

Invitation

Workshop on «Public Relations for Geothermal Energy»

We are pleased to invite you to a European Workshop on «Public Relations for Geothermal Energy» organised by the Geothermal ERA-NET.

Wednesday, 4th November 2015

In conjunction with the “Geothermiekongress 2015”
Venue: Haus der Technik
Hollestraße 1, 45127 Essen, Germany

<http://www.geothermie.de/aktuelles/der-geothermiekongress-2015/english.html>

Workshop objectives

To minimise the negative attitude and to promote the use of geothermal energy, diverse approaches of Public Relations (PR) are successful in different countries of Europe. We will exchange knowledge on these approaches which can be useful for project owners, project developers, PR experts to adapt new ideas. We will discuss best case studies and best practises for PR concepts for geothermal energy installations in Europe. Furthermore, lessons learnt from (partial) failures of geothermal PR, which have never been highlighted, will also be included.

Agenda

9.00-9.05 Welcome

9.05-9.25 : Introduction to public acceptance of geothermal - a European perspective
(Burkhard Sanner, EGEC)

9.25–9.45 : Social Acceptance of Geothermal Energy in Italy (Adele Manzella, CNR,Italy)

9.44-10.05: Social Acceptance of geothermal projects in Hungary (Annamária Nádor, MFGI, Hungary)

10.05-10.25: Social Acceptance of Geothermal Energy in Alsace (Albert Genter, ES Geothermie, France)

10.25–10.45 coffee break

10.45–11.05: Public Perception of Geothermal Energy in Selected European Countries
(Beata Kepinska, MEERI-PAS, Poland)

11.05–11.25: TIGER Research Project – What to know about geothermal communication and acceptance in Germany? (Hubert Hegele, Gec-co, Germany)

11.25-11.45: Engaging the Public on Geothermal Energy: Public acceptance, fairness and trust (Risk Dialogue Foundation, Switzerland)

11.45-12.45 Discussion

The official language of the workshop will be English.

The main outcomes of the workshop will be summarized by an expert working group and recommendations for PR for geothermal energy projects will be published with the aim to foster the social acceptance of geothermal energy technologies in Europe. The benefits, as well as limits of the different PR methods and communication techniques will be spread to a wider public by providing reliable and objective information.

Workshop Background

Geothermal energy is an important component of the future energy supply in Europe, offering a wide range of possible applications and having a great potential of development in many European countries. However, the advantages of using geothermal energy are little known, and media reports often spread information on its disadvantages to make headlines. The lack of public acceptance for geothermal energy installations hampers the further development of the geothermal sector in many countries. The origin of the sceptical view on geothermal energy varies from the lack of information about the technology to wrong conflict management from project owners e.g. in the case induced earthquakes. As a result, political decision makers and potential investors have concerns about possible risks in implementing geothermal projects, and social resistance often results in significant slowdowns of projects.

To make sure that geothermal energy can play its optimal role in Europe's future energy supply, it is essential to address strategic groups of political decision makers, potential investors and the public to mitigate the possible concerns that may block an increased use of geothermal technologies.

About the Geothermal ERA-NET:

The GEOTHERMAL ERA-NET is a transnational cooperation instrument, supported by the European Commission. The aims are to deepen European cooperation on geothermal RDD&I at national and administrative levels and to enable the integration of national research programs into a coordinated European Research agenda. Partner countries of the Geothermal ERA-NET are: France, Germany, Hungary, Iceland, Italy, the Netherlands, Portugal, Slovakia, Slovenia, Switzerland and Turkey. Further information about the Geothermal ERA-NET can be found at www.geothermaleranet.is.

The working group on Geothermal Public Relations (PRGeo) identified you as one of the main stakeholders for geothermal energy in your country and therefore we are pleased to invite you to the workshop. Further information about the event will be given by your country contact www.geothermaleranet.is/participants/ or by the steering committee members of PRGeo.

Steering Committee PRGeo

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