

Challenges of impactful communication on energy issues



Inma Garrido, Acento Comunicación



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Starting point



According to FORBES*, each user receives +5k communication impacts/day



EC experiment ** estimated that just 30% of online ads are recognised as commercial information



Studies extracted from Google Trends*** estimates users increased energy-issues searches in 135% in 2020 (vs.2019)



*<https://www.forbes.com/sites/forbesagencycouncil/2017/08/25/finding-brand-success-in-the-digital-world/?sh=3032da1f626e>
**https://ec.europa.eu/info/publications/behavioural-study-advertising-and-marketing-practices-social-media-0_en
***<https://www.compromisorse.com/rse/2020/04/22/las-busquedas-sobre-energia-verde-crecen-un-60-en-el-ultimo-ano/>

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So...

Users (citizens) want to know more about energy-issues (and beyond as climate change, sustainable lifestyles...)

- Are they feeding all the information they demand?
 - Are they engage with the real energy-situation?
 - Are they understanding the real meaning of energy?
 - Are they feeling it as their responsibility?

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Are they **LISTENING**
to the message?



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How to keep citizen attention?



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New narratives

Are you talking in your audience jargon?

Is the information quite relevant though the context is boring?

Are you using tailored channels and tools to impact them?

Is it useful to highlight the data (percentages, averages, future scenarios...)



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New Narratives

The language

- **How worth are data in the titles?** And the bibliographies? How can statistics contribute to increasing impact? On digital times, we can go further and get more information via Internet within almost all fields. Do we really need to highlight data instead of providing tools to citizens to 'merge' with the content?
- **Make it valuable in their lives.** If there's a study who can really make the difference, explain how can provide better life (by saving money, keeping healthy...)
- **Be realistic but not apocalyptic.** If there's a global issue to be addressed (e.g climate change) explain how important is right now (what's going on in 2030 maybe is not an issue to worry about in 2020) focusing in the 'preventing' communication tone.

"Think globally, act locally"



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New Narratives

Channels and tools

- Using common channels to explain energy-issues.

Energy field maybe is not deep-known by citizens, but cinema?

17 RETOS UNA OPORTUNIDAD PARA CAMBIAR **EL MUNDO**



LOS ODS, DE CINE
Una forum con secuencias de películas y debate con expertos

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New narratives

...via Social Media



Home / Best Practices

Crowdfunding platform project for energy efficiency (Croatia)

PART OF PUBLNEF PROJECT

The idea behind the project is to create a direct way for citizens to invest in infrastructure benefitting their own communities, to establish a regional crowdfunding platform specifically designed for financing energy efficiency and renewable energy projects in 2015.





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