

Creating a space for the energy story

Reporting that seeks to empower

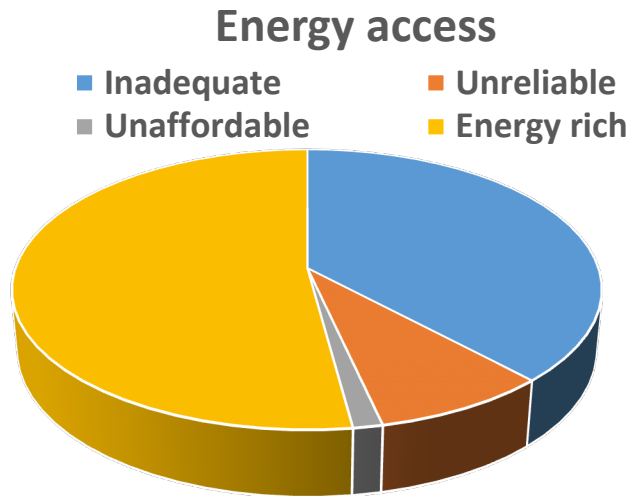
Marilyn Smith, Executive Director
The Energy Action Project / EnAct

@congresPE | #CCPE2018



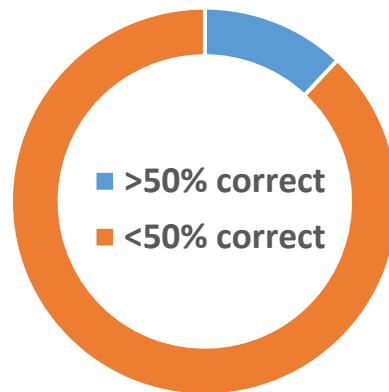
Two Social Challenges of Energy

High levels of energy poverty



Low levels of energy literacy

Basic energy test (US)



1. A new model for energy reporting

Reporting that seeks to **empower**...

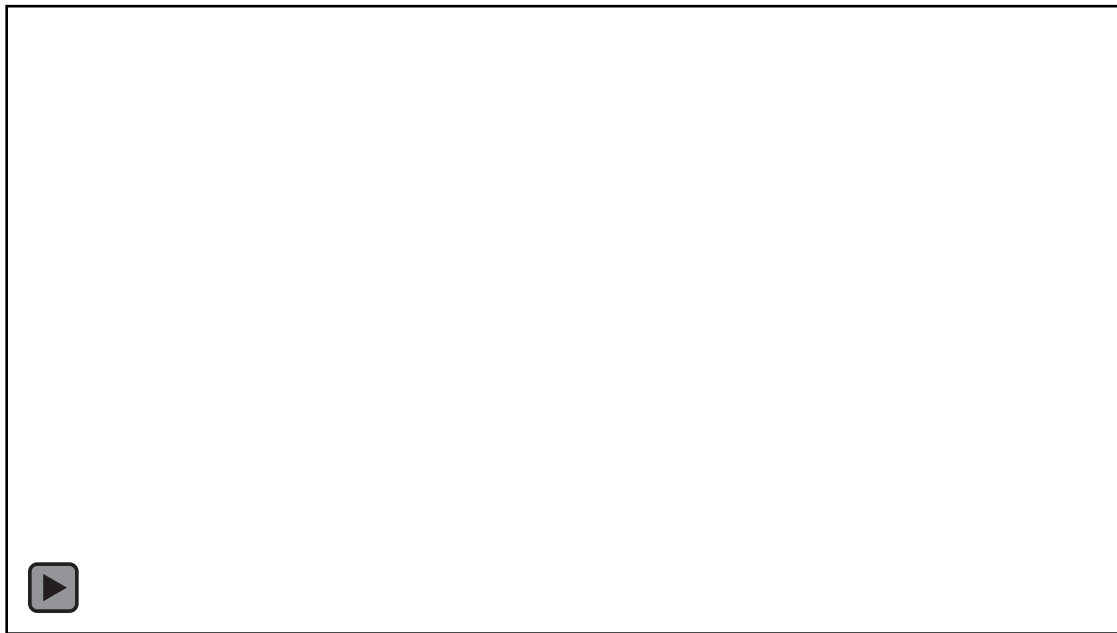
This means finding ways to **engage**,
inform and **explain**.

Why Multimedia?



- Build up the big picture that energy access is about people, policy, technology, economics, financing and social/cultural contexts.

Engage: Connect Energy and People



COLD@HOME:
Katja in Ukraine

Inform and Explain: Feature Article

Why did prices go up 280%?

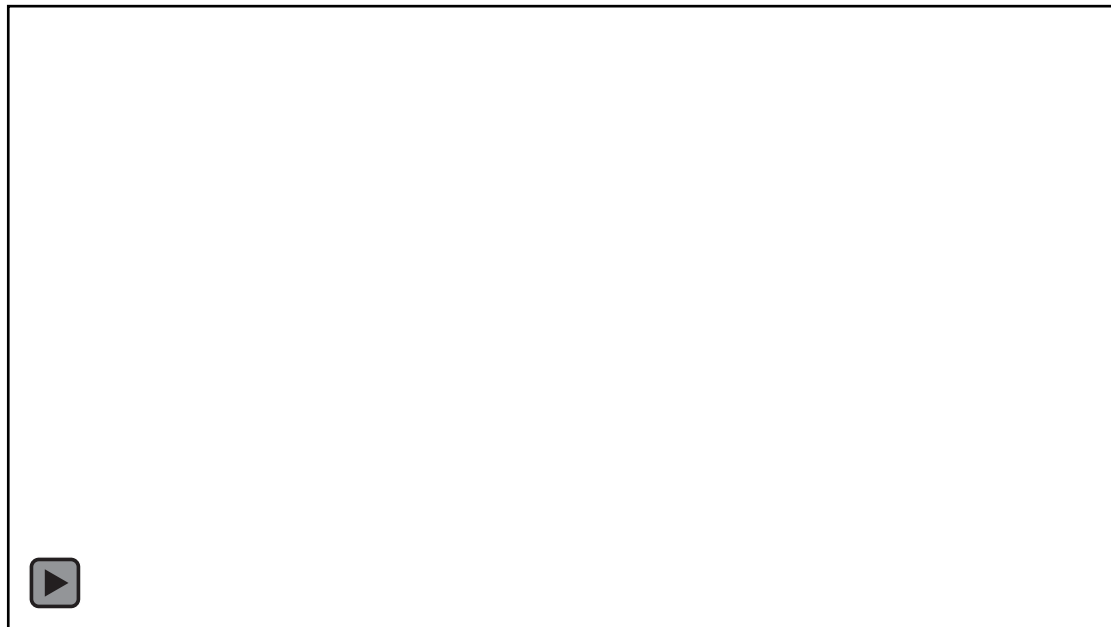
- Ukraine is transit country for oil and gas; low prices a means of 'sharing the wealth'
- Economy was bad, war in Donetsk – request for loan from the IMF.

Key gas pipelines in Ukraine



Source: East European Gas Analysis, National Gas Union of Ukraine

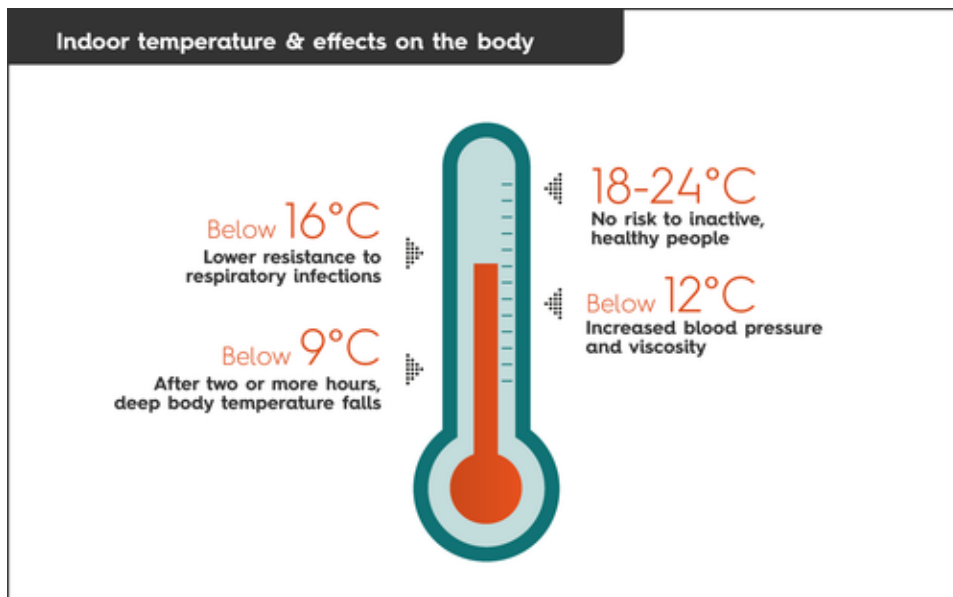
Engage: Wide range of people affected



Pennies Make Pounds:
Dawn in Wales

Inform and Explain: Blog Series

- What happens to the human body when people are chronically cold at home?



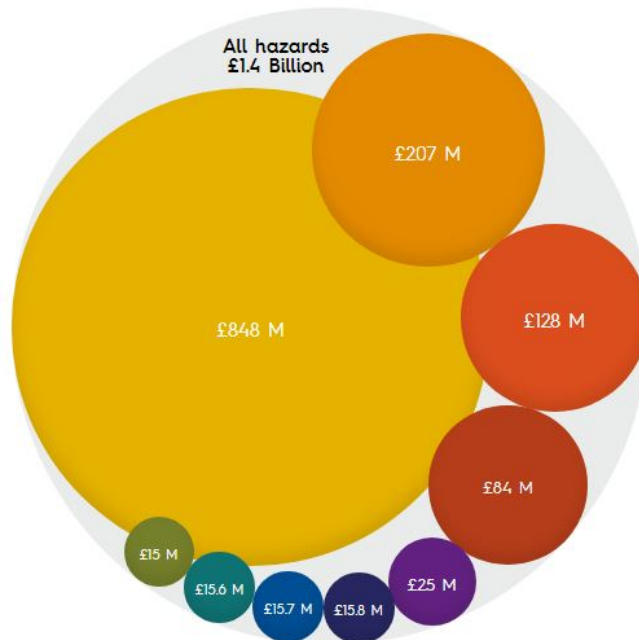
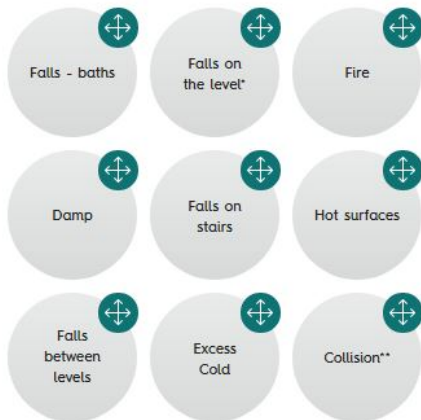
EXPOSED: Energy Poverty in Winter and Summer



From Personal to Political

Can you match each of the *Top 9 Hazards* to the bubble that represents its annual cost?

Note, the size of the bubble reflects the portion of overall costs shown by the outer circle.



* Includes any fall not associated with moving up/down stairs or with taking a bath.

** This relates to injury from body parts getting trapped in doors and

What do cold
homes cost a
country?

Solutions Reporting to Empower

Who is doing what?

- **Highlight technology, policy and social solutions** that are having positive impacts and could be taken up by others.
- Feature articles
- News briefs / fact sheets
- Editorials
- Infographics / interactive elements

Solutions Reporting: Who is Doing What?

Researchers

Podcast: [Brenda Boardman](#)



Policy makers

Government of Ireland: [Warmth & Wellbeing Scheme](#)

- **2016:** Reported launch / aims
- **2018/19:** Reporting on outcome through co-production

Solutions Reporting: Who is Doing What?

Advocacy groups



International action



Solutions Reporting: Who is Doing What?

Social innovators



Making connections

Linking entities across these areas of action to support integrated approaches.

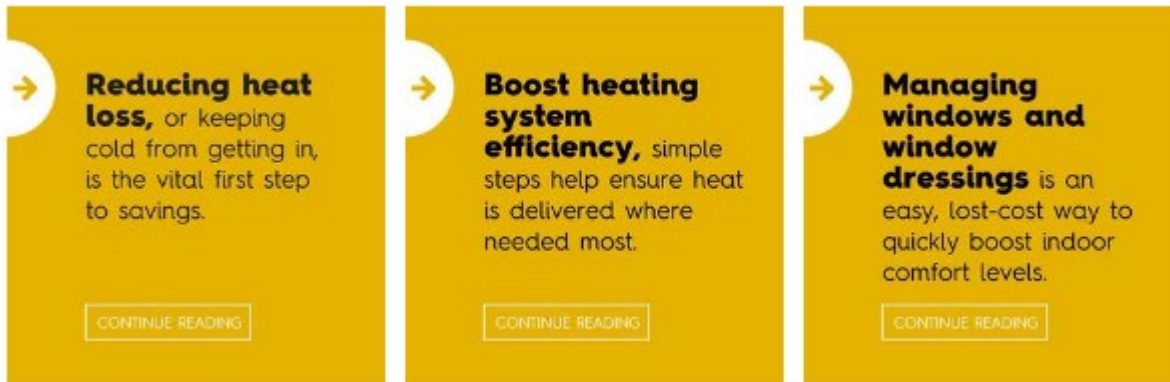
2. Empowering People

ActNow and Social Media

EnAct believes its time for
everyone to 'get' energy.

ActNow

- **For yourself** • energy savings tips (explanations)
- **Get help** • facilitate access to services, provide info & links
- **For others** • create networks of energy activists to help those in need



Social Media: Raise Awareness Daily

- **Show & tell** the reality of energy poverty
- **Encourage conscientious consumption** by all, including 'energy rich'
- **Share facts and figures**
- **Applaud and 'call out'**
- **Twitter: @EnActNow Instagram: @everyday_energy**



Heating & cooling

- **Create a personal air conditioner** by placing a bowl of ice and water in front of a fan.

The fan will disperse cool, ice, and have you feeling r minutes.

More tips @ www.coldathome.today/act-now



Assessment of COLD@HOME

Successes to date

- Invited to join EPOV, Right to Energy, and SEF Social Innovation for Energy Poverty
- Documentary film / 1st prize Danish Press Agency
- Recognition as unique communications tool, attracting diverse audiences
- Regular offers to contribute / to translate existing content

Challenges

- Raising our profile, building audience size
- Securing long-term stable funding so we can do more

3. Future plans

**Investigate other types of
energy poverty & boost
energy literacy**

Additional EnAct Packages

In planning

- **A Burning Concern:** Biomass for cooking / health & deforestation impacts
- **Off-grid electrification:** Distributed energy for lighting & productive use

On the 'to do' list

- Energy access in humanitarian crisis contexts
- Empowering women#
- How unreliable access affects economic development

Boosting Energy Literacy

Build up a Creative Resource about Energy

- What are the sources available?
- Why is it important to transform the global energy system?
- What are the major uses?
- How does energy influence economic and social development?
- How are energy supply and demand changing?

Gràcies per la vostra assistència

www.congrespobresaenergetica.cat

Espai reservat per a lgotips (eliminar aquest text)

