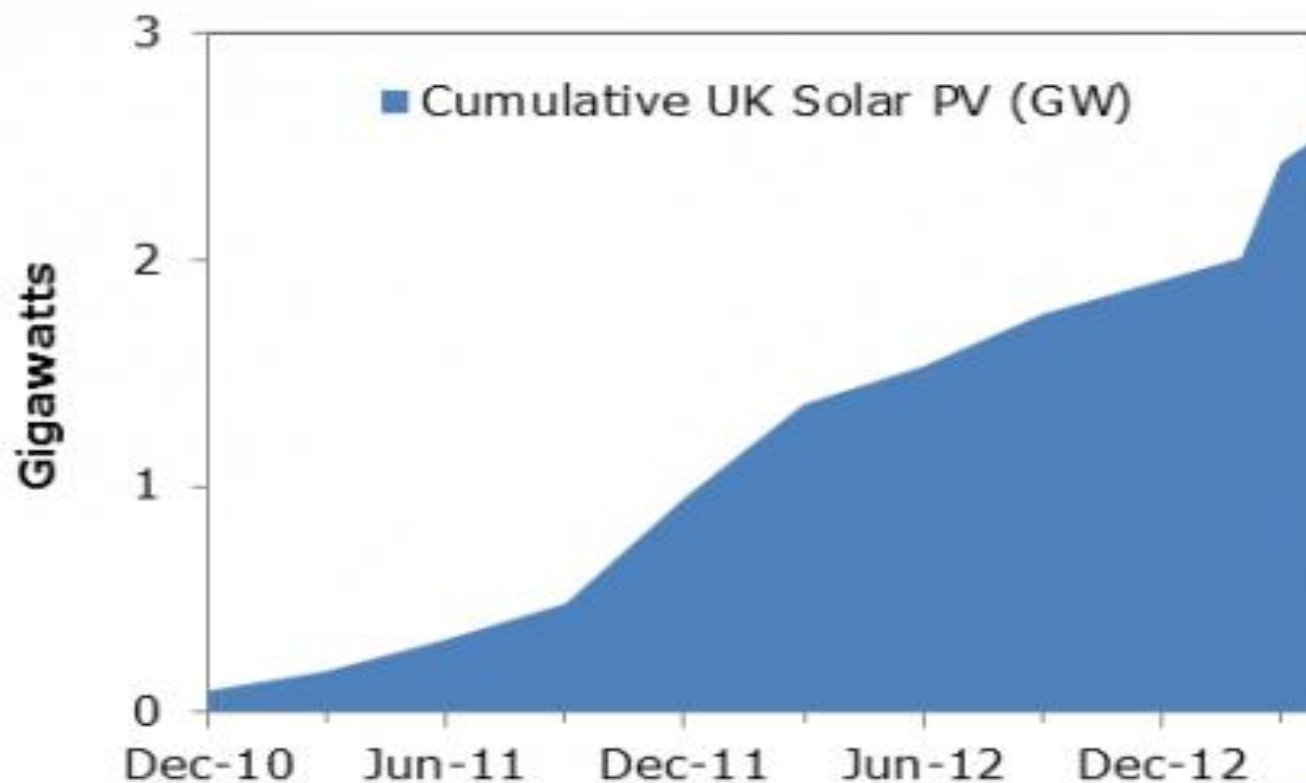




**‘How to work
together to improve
social acceptance’**

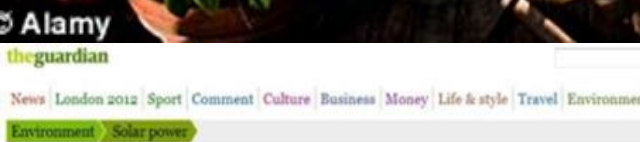
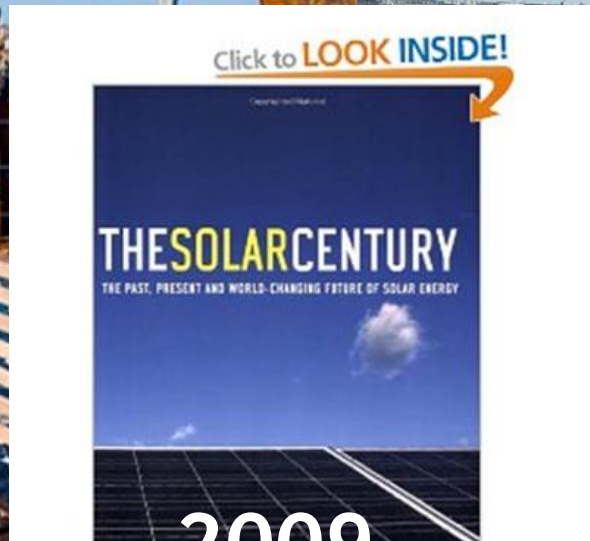
Charlotte Webster
@cleantechchar

Solar PV in the UK at 2.5 GW



©NPD Solarbuzz, June 2013
Adapted from NPD Solarbuzz European PV Markets Quarterly





Wadebridge, the UK's first solar-powered town
Wadebridge in Cornwall aims to become the first town in the country to run sig on renewable energy sources. This film documents a local activist group's effo convince the rest of the community that solar panels and wind turbines are the forward



Pop star Lily Allen backs use of solar panels

Householders should get rewards for installing solar panels at home, pop star Lily Allen has urged.

May 2009



Mirror

Campaigning for cheaper solar power
Stephanie Wallis

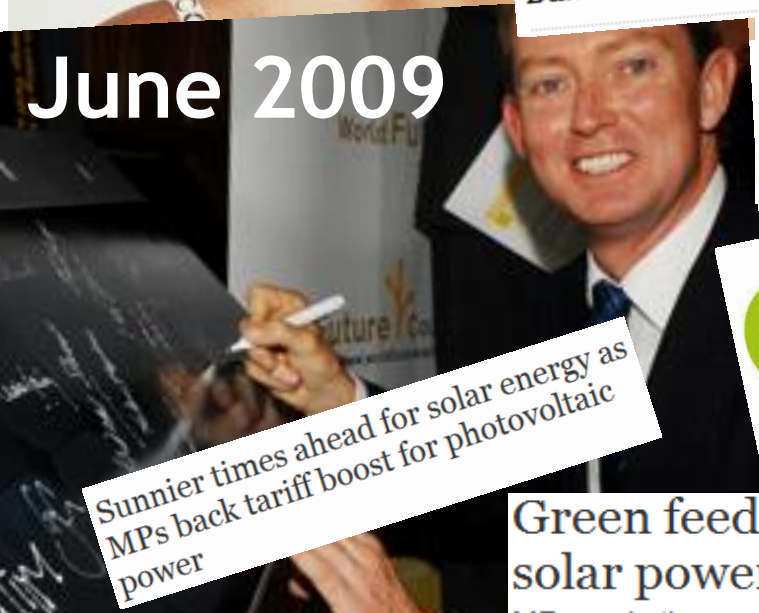
NME

April 2008

Klaxons recording new album in solar-powered studio

Band show their appreciation by joining the 'We Support Solar' campaign

June 2009



Sunnier times ahead for solar energy as MPs back tariff boost for photovoltaic power



10p to create a solar power sector in UK
Ecologist



Green feed-in tariff needs to maximise solar power

Nov 2009



Nov 2009

★

Small change Campaign for action to boost green jobs



Construction industry workers haul giant coins across Westminster Bridge yesterday to highlight their call for an extra 10p to be added to tariffs in the government's clean energy cashback scheme. The campaign group We Support Solar claims the increase could rescue 30,000 green jobs

National Pictures

Call for leading police body to be replaced

By James Boxell,
Home Affairs Correspondent

The Association of Chief Police Officers should be stripped of its powers to set law enforcement policy across the country and make way for a beefed-up national policing agency, an influential think-tank has claimed.

In a comprehensive report into policing, to be published this week, the centrist left Institute for Public Policy Research says a national body is essential if the country wants to see progress in the fight against organised crime.

Sir Hugh Orde, the former Northern Ireland police chief who headed Acpo, has called for a merger of national

Energy

Government to slash subsidies for solar power

The government plans to slash subsidies for large-scale solar installations to divert money to smaller alternative energy projects, in a move that the industry has called a "harmful strategic mistake."



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Energy Finance >

UK government unveils plans to slash solar feed-in tariffs

The move is expected to deal a death blow to large-scale low-carbon...



Terry Mac... guardian.co

Can you effectively assess your environmental performance? → Learn how with CA ecoSoftware

Home News Energy Solar

Updated: DECC reveals crippling cuts to solar feed-in tariffs

By James Murray and Will Nichols

18 Mar 2011 Print Send Save

COMPANIES Utilities

FT Home > Companies > Energy > Utilities



May 2011

Nov 2011

Dec 2011

DAILY NEWS

National media sets the tone for big decisions

The minority has become the majority

NATIONAL EXCLUSIVE

ONLY 21% OF ARTICLES WERE POSITIVE

72% Public

21% Media



WIND X 5

BROAD ONLY? TABLO SAY N

THE NEWS

WHERE ARE THE SPOKESPEOPLE FOR RENEWABLES?

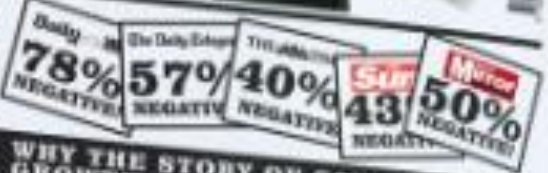
UK MEDIA ATTACKS RENEWABLES

Public backs renewables but UK Newspapers focus on negative!



LOOK WHO'S TALKING

UK COVERAGE OF RENEWABLES



UP NEXT: WHY THE STORY OF COMPETENT GROWTH IS GOING UNHEARD...

Jobs, Growth & Innovation ignored

NEWS

Our survey:



Legend: Green = Positive, Orange = Negative, Grey = Not Reported

Most articles were preoccupied with cost

Green business are struggling with democratic deficit

Where's the stories?

Do negative stories about renewables contradict public opinion?







Vote For

Us

cogreus

We're only small, but we're achieving big things!
#2degreesAwards



The Connected Life by 2020

2020

24 Billion

Total Connected Devices

2011

9 Billion

Total Connected Devices

2020

12 Billion

Mobile Connected Devices

2011

6 Billion

Mobile Connected Devices

Revenue Opportunity For Mobile Network Operators in 2020

\$1.2 Trillion

7x increase on 2011 expected revenues

Revenue opportunity for connected devices in vertical sectors

Health

\$69 Billion

Automotive

\$202 Billion

Consumer electronics

\$445 Billion

Utilities

\$36 Billion



CREATING OPPORTUNITIES THROUGH CROSS-INDUSTRY COLLABORATION

Lesson #1



Save our solar

We Support Solar
Promoting Solar Power in the UK

Solar is a remarkable creature

It is the fastest growing electricity generating technology in the world

Stop the Government turning solar into an endangered species in the UK

Sign our letter to the Secretary of State

SELECT A SINGLE CONDUCTOR

Lesson #2



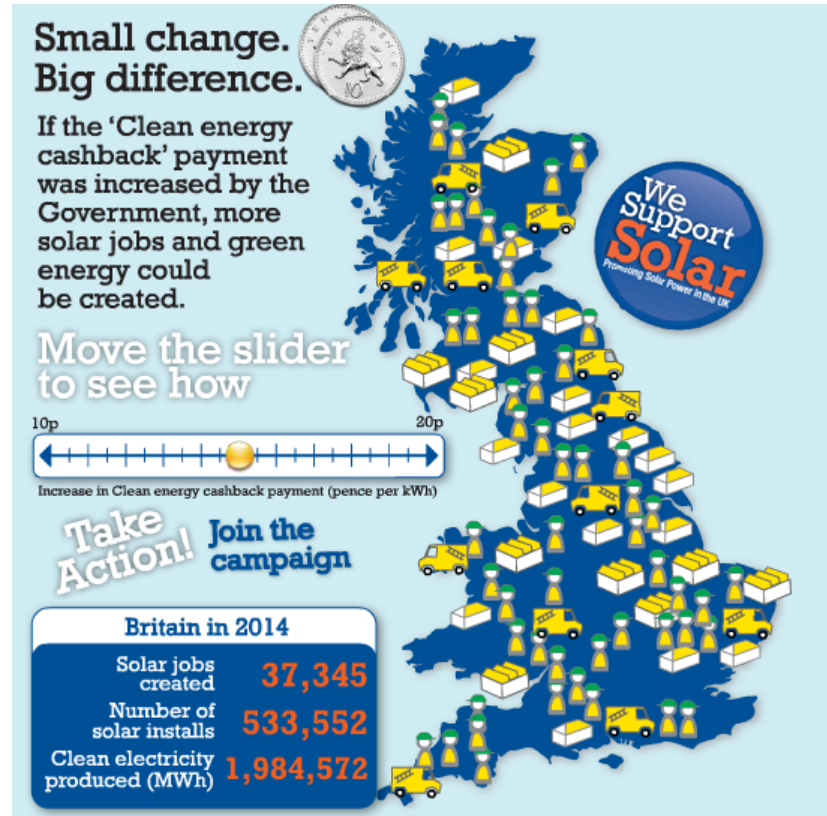
BE CLEAR & TARGETED WITH YOUR MESSAGE

Lesson #3



COLLABORATE

Lesson #4



CREATE GREAT **CONTENT** & USE A
VARIETY OF **CHANNELS**

Lesson #5



BE BOLD

Thank you

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