

Overview Greenpeace Renewable Energy Campaigning

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the climate solution:

energy [r]evolution and protecting ancient forests



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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Public Campaigning – Renewable Energy (RE)

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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Public Campaigning – Renewable Energy (RE)

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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Public Campaigning – Renewable Energy (RE)

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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Public Campaigning – Renewable Energy (RE)

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”

Energy Blue Print tea... IBM Lotus Notes Mai... Clips IRENA - October 201... GWEO 2012 - press c... Windows Media Player

Inbox (3) - steske@greenpeace.org - ... JFK Calls for a Revolution - YouTube Energy Blue Print team: homepage

www.energyblueprint.info

[r]evolution A SUSTAINABLE WORLD ENERGY OUTLOOK

home best practice scenarios key results regional results national scenarios employment maps media centre archives

Scenarios for a future energy supply

Moving from principles to action for energy supply that mitigates against climate change requires a long-term perspective. Energy infrastructure takes time to build up, new energy technologies take time to develop. Policy shifts often also need many years to take effect. In most world regions the transformation from fossil to renewable energies will require additional investment and higher supply costs over about twenty years

GREENPEACE EREC GWEC GLOBAL WIND ENERGY COUNCIL

download the report

7 CLIMATE SOLUTIONS UNLIMITED CLEAN ENERGY

Nature offers a variety of options for producing energy. It is mainly a question of how to convert sunlight, wind, biomass or water into electricity, heat or power as efficiently, environmentally-friendly, and cost-effectively as possible.

SUNLIGHT BECOMES ENERGY
In total, the sun shines an average of one kilowatt per square meter worldwide. According to the results of the Research Association for Solar Power, power is gained from renewable energy sources at a rate of 3078 times more energy than is needed in the world today. In one day, the sun produces enough energy to meet the world's current power requirements for eight years. Only a percentage of the potential that renewable resources hold is technically accessible. This percentage of technically accessible renewable resources, is enough to provide nearly six times more power than the world currently requires, according to scientists and the solar industry.

TECHNICALLY ACCESSIBLE TODAY

The amount of power that can be accessed with current technologies supplies a total of 6.5 times the general demand for power.

Sun	3.0 times
Geothermal heat	1 time
Wind	0.5 times
Biomass	0.4 times
Hydrodynamic power	0.15 times
Ocean power	0.05 times

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MEDITERRANEAN

BARIŞÇIL ENERJİ ŞİMDİ

ENERGY REVOLUTION TOUR
Save the Climate!
GREENPEACE

Greenpeace Akdeniz Bülteni. Üç ayda bir yayınlanır.

sayı 32
yaz 05

© Greenpeace

Public Audience

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Greenpeace energy eG – energy cooperative

- 120,000 customers
- annual turn-over : 95million Euro
- 2000 – 2012: 100 million Euro investment in RE
- approx. 85 employees

The screenshot shows a Firefox browser window with the URL www.greenpeace-energy.de. The browser tabs include 'Ökostrom & Windgas', 'IBM Lotus Notes Mai...', 'Greenpeace Energy eG', 'IRENA - October 201...', 'Windows Media Player', 'Anna-Flyer-Turkishj...', 'Inbox (3) - steske@greenpeace...', 'JFK Calls for a Revolution - You...', 'Energy Blue Print team: homepa...', 'Facebook', and 'Ökostrom & Windgas / Greenpe...'. The website header features the Greenpeace Energy logo, a search bar, and navigation links: 'Über Greenpeace Energy', 'About us', 'Presse', and 'Kontakt'. A 'HOTLINE 040 / 808 110-600' is displayed with the hours 'MONTAG – FREITAG, 8 BIS 19 UHR'. Below the header is a navigation menu with categories: 'ÖKOSTROM', 'WINDGAS', 'ENGAGEMENT', 'GENOSSENSCHAFT', 'SERVICE', and 'GESCHÄFTSKUNDEN'. The main content area is titled 'Wir liefern Strom, Gas und Visionen.' and features a price calculator for private customers ('Privatkunden'). The calculator shows a price of 27,65 Cent/kWh and a basic price of 8,90 € Grundpreis/Monat. A 'PREIS BERECHNEN' button is visible. To the right, there is an illustration of a wind turbine and two green birds.

GREENPEACE ENERGY
Energie-Genossenschaft aus Überzeugung

Kunde werben PRÄMIE SICHERN!

Über Greenpeace Energy About us Presse Kontakt

HOTLINE 040 / 808 110-600
MONTAG – FREITAG, 8 BIS 19 UHR

ÖKOSTROM WINDGAS ENGAGEMENT GENOSSENSCHAFT SERVICE GESCHÄFTSKUNDEN

Privatkunden

Strom Gas

27,65 Cent/kWh
8,90 € Grundpreis/Monat

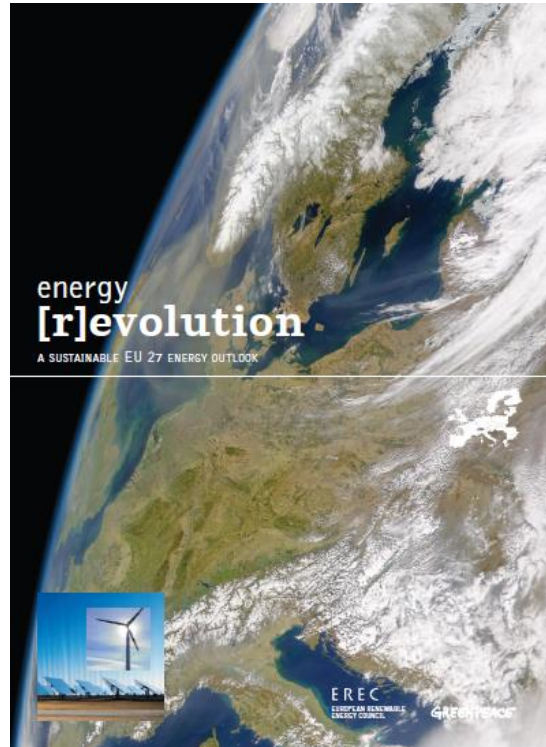
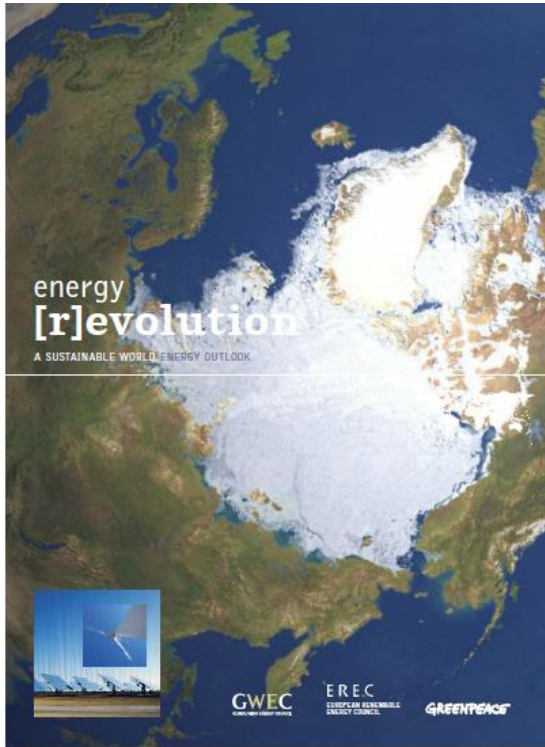
* Konsequenter Ökostrom aus sauberen Kraftwerken
* Ohne Mindestvertragslaufzeit
* Preisgarantie bis zum 31.12.2013.

PREIS BERECHNEN

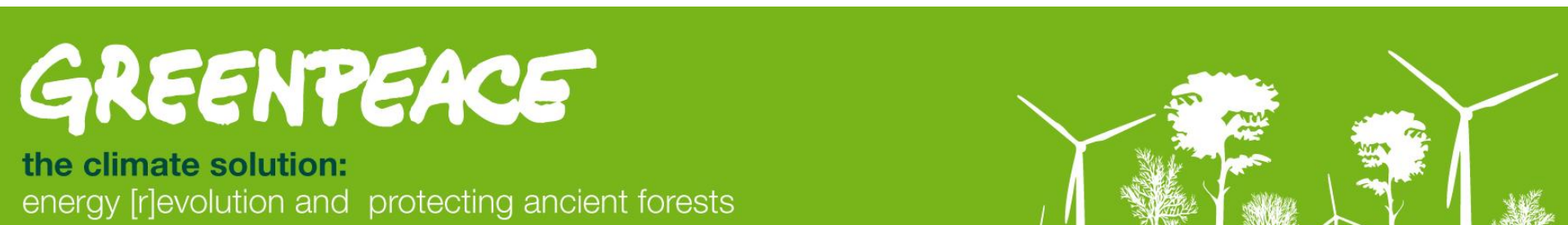
Wir liefern Strom, Gas und Visionen.

Publications 2012/2013

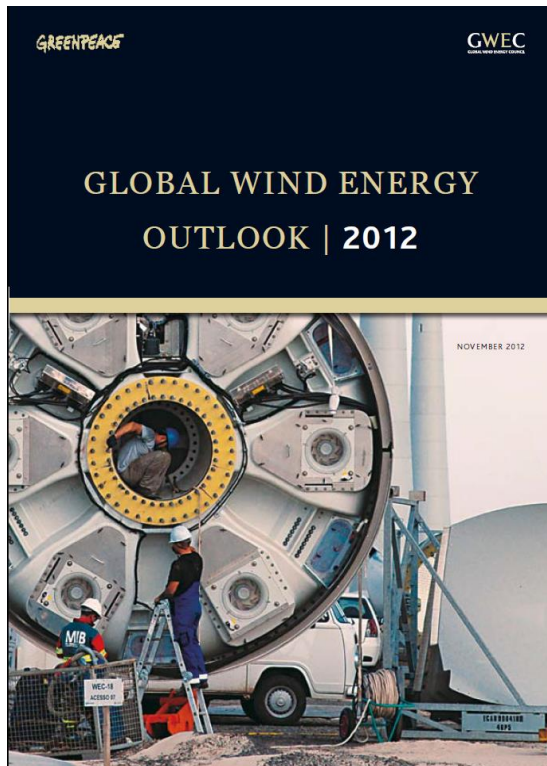
Energy [R]evolution & Technical Reports



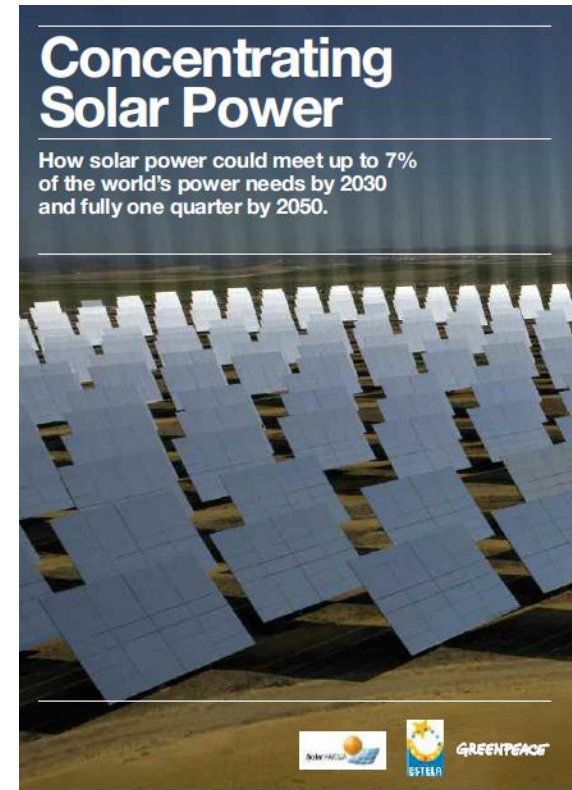
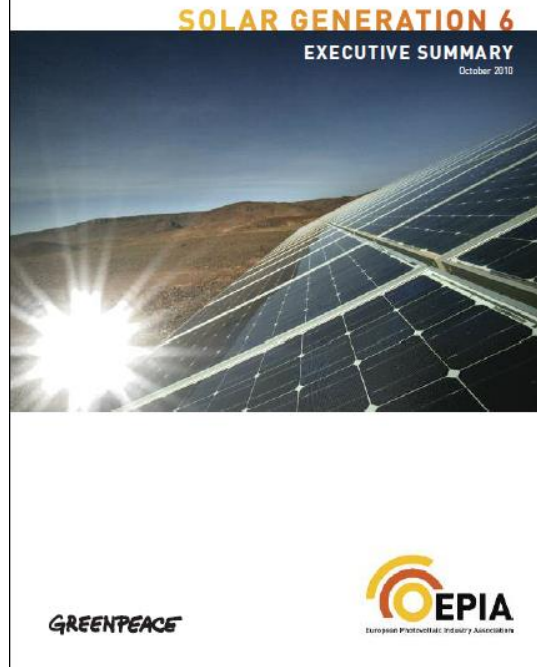
Technical Audience



Publications 2012/2013



Energy [R]evolution & Technical Reports



Technical Audience



Publications 2012/2013

1. E[R] Japan (03/2012)
2. E[R] South Korea (04/2012)
3. E[R] Global (06/2012)
4. E[R] Czech Rep. (06/2012)
5. E[R] EU 27 (10/2012)
6. E[R] India (11/2012)
7. E[R] Finland (11/2012)
8. E[R] Romania (11/2012)
- **Global Wind Energy Outlook (11/2012)**

Energy [R]evolution & Technical Reports

9. E[R] Mexico (01/2013)
10. E[R] France (01/2013)
11. E[R] New Zealand (02/2013)
12. E[R] Israel (04/2013)
13. E[R] Brazil (08/2013)
14. E[R] ASEAN (09/2013)
15. E[R] Poland (10/2013)
16. E[R] Switzerland (10/2013)
17. E[R] Italy (11/2013)
18. E[R] USA (11/2013)
19. E[R] Turkey (12/2013)

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