Green Cornwall programme.

We link people and communities with energy organisations - and encourage them to get engaged in the debate and help them make the right choices for them and the community.





Your project



Think Smart....

Think strategically & long term :

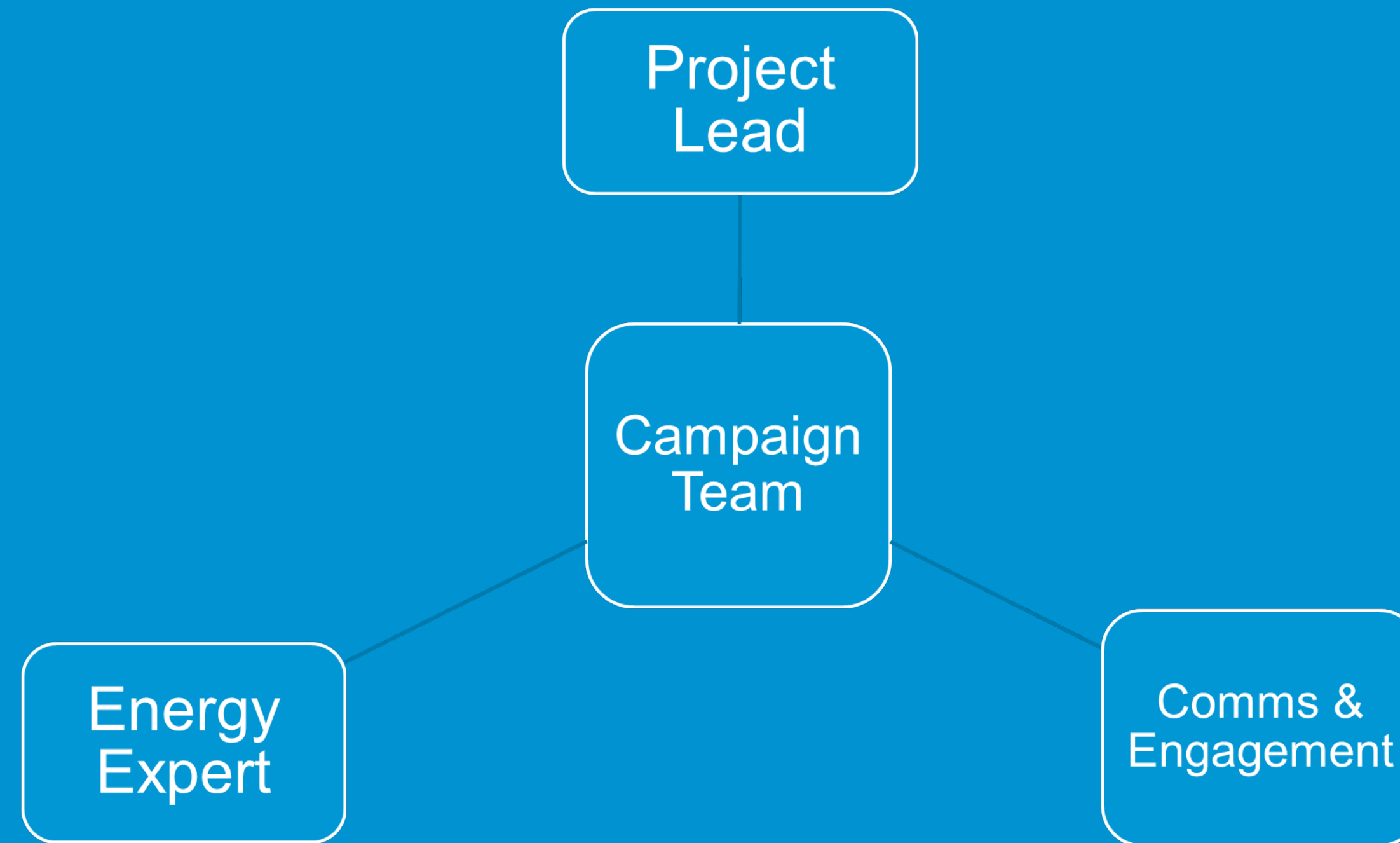
Gwithian & Gwinnear, Fintry case studies

Create a battleplan

Have a campaign team



Your campaign team





Do your research :

The right energy source

In the right location

**With the right benefits for your
community.**



Benefits for you & your community :

Macro - 3rd industrial revolution, economic & social benefits.

Personal - connected to your community, money in your pocket, energy security.

Community - Social, economic, jobs creation, sustainability, control.



Benefits.....

Research them thoroughly, look at **all** the options,

Consider different benefits for different people in your community,

Frame these benefits into a well thought





Make sure you get the message straight



is.....

good news.....for Cornwall.....for
jobs.....for energy.....for our
future...



The Vision - Renewable energy is Cornwall's natural asset. One that works today for Cornwall, the nation, our future.

The Facts - Renewables work, they create sustainable jobs, it's a British Industry led by Cornwall. To stabilise all our energy bills we need a balanced energy mix that includes wind, wave & solar.

Emotional hooks - stable more predictable energy bills, renewables never run out, renewable energy protects future generations from climate change, 77% support wind, we're doing it for the kids we're doing it to be more reliant we



Tell your story ...

Why are you doing this?

Arm yourself with loads of positive arguments, Collaborate with other community groups to get the message into the community.

Repeat your message – verbally & visually, over & over again.....





Who are you trying to reach??



The

No's

They are no less right than you
& may have valid objections

They are united

They have a cause

They have a receptive media

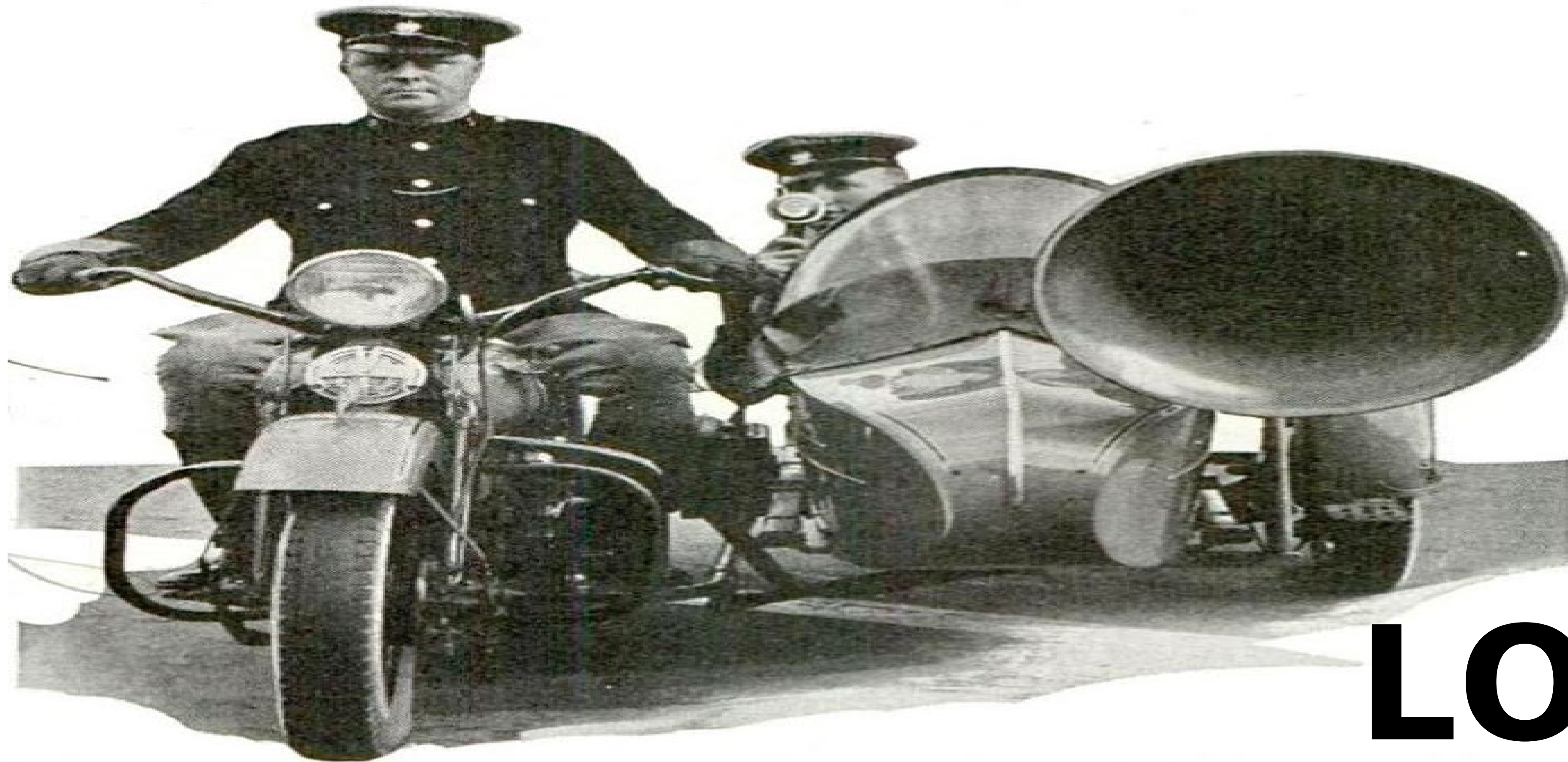
They have clear arguments

They have a lot of time ...





There's not many of them, but they are



LOUD!!!



Western Morning News

New wind farm planning guide is failing, says M



Your audience

Focus on engaging the audience segments where support for renewables is strongest – younger people (age 14-50), women, and connected communities

Avoid traditional advertising – it's not cost effective

Engage communities via PR, online comms and social media, they're cost effective, measurable and can be developed

Engaging communities on Fore Street can be cost effective & go viral



Who are you trying to
influence??



What do these people
want??

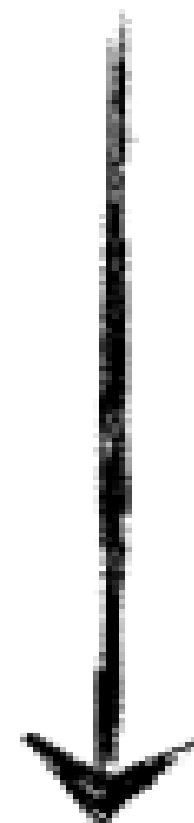
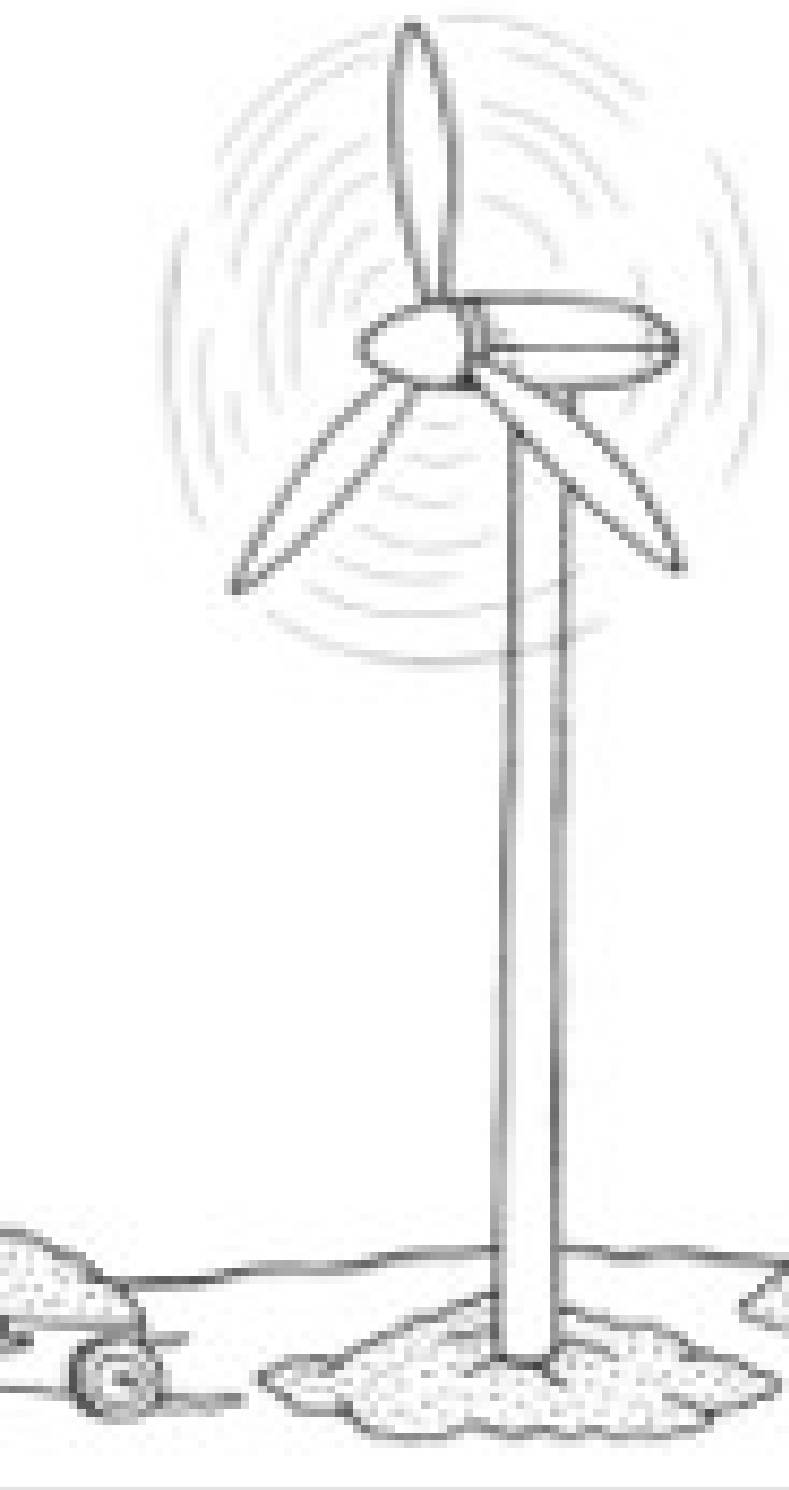
Research.....Talk.....Network



Who will it directly affect?

Who lives here?

Make sure you engage with them at a very early stage.





“Everybody’s got a plan until they get punched in the mouth”

Develop a model & a plan, but be flexible, allow that you will need to adjust your plan. Make contingency plans.

Be prepared

Research benefits...research options...commit....agree messages.....talk to key people.....Fore Street...PR



What's your message?

Do: Be clear
Be visual
Communicate benefits first

Don't: Be defensive
Be rude



What's your plan?

Fore Street campaign

PR campaign

Social media campaign

Influencing campaign

Media multiplier : $1+1=3$



Some useful tools :

The screenshot shows the Facebook profile page for "Action for Renewables". At the top, there is a search bar with the text "Action for Renewables" and a magnifying glass icon. To the right of the search bar are icons for friends, messages, and a globe, along with the text "Home". The main cover image features a red background with a large, stylized white and black Union Jack flag. Overlaid on the flag is the text "STAND UP FOR WIND" and "KNOW THE FACTS" in white, bold, uppercase letters. Below the cover image is the profile picture, which is a circular logo with a red background and a white wind turbine icon. The text "STAND UP FOR WIND" is written around the top inner edge of the circle, and "KNOW THE FACTS" is written around the bottom inner edge. To the right of the profile picture is the name "Action for Renewables" in bold black text, followed by "3,540 likes · 188 talking about this". Below the name are three buttons: "Like" with a thumbs-up icon, "Message" with an envelope icon, and a settings gear icon. Below the profile picture and name is a section with a light blue background. On the left, it says "Non-Profit Organization" and "Stand up for wind! Know the facts." Below this are five tabs: "About - Suggest an Edit", "Photos" with a small image of a pig, "Likes" with a thumbs-up icon and the number "3,540", "Videos" with a small image of cows, and "Sign up for news a..." with a dropdown arrow showing "1".

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energysshare is working with Cornwall Council and Cornish communities to engage energy consumers, deliver projects and create partnerships that will help pilot and establish Cornwall's unrivalled expertise and innovation in the sector.



with Cornwall Council

Looking for Groups?

There are loads of groups all over the country doing simply amazing things. Find out more about the different ways you can [get](#)



facebook Search for people, places and things Cornwall Energy Com

Admin Panel Edit page Build Audience Help Show

A colorful illustration of a sustainable energy landscape. It features rolling green hills, wind turbines, solar panels, a house, and power lines. The scene is set against a blue sky with a sun and clouds.A small inset map of Cornwall, England, showing its geographical location and major towns.

Cornwall Energy Community
Be the first person to like this. Update Page Info

Community
Welcome to the Cornwall Energy Community - full of news, funding updates and help for people who are interested in community energy projects.

About Photos

Highlights



Questions

