Overview
Greenpeace
Renewable Energy Campaigning

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Public Campaigning – Renewable Energy (RE)

RE is a solution – for what?
• People need to know (and agree) that there is a problem (see “Angry Kid Clip”)

RE is not a “feel good issue” anymore!
• The biggest problem in the past was, that everybody agrees that RE are great…
• RE seen only as a nice + expensive toy
• Don´t react on each and every counter-argument!
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RE the important phase started as they gain market shares!

• First they ignore you, than they laugh about you, than the fight you, and than you win…(Gandhi)
• RE do today, what the conventional energy industry said they never can – “RE deliver!”
• Politicians need to understand, that they can not “please” everybody – they need to decide for a system change!
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RE Communication – depends on your location

There are 4 different “country clusters”:

- “Technology driven” e.g. Germany + Japan
- “Factory driven” e.g. China
- “Resource driven” e.g. Australia + Canada
- “Customer driven” e.g. developing countries with growing energy demand and no own resources

Each “Cluster” has VERY different discussions.
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RE Communication – each audience requires different materials

There are 4 target audiences with different material requirements:

- RE for “Dummies”: A graph + max 1 page
- RE for Policy Makers: 1 number (Jobs / Investment) + max ½ page
- RE for Media: Facts (as a service) + a “sound bite”
- RE for Industry + Science: Solid Technical + Economic Information
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E[R] Scenarios have a parameter for each audience:

- X Jobs: Politicians
- Y Investments: Finance Sector
- Technology pathway: Energy Industry
- CO2 reduction + Nuclear + Coal phase-out dates: “Environment Audience”
Public Audience
Greenpeace energy eG – energy cooperative

- 120,000 customers
- annual turn-over: 95 million Euro

- 2000 – 2012: 100 million Euro investment in RE
- approx. 85 employees
Publications 2012/2013

Energy [R]evolution & Technical Reports

Technical Audience

GREENPEACE
the climate solution:
energy [r]evolution and protecting ancient forests
Publications 2012/2013

Energy [R]evolution & Technical Reports

Technical Audience
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