



Making the Case for Wind

Communications challenges for the Wind Industry





The problem

- Wind industry too often on the backfoot
- Constant ‘drip, drip’ of distortions, psuedo science & myths
- Supporters often silent in face of opposition





The myths

- Reliability & back up supply
 - Too expensive
- Lowers house prices
 - Ruins landscape
- Nobody wants them
 - Damages tourism
 - Kills birds
 - Too noisy
 - Frightens livestock
- Endangers fishing, marine life and shipping





There is no magic wand

- **Myths are excuses used by opponents**
- **Cannot defeat myths on the defensive – industry must engage on own terms**
- **Need `compelling narrative` and to mobilise public support**





Relaunching Embrace Campaign

- **BWEA has 20,000 strong database of supporters**
- **Not just a list – a pro-actively managed network of supporters**
- **Identifying & encouraging local champions**
- **Working arms length with green groups**





What's the 'Big Picture'?

- Only wind can fill looming energy gap in time
- Wind can deliver over 25% of UK electricity by 2020
- Climate Change Bill – wind delivers at least 10% CO₂ reduction
- Short window of opportunity to meet 2020 target





Getting the message across...

- Who? Widening the field of play in Government – not just Westminster but Holyrood, Cardiff, Brussels
- What? Making the case for Wind power with media - National, regional & local
- How? Pro-active grass roots campaign





The policy challenges

- **Unblocking onshore planning system – especially Scotland**
- **Streamlining off-shore site allocations & approvals process**
- **Extending the life of the RO**
- **Improving support for emerging technologies**
- **Reforming the Ofgem remit**



The opportunities

- **SNP renewables agenda**
- **Planning Bill**
- **Energy Bill**
- **Climate Change Bill**
- **EU 2020 target**





Wind of change?

- **Wind industry is too defensive**
- **Only Wind can fill energy gap in time**
- **At least 10% reduction in UK CO2 emissions**
- **Big policy challenges**
- **Chance to drive through change**

