Bolstering Public Support for Renewable Energy

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Concerns lead to barriers

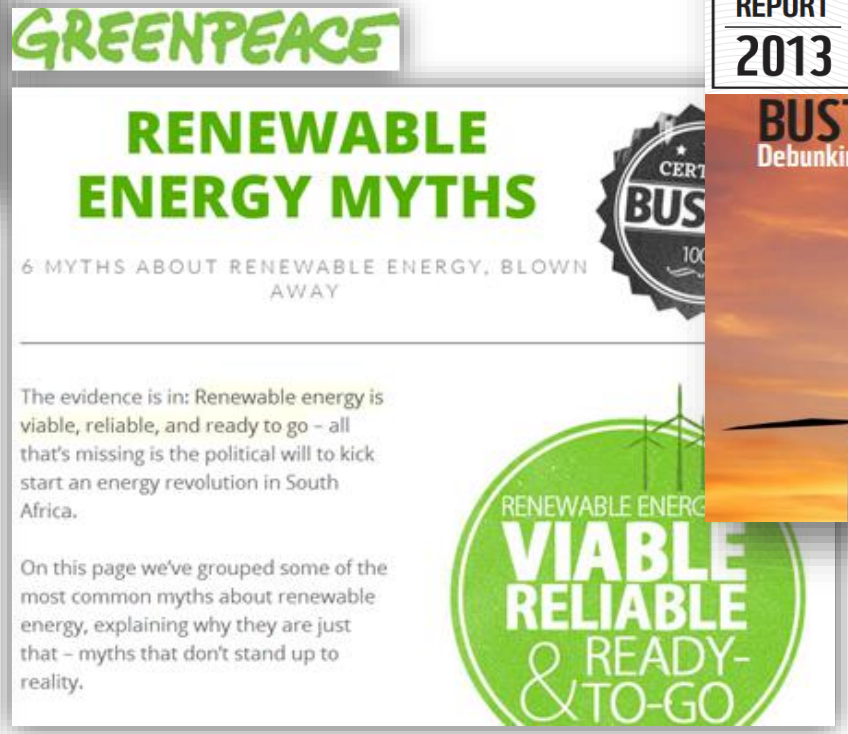
10 common concerns

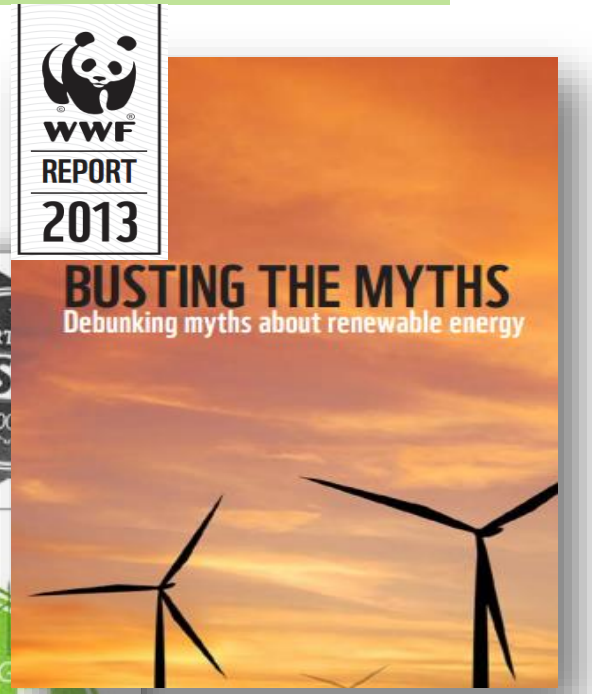
1.	RE has also diverse **environmental impacts**.	68
2.	RE technologies are **too expensive**.	63
3.	RE is **intermittent** and limited in applicable locations.	52
4.	RE causes **health and safety problems**.	35
5.	**Other resources are more viable** to solve energy problems.	33
6.	RE creates **few jobs 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

IRENA
International Renewable Energy Agency

Thank You!

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