

PUBLIC ENGAGEMENT

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What are we Trying to Achieve?

An Informed Public, Positively Supportive and Engaged

Proven Hypothesis:

- Attitudes Govern Behaviour (Oppose to Support)
- Behaviour Change Needs Attitude Change (Sceptical to Persuaded)
- Attitudes Reflect Wider Appreciations (Uninformed to Informed)

Only an Informed Public will be Positively Supportive and Engaged

Understanding the Solution Means Understanding the Problem

Problem:

- Environmental Imperative
- Energy Security
- Energy Affordability
- Employment & Economy

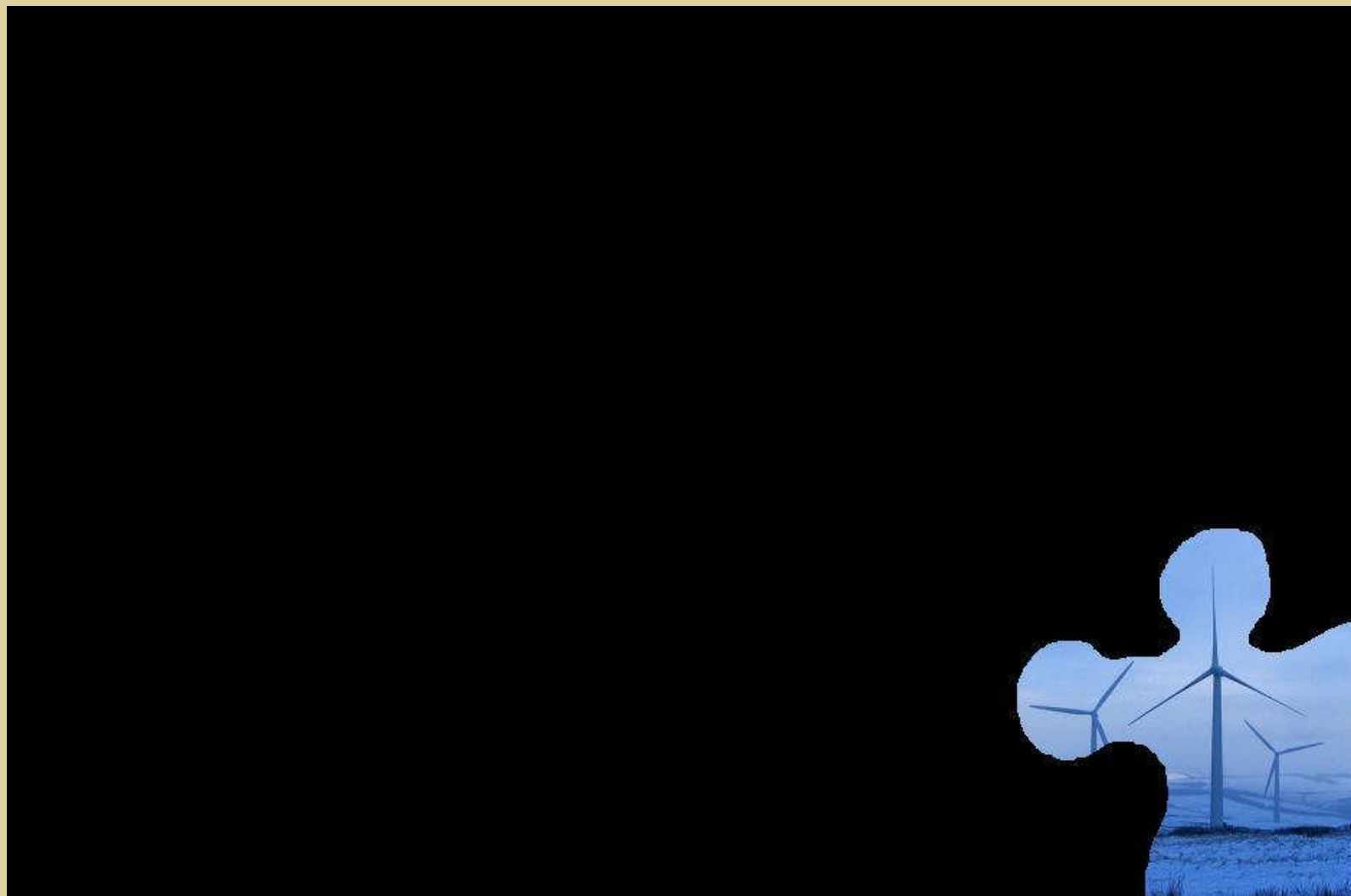
Solution

- Diverse Renewables
- Interconnectivity
- Smart Grids
- Storage
- Electrified Transport
- Building Standards
- Demand Side Management
- etc

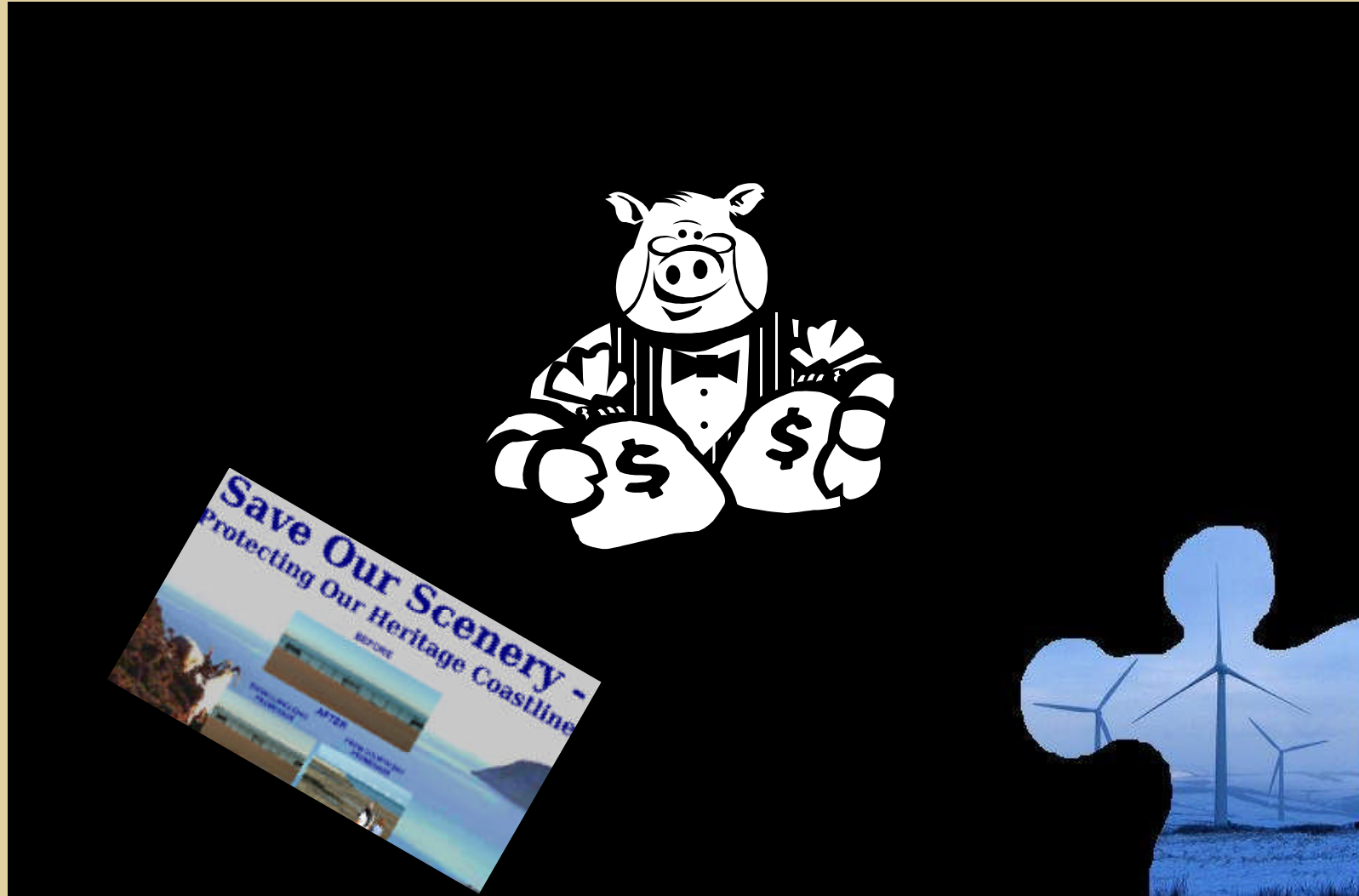
Inspirational Picture of Affordable, Sustainable Future Energy

But ...

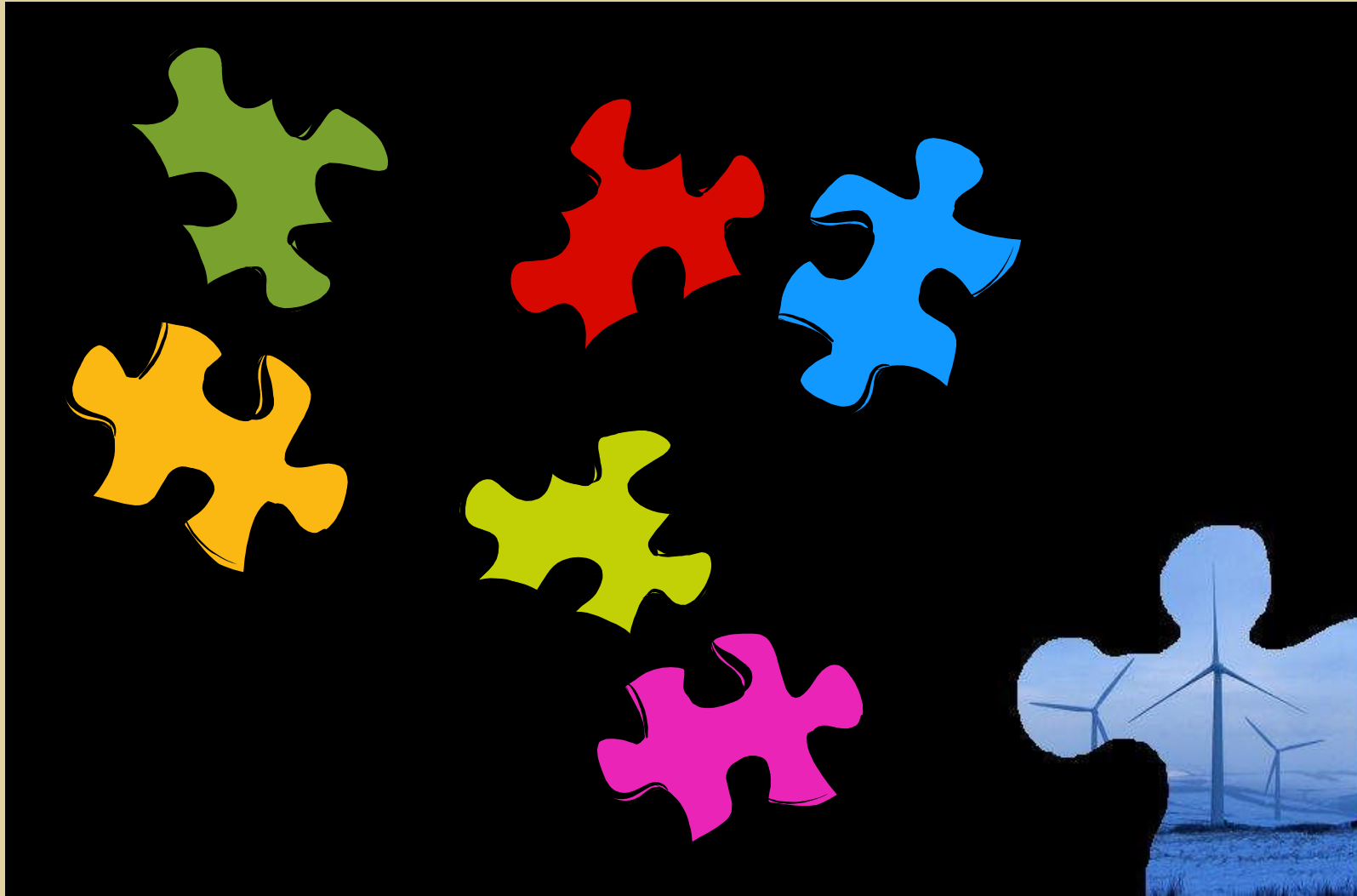
Incomplete Picture Often Shown



Public Completes the Picture in Unfortunate Ways



Or Fails to See How it Fits Together



Great Public Engagement Initiatives But Achieving What?

- Pre-Planning Consultation
- Community Benefit & Community Ownership
- Embrace
- Visitor Centres
- Scottish Renewables Festival
- DECC Attitude Surveys

The New Planning Regime and Pre-Application Consultation

- Onus on early public engagement by developer
- Early is still too late if attitudes are negative
- Statement of need is for planning anoraks
- Doesn't help create the new attitude platform

Community Benefit

- Reflective of Industry's CSR but widely seen as compensation/buy-off
- Unhelpfully, increasingly seen as a primary objective
- Targets public at economic attitude level not principled attitude level
- Gaining support through by-product not through fundamentals?

Embrace

- Power of social networking
- Promotes project level support
- Activates latent core support - encourages supportive behaviour of those with positive attitude
- Does not set out to create positive attitude



The screenshot shows the homepage of 'Embrace my planet', a campaign to support renewables. The page features a navigation menu with options like HOME, NEWS, BLOG, ACT NOW!, WIND FARMS, CAMPAIGNS, and FACTS. Below the navigation are four main action buttons: SUPPORT (Support a wind farm application), LOBBY (Lobby your MP), CONNECT (Connect with other Embrace members), and ORGANISE (Organise an event or group). The main content area includes a 'What is Embrace?' section, a 'FIND A WIND FARM' map of the UK with various locations marked, and a 'FEATURED VIDEO' section with a video player and two video thumbnails. The footer contains copyright information and links to About Embrace, Contact Us, Privacy Policy, Terms & Conditions, Comments Policy, and Register for updates.

Scottish Renewables Festival

- Open-doors celebration of Scotland's renewables progress
- Can help create sense of a mass movement towards a vision
- Important for hosts to provide broad background information - the full jigsaw

Home Events News Technologies Contact

scottish renewables festival
12th-13th June

The Scottish Renewables Festival is a celebration of green energy over the weekend of 12th-13th June 2010 at venues across the whole of Scotland. It's a chance to see behind some doors that are not usually open to the public as well as a way to visit some familiar sights such as wind farms and hydro power schemes right up close. Come and see Scotland's renewables revolution for yourself! More to follow on date and venues for 2010!

NEWS
WE ARE CURRENTLY PLANNING OUR RENEWABLES FESTIVAL 2010 EVENT. KEEP AN EYE ON THE WEBSITE FOR MORE DETAIL!

RENEWABLES FESTIVAL
Welcome to the Renewables Festival 2010!
Scotland has seen a big growth in renewable energy in recent years as we start to tackle climate change and make our energy supplies secure. But where can we see renewable energy in action?
The festival is a learning experience and a fun day out rolled into one for all ages. In the weeks running up to the festival have a look at our event listings to see what will be open during the weekend and the arrangements needed to make a visit. Some local areas in Scotland will have more than one event going on in the one day - so you can make a whole day of it or just visit the [technology](#) and [site](#) you are most interested in.

MEDIA
PRESS RELEASE TOOLKIT
Scottish Renewables has produced a document especially how to write a press release.

LINKS
Scottish Renewable Energy Trade Association
www.scottishrenewables.com
Catch the Scottish Renewables Festival Group on Facebook
Click here to visit.
See the nomination and winners from Green Energy Awards 2010
www.greenenergyawards.co.uk

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Website design by Red Creative | XHTML | CSS

Whitelee Visitor Centre

- Europe's largest wind farm
- Visitor centre a huge local success
- Exposes very positive attitudes
- Vital to provide information on the wider context

SCOTTISH POWER RENEWABLES

Whitelee Windfarm
visitor centre

Today's Weather
Conditions: Partly Cloudy
Temperature: 10° C
Wind: 8.05 km/h

HOME ABOUT THE WINDFARM VISITOR CENTRE OUTDOOR PURSUITS RENEWABLE ENERGY NEWS

Home > Renewable Energy

Renewable Energy

- ScottishPower Renewables
- Renewable Energy
- What to do at Home

Keep me updated...
with the latest Whitelee news [sign up](#)

**We generate enough energy to supply 180,000 homes...
You'll be blown away!**

Electricity is an important part of our lives. When you get up in the morning do you make toast? Do you have a shower? Do you watch TV? Electricity makes all of this possible and our lives would be very different without it. But have you ever wondered how electricity is made?

The earth has 'fossil' carbon based resources called fossil fuels. Fossil means that when we use them they cannot be replaced and that one day they will run out. Coal, gas and oil are examples of fossil fuels.

To make electricity fossil fuels are burnt and this releases energy. This energy is then transformed into electricity for us to use in homes and at work and at school. However, burning fossil fuels creates 'greenhouse gas' and this adds to the effects of climate change.

Becoming Greener

There are other ways of generating electricity and these are much better for the environment. The earth also has 'renewable' resources like the sun, wind and water. The earth naturally renews these resources and this means that they won't run out. This is why they are called 'renewable'.

We can use these renewable sources to create clean, green energy and this can then make clean, green electricity. Solar panels use the light from the sun to make energy. Turbines, like the ones at Whitelee, use moving air (wind) to create energy and dams and tidal devices can make energy from water.

Why should we use renewable energy?

Renewable energy is beneficial because it does not create greenhouse gas. This means that it is clean and green and helps to reduce pollution and minimise the effects of climate change.

ScottishPower Renewables
ScottishPower Renewables are the developers of Whitelee.
[More about ScottishPower Renewables](#)

Renewable Energy
Wind isn't the only form of renewable energy.
[Renewable Energy](#)

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DECC - Annual Public Attitudes Survey

- Annually since 2006
- Shows a picture of high but not improving support
- What will 2010 show with the return of climate change scepticism & with RHI/FIT/RO costs rising?

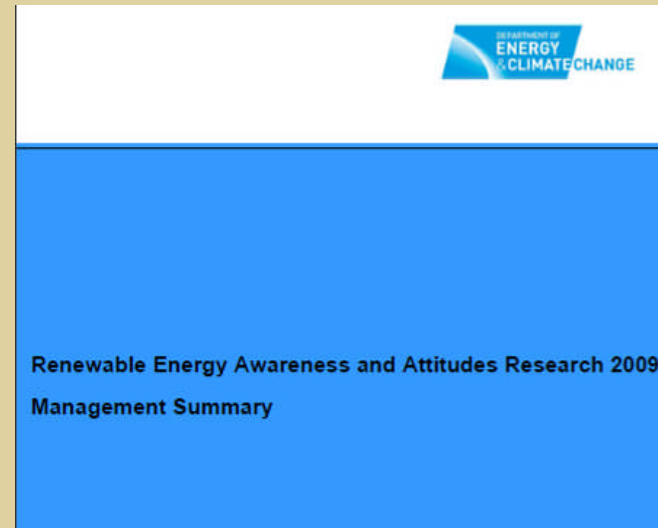
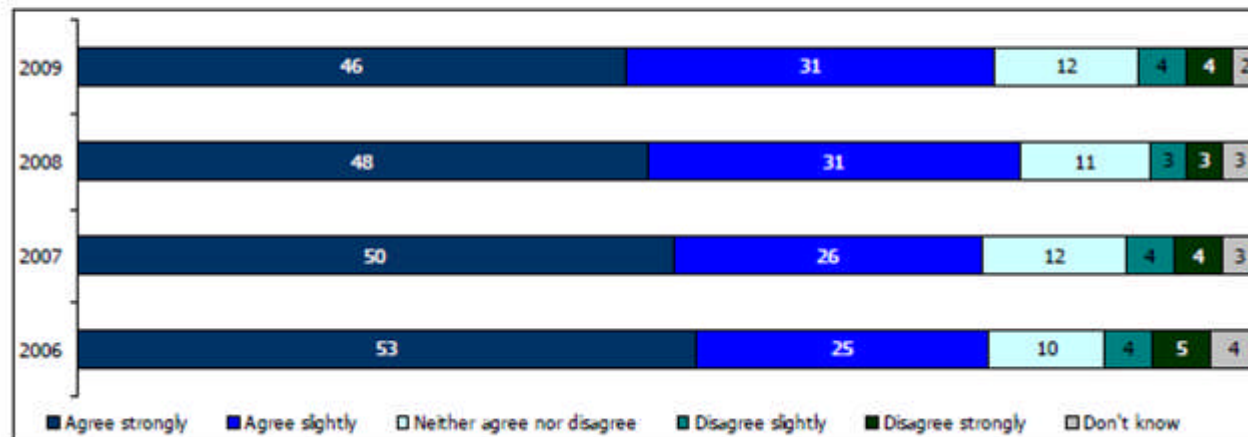


Figure 5: "I support the Government's policy of generating 10% of our electricity needs from renewable energy by 2010".



Conclusions

- Government cannot neglect the importance of public engagement on energy challenges and the scale of change in the solution
- Information will influence public attitudes
- Attitudes will govern whether public is receptive or hostile
- Hostility will slow delivery
- On-shore wind experience shows the scale of the challenge

Public Engagement



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power for good