

Communication strategy

Task 36 meeting

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Bioenergy in a changing environment

- Bioenergy's significant potential to contribute to future global energy demand
- Bioenergy's role in the transition to a low carbon economy
- Bioenergy's role in the emerging biobased economy
- Bioenergy's intrinsic interlinkage with the growing demand for food, feed and fibre

IEA Bioenergy

- Provide an international forum for sharing information and developing best practice on
 - Technology development
 - Non-technical barriers and issues
 - Regulatory and legislative issues
- Produce authoritative information on key strategic issues affecting deployment
- Key Role = **Independent body to give clear and verified information on bioenergy**

Strategic Plan

- **Communication** and **outreach** are crucial elements in the IEA Bioenergy Strategic Plan 2015-2020
 - *Obj. 1: provide a realistic overview of the readiness level of different conversion technologies as well as potential benefits and impacts on the market*
 - *Obj. 2: to raise public awareness through communication with key stakeholders for the use of biomass as an energy source and to provide clear and verified information on bioenergy*
 - *Obj. 3: to strengthen the outreach efforts of the TCP to involve interested new member countries, industry and multilateral organisations*
 - *Obj. 4: to increase the dissemination of information*

ExCo Communications team

- Goal: achieve a better outreach of IEA Bioenergy work and Task reports
- Profiling of the IEA Bioenergy brand (overall ~200 persons are involved in the Tasks)
- central website <http://www.ieabioenergy.com/>
- Use various dissemination means (social media, newsletters, webinars, workshops)

Communication

- Communication starts with the definition of Task studies & work programme:
 - What is the **relevance** for society?
 - What is the **message** we would like to spread?
 - **Who** do we want to reach?
- Next to scientific content, deliverables/reports should include a **2 page summary** and a **short paragraph** containing the main messages of the study, which can be distributed through newsletters/social media.

Communication means

- **IEA Bioenergy brand**

Move away from Task brands

IEA Bioenergy

- Central website as starting point & common template for Task websites (taskxx.ieabioenergy.com)
- More focus on spreading messages from studies, through
 - Central website
 - Newsletters
 - Social media (*please follow us on Twitter & LinkedIn*)
 - IEA Bioenergy Webinar series (bi-monthly)
 - Workshops (*announcements, building momentum*)

Communication means

- Leaflets/FAQ on issues in public debate (proactive material)
- National outreach !

*Thanks for your
attention*

IEA Bioenergy



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