



Communities Communication & Consensus

The Challenge for Developers

The Rationale for a Green Energy Projects

Green

- Climate Change
- Sustainable Development

Legal

- Global Treaties
- Domestic Policy

Economic

- Jobs
- Effective Use of Resources

Social Acceptance of Green Issues - Energy



A Change in the Wind.....

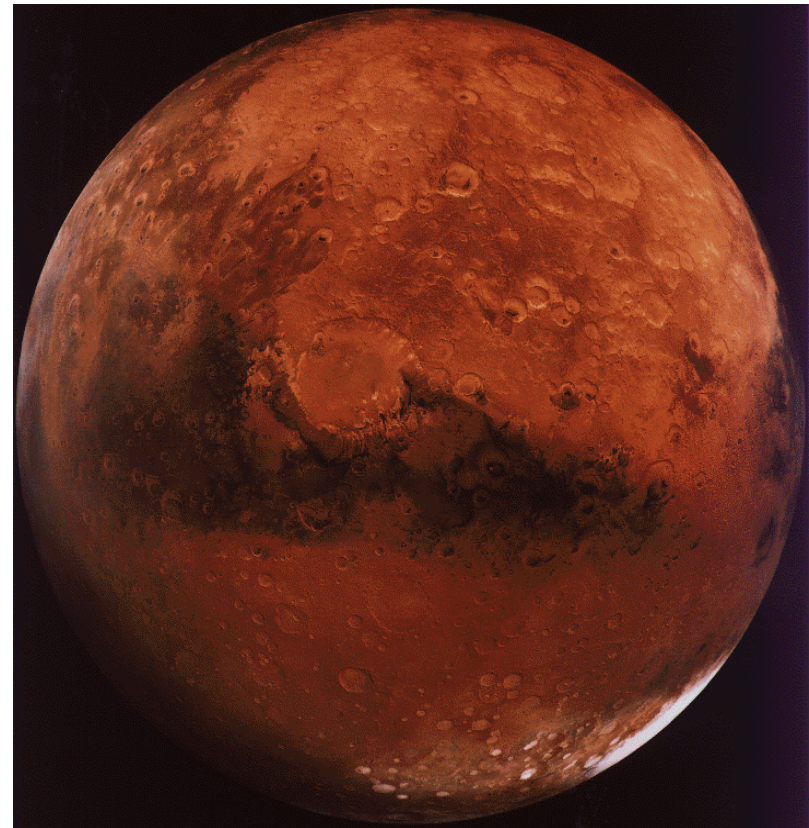
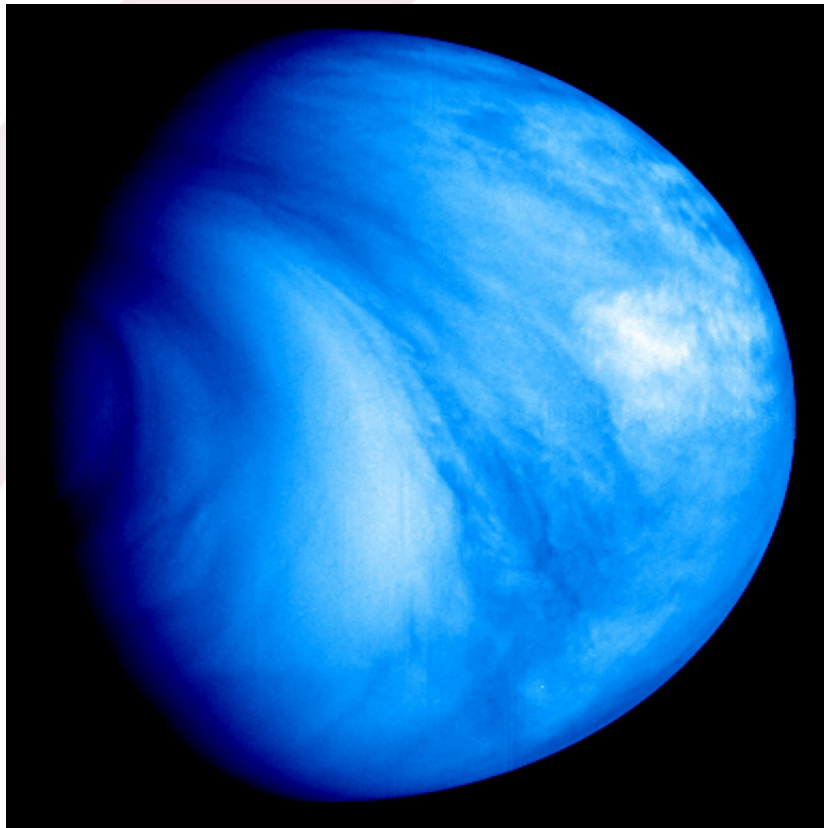


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Coming Soon to a Development Near
You



Project Developers are from Venus –
Local Residents are from Mars



The World is Not Full of NIMBYs



Who / What are Stakeholders

- A stakeholder is a person or organisation who is impacted directly or indirectly by an activity of a third party
- Stakeholders will have different agendas and maybe prioritised differently
- These need to be constantly reviewed
- This list of stakeholders is normally way more extensive than you first believe

Why Bother - The Value of Stakeholder Negotiation



Stakeholders



Stakeholders

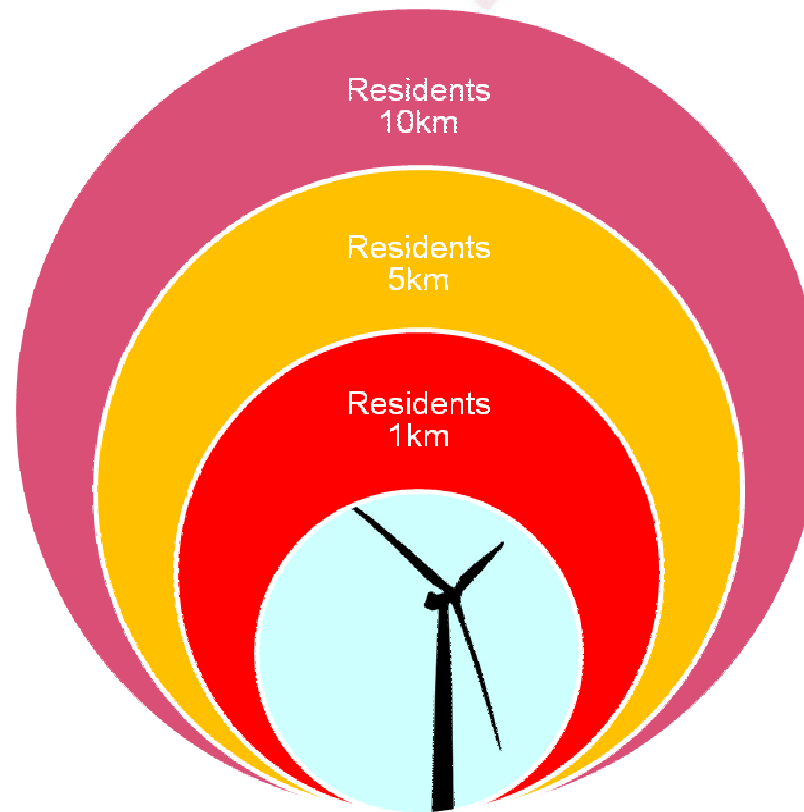
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An Chomhairle Oidhreachta
The Heritage Council



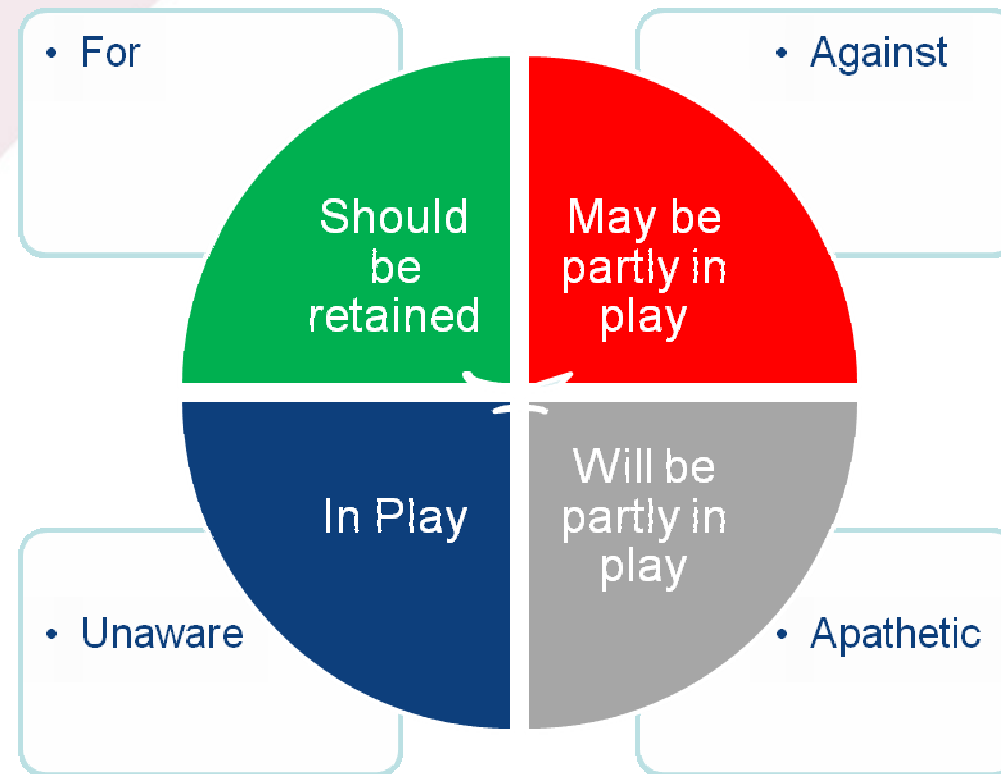
Not All Stakeholders Are Equal



Walk a Mile in Their Shoes



Public Opinion – The Battle for Hearts and Minds



Communication Breakdown

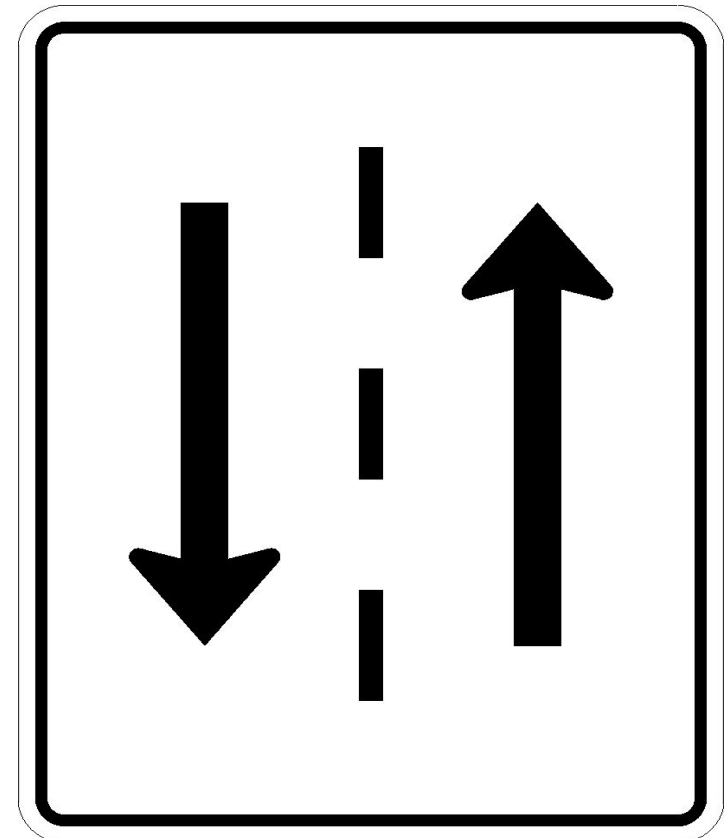


Project Specific Issues



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Stakeholder Communication





The Principles of Consultation

- Go early and often
- Be consistent in your message
- Be open and honest
- Be flexible when you can be
- Include them in the plans
- Where consensus is impossible explain why
- Follow through – Don't make promises you cant keep
- Celebrate your successes and make them public
- Acknowledge your shortcomings – Sorry can be a very powerful word (there are legal caveats to this)



Stakeholder Management Plan

- Details the project
- Lists all stakeholders (including media)
- Identifies stakeholder needs
- Identifies the outcomes we want with each stakeholder group
- Plots a path to get there
- Incorporates key project milestones
- Identifies issues
- Identifies how issues will be managed
- Records actions and results
- Is constantly reviewed throughout the process
- Will change



Tools of the Trade

- Public office or exhibition
- Helpline
- Kitchen table meetings
- Newsletters or pamphlets
- Media interaction and monitoring
- Social Media
- Group visits
- School talks
- Public Meetings

Consider Your Resources



Timing – The Old Conundrum



The diagram features a large, light blue curved arrow pointing from the top left towards the bottom right. Overlaid on this are two dark blue arrows pointing in opposite directions: one pointing left and one pointing right. The left-pointing arrow contains the text 'Meaningful Consultation' and the right-pointing arrow contains the text 'Reduce Time for Opposition'. Below these arrows is a calendar grid showing the months of the year.

Meaningful Consultation

Reduce Time for Opposition

January	February	March
April	May	June
July	August	September
October	November	December

It's Not Always Fair Play



The Rules are Changing

Facebook (1) | Citizens Against lake Erie Wind Turbines - Windows Internet Explorer

http://www.facebook.com/#!group.php?gid=148109249844&ref=search

File Edit View Favorites Tools Help

Search

Share Sidewiki Check Translate AutoFill Sign In

Facebook (1) | Citizens Against lake Erie Wind Turbines

facebook Search Home Profile Account

Citizens Against lake Erie Wind Turbines Join

Wall Info Discussions

Basic Info

Name: Citizens Against lake Erie Wind Turbines
Category: Common Interest - Beliefs & Causes
Description: Anyone who dose not want wind turbine off the coast of Leamington Kingsville and Union
Privacy type: Open: All content is public.

Contact Details

Website: http://lakeeriewindturbines.com/

Recent news

News: You are here: Home / About CALEWT
About CALEWTWind turbines are planned for Pigeon Bay on the Lake Erie shoreline offshore from the communities of Kingsville, Union and Leamington.

Our group, Citizens Against Lake Erie Wind Turbines(CALEWT) supports the development of alternative, renewable, green energy sources, including wind turbines placed in the proper locations.

WE STRONGLY OBJECT TO THIS PARTICULAR LOCATION!

The Proposal : SouthPoint Wind company plans three wind turbine sites in Pigeon Bay.

Each site will have five turbines, 410 ft. high, with a designed power output of 9.99 MW.

Projects of 10 MW or greater require a full environmental assessment.

This project is designed for expansion.

In 2006 the original proposal included 119 turbines

Information

Category: Common Interest - Beliefs & Causes
Description: Anyone who dose not want wind turbine off the coast of Leamington Kingsville and Union
Privacy type: Open: All content is public.

Admins

- Erich G. Zuschlag (Kingsville District High School) (creator)

Members

5 of 72 members See All

Ollo Conzpiracy Roland Chaudat Paul Domenic Monteleone Kate Lynn ElectroPig Von FölkhenGrüven

Photos

4 of 6 photos See all

Create an advert

Rich Dad Workshop- Dublin
rdlor-dublin.localspe...
Free workshop. Don't miss this opportunity to attend this dynamic event from the author of Rich Dad, Poor Dad. Dublin Oct 11-12

I Love Ranelagh Pubs
I LOVE RANELAGH PUBS
Become a fan today to get the inside scoop on the best deals, events & competitions in your favourite Ranelagh Pubs!
Jeanne Kelly, John Mc and Derek Mooney like this.
Like

WIN A TRIP TO DUBAI
Win Trip
gohop
Click here
Last chance to win a trip of a lifetime.

Orla Burke Chat (Offline)

start 5 Microsoft Offi... 2 Windows Live ... TweetDeck Facebook (1) | Ci... Smart Update 2 Microsoft Offi... Training Materials 10:18

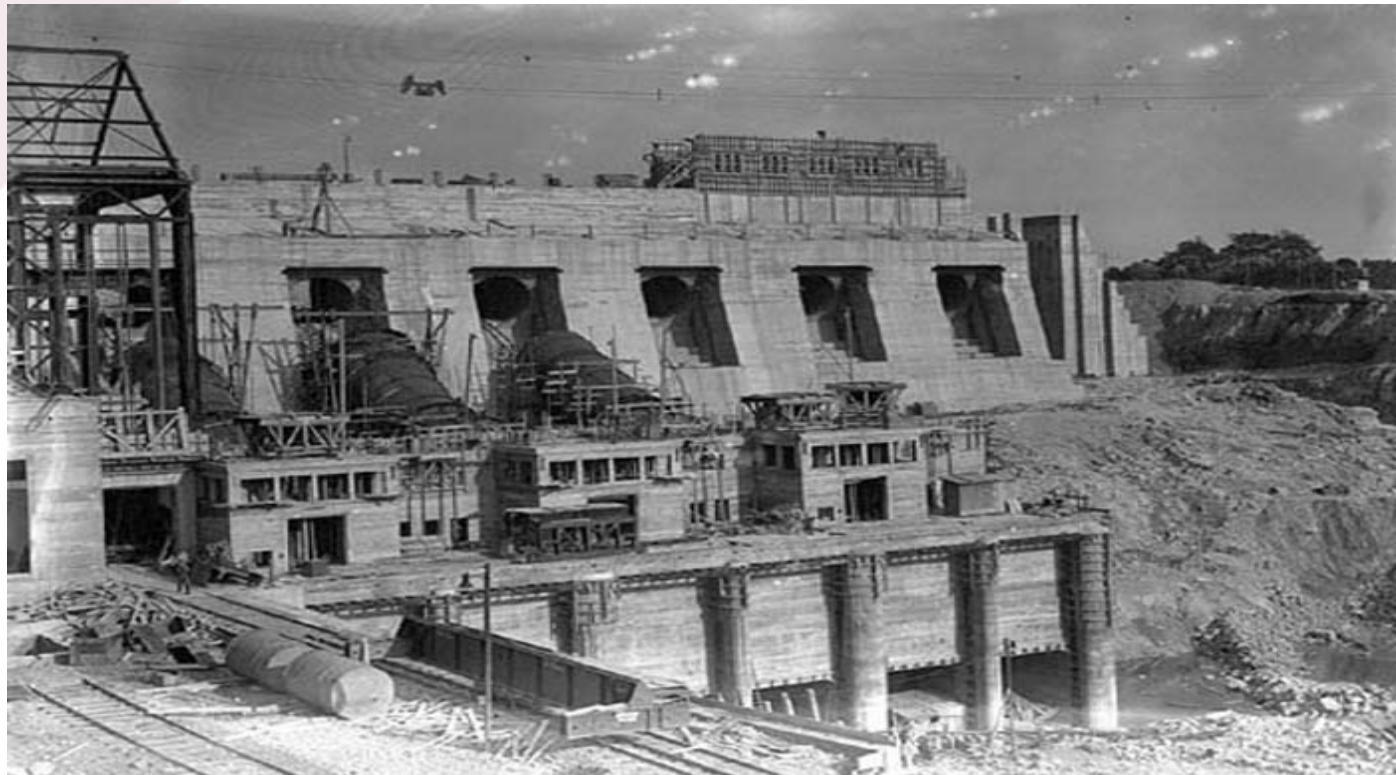
Communications – The Bottom Line

- You inform
 - You influence
 - You create other advocates
-
- You may inform opponents
 - You may influence effected parties to take action
 - You may create enemies
-
- Without you telling your story someone else will
 - If someone else communicates they set the agenda

World Leaders?



It Wouldn't Happen Today





Joe Heron
Senior Consultant
Murray Consultants

01 4980300

jheron@murrayconsult.ie

www.murrayconsult.ie

Twitter: Renewsireland

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