Bolstering Public Support for Renewable Energy

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Concerns lead to barriers
1. RE has also diverse **environmental impacts**. 68
2. RE technologies are **too expensive**. 63
3. RE is **intermittent** and limited in applicable locations. 52
4. RE causes **health and safety problems**. 35
5. Other resources are more viable to solve energy problems. 33
6. RE creates **few jobs or economic benefits**. 26
7. RE **damages landscape and local communities**. 22
8. RE technologies are still **immature**. 18
9. RE causes **indirect externalities**, e.g. food crisis, earthquakes. 16
10. RE consumes **more energy than it produces**. 9

Total no. of citations: 342
“Debunking the myths” efforts

It’s not necessarily most effective for IRENA to produce another communication material.
IRENA Workshop (Oct., 2013)

• 40 RE advocates discussed issues over social acceptance and how to address public concerns.
• Highlighted the need for collective actions to bolster public support and unite scattered efforts.
• Agreed to form a multi-stakeholder Coalition with shared knowledge, resources and communication channels.
Activities for 2014-15

1. Knowledge base … Collect facts and evidence and provide quality assurance to them; Develop an one-stop shop to make them accessible.

2. Network of communicators … Share the latest news, lessons and capacity building opportunities.

3. Common communication material … Produce and disseminate visual materials; Share members’ existing materials on a web portal.

4. Swift responses … Monitor media coverage and coordinate swift, collective responses; Start systematic engagement of opinion makers.
36 signatories
Thank You!

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