

# Coalition for Action

## to Bolster Public Support for Renewable Energy

[www.irena.org/publicsupport](http://www.irena.org/publicsupport)

**Ensuring full public confidence** in renewable energy technologies has emerged as a key factor for fast-tracking their deployment, which is vital to achieve a sustainable energy future. The Coalition for Action to Bolster Public Support for Renewable Energy - established in January 2014 at the fourth Assembly of the International Renewable Energy Agency (IRENA) - aims to **communicate clear, truthful messages on renewable energy** with the public and decision makers around the world.

The Coalition collects **authoritative, consistent, up-to-date evidence** and makes it accessible to everyone through a wide range of channels, including web portals, media articles, publications, social networks and public dialogue.

Leading advocates from both industry and civil society, who first gathered at IRENA's Workshop on Social Acceptance of Renewable Energy in Abu Dhabi in October 2013, agreed that misperceptions and factual inaccuracies could undermine public support, resulting in lost opportunities worldwide. To overcome this barrier, they agreed to form a multi-stakeholder Coalition for Action.

The Coalition's **36 founding members** include diverse stakeholder groups from different countries, including utility companies, renewable energy manufacturers, industry association and civil society organisations, all sharing the common aspiration of realising a sustainable energy future. This **global, multi-stakeholder approach** ensures extensive evidence and balanced arguments, providing a solid foundation to address legitimate public questions and concerns about renewable energy technologies.

## Commitment

Coalition for Action member organisations have made the following commitments to the public:

- Support energy transition by promoting the sustainable use of renewable energy technologies;
- Make a compelling case for renewable energy by collectively compiling the latest knowledge and examples;
- Communicate renewable energy with the public through clear, truthful messages, in a manner that is both harmonised and targeted;
- Commit to addressing public concerns over renewable energy technologies by applying best practices and engaging concerned parties;
- Share evidence, communications material, ideas and contacts with fellow Coalition members to strengthen the cases and support for renewable energy.

## Founding Members

### Companies

**ABENGOA** Abengoa


**Masdar**  Masdar  
A MUBADALA COMPANY

**acciona** Acciona

**novozymes**  Novozymes  
Rethink Tomorrow

**ccgroup** CCgroup PR  
outstanding communication

**Sunlabob**  Sunlabob  
Renewable Energy

**Enel**  ENEL Green Power  
Green Power

**Vestas**  Vestas Wind Systems  
Wind. It means the world to us.

**First Solar**  First Solar

### Civil Society

**ASU LightWorks**  Arizona State University LightWorks  
ARIZONA STATE UNIVERSITY  
Light-Inspired Solutions

**PRACTICAL ACTION**  Practical Action  
Technology challenging poverty

**CSE**  Centre for Science and Environment (CSE)

**ROCKY MOUNTAIN INSTITUTE**  Rocky Mountain Institute (RMI)

**enda**  Environmental Development Action in the Third World (ENDA)

**TEAM ENERGY FOUNDATION**  Team Energy Foundation

**GREENPEACE** Greenpeace International

**UNITED NATIONS FOUNDATION**  United Nations Foundation

**INFORSE**  International Network for Sustainable Energy (INFORSE)  
International Network for Sustainable Energy

**World Future Council**  World Future Council

**ENERGIA**  International Network on Gender and Sustainable Energy (ENERGIA)

**WWF**  WWF International

**JAPAN RENEWABLE ENERGY FOUNDATION (JREF)**  Japan Renewable Energy Foundation (JREF)

## Industry Associations



American Council on Renewable Energy (ACORE)



European Renewable Energy Council (EREC)



Chinese Renewable Energy Industries Association (CREIA)



Partners for Euro-African Green Energy (PANGEA)



European Geothermal Energy Council (EGEC)



Renewable Energy Solutions for the Mediterranean (RES4MED)



European Photovoltaic Industry Association (EPIA)



World Wind Energy Association (WWEA)



European Renewable Energies Federation (EREF)

## International Organisations



ECOWAS Centre for Renewable Energy and Energy Efficiency (ECREEE)



International Renewable Energy Agency (IRENA)



IEA Renewable Energy Technology Deployment (RETD)



Renewable Energy and Energy Efficiency Partnership (REEEP)

## Public- Private Partnerships



German Renewable Energies Agency

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## Activities

The Coalition for Action aims to maximise the impact of rational arguments over renewable energy by building consistent approaches through a network of communicators. It will work to identify the best communications strategy to influence media, opinion leaders and the public, while compiling and utilising a pool of irrefutable scientific evidence and avoiding inconsistent messages and overly emotional, unbalanced arguments. The Coalition will also help renewable energy advocates share resources, leverage existing channels to media and opinion leaders, and adapt materials locally.

The activities of the Coalition for 2014-2015 start with these four priorities:

- 1. Knowledge base**

Collect renewable energy facts and scientific evidence and provide quality assurance to ensure robust arguments.

- 2. Network of communicators**

Host a network of communications officers in the renewable energy sector, public agencies and media, and share the latest news, information, lessons and training opportunities.

- 3. Common communications material**

Produce visual and print materials promoting renewable energy facts that can be disseminated by all.

- 4. Responding to concerns and misconceptions**

Monitor media coverage and coordinate swift, collective responses among members when necessary, along with systematically engaging influential journalists and opinion makers.

## Join the Coalition for Action

Other stakeholders – big or small – who share common aspirations for a sustainable energy future are encouraged to also become a part of this global network promoting renewable energy facts, and to help strengthen the advocacy for the energy transition.

## Coordination

IRENA hosts the key knowledge platform and facilitates global networking and information exchange among member organisations.

For enquiries about the Coalition for Action to Bolster Public Support for Renewable Energy, please contact IRENA:

[publicsupport@irena.org](mailto:publicsupport@irena.org)

[www.irena.org/publicsupport](http://www.irena.org/publicsupport)