

Communications Strategy Report

**ExCo81
Ottawa, Canada**

30 May - 01 June 2018

**Prepared by
Luc Pelkmans, Technical Coordinator**

Communication strategy

Reporting to ExCo81, Ottawa (Canada), 30 May – 1 June 2018

Communication Team

Members:

Mark Brown (*team lead since Feb 2018*), Jim Spaeth (*team lead until January 2018*), Luc Pelkmans, Pearse Buckley, Kees Kwant, Paul Bennett, Corinne Drennan, Tat Smith, Dina Bacovsky, Yves Schenkel, Birger Kerckow, Remy Biron (support from US DOE).

Mission:

Follow up activities in the frame of the Communication Strategy of the IEA Bioenergy Agreement (presented at ExCo71, 2013).

Overall goal of the Communication Strategy: *Raise the awareness of IEA-Bioenergy's work in professional groups and policy makers as a scientific sound and neutral information.*

Telecons of the Communication Team since ExCo80:

- 7 December 2017
- 11 January 2018
- 31 January 2018
- 8 March 2018
- 19 April 2018

1. Social media:

Twitter:

After initiation by CIF, Twitter is in our own hands since June 2016. Members of Communication Team have access to post tweets. Tweeting own (new) material is getting common practice. Retweeting from other sources is also intensified (to increase the amount of followers).

Since 1 January 2018, we have averaged 7 tweets per week (excl. retweets) and our current amount of followers is 1481 (status 1 May 2018), up from 897 one year ago.

Hootsuite (social media management) is being explored: an editorial calendar would be useful. However, initial experience indicated that having multiple users seems impractical. Options should be reviewed by communication specialist.

LinkedIn:

Some items are automatically posted on LinkedIn, but overall our activity on LinkedIn is limited. To be considered in the scope of the communication specialist.

2. Website

- Tasks are more prominent on the IEA Bioenergy homepage. They are now all available at similar site addresses taskxx.ieabioenergy.com, with consistent layout. Templates are available.
- Subsites for InterTask projects and Special projects.
- Events: IEA Bioenergy/Task events more prominent
- Publications: new items on Publication search, Reports, Newsletters, Webinars, Success Stories and FAQ
- **Publication search/library:** Purpose is that IEA Bioenergy/Task reports can be found more easily. New publications are automatically in the library. Most Tasks indicated which older publications could be included.

3. Organisation of webinars (though CIF):

- 1 December 2017:
 - o The hotspots of the global wood pellet industry and trade 2017 (Task 40 - Daniela Thrän, Kay Schaubach, Fabian Schipfer, Martin Junginger, Michael Wild)
 - o 80 individual log-ins
- 18 January 2018:
 - o Methane emissions from biogas plants (Task 37 – Jan Liebetrau)
 - o 104 individual log-ins
- 21 February 2018:
 - o The IEA Bioenergy Roadmap: Delivering Sustainable Bioenergy (IEA – Pharoah Le Feuvre, Adam Brown)
 - o 82 individual log-ins
- 22 March 2018:
 - o Aerosol from Biomass Combustion (Task 32 – Thomas Nussbaumer)
 - o 80 individual log-ins
- 8 May 2018:
 - o Biofuels for the marine sector (Task 39 – Claus Felby)
 - o 101 individual log-ins

Next:

- 20 June 2018: GoBiGas - an industrial relevant state-of-the-art reference for advanced biofuel production via gasification (Task 33 - Henrik Thunman, Freddy Tengberg, Kevin Whitty)
- 3 more will be scheduled in 2018 (Sept – Oct – Dec), e.g. from Sustainability Intertask, Pretreatment Intertask, Task 42 (?). Other proposals from Tasks are still welcome.

The posters for webinar announcement are usually finished 3 weeks in advance. In future we will send a 'save-the-date' two months in advance.

4. Short (2-page) summaries of Task reports (since previous ExCo)

The following 2-p summaries were published since last ExCo meeting:

- T32 - Aerosols from Biomass Combustion

- T40 - Global Wood Pellet Industry and Trade Study 2017
- T37 - Methane emissions from biogas plants
- T34 - Round Robin on Fast Pyrolysis Bio-oil Production: Comparison of bio-oil production technologies from various institutions
- T37 - Green Gas: Facilitating a future green gas grid through the production of renewable gas

Distributed through Twitter, 'Latest Updates'

5. Specific communication actions:

A 2nd **FAQ** was implemented at the IEA Bioenergy website: *'Is energy from woody biomass positive for the climate?'* <http://www.ieabioenergy.com/iea-publications/faq/woodybiomass/>

The FAQ was published in January 2018, which was very timely with all debates related to RED II at the European Parliament, in particular if the use of 'stemwood' should be supported. (see also *'letter from scientists to EU Parliament regarding forest biomass'*)

Newsletters:

- IEA Bioenergy News: 2 times per year, following each ExCo meeting, with country focus of the ExCo host.
- IEA Bioenergy News Bulletin: in electronic form, also 2 times per year (between the formal Newsletters). Focusing on recent publications and events (incl. announcements).

Update of IEA Bioenergy leaflet

Bulletins: several specific bulletins were posted on the website. Some examples:

- 'Biofuture@COP23: Major countries agree to scale up the low carbon bioeconomy and develop sustainable biofuels targets' (based on Biofuture Platform event at COP23, November 2017)
- 'Land use change impacts of biofuels discussed at European Parliament seminar' (conclusions of IEA Bioenergy seminar at EU Parliament, January 2018)
- 'Bioenergy from Finnish forests: Sustainable, efficient, modern use of wood' (based on IRENA report, March 2018')

This tool can be used more commonly in future, e.g. for posting take-away messages from workshops. To be considered in the scope of the communication specialist.

10 success stories¹ were published on the website in February 2018 and distributed via social media. <http://www.ieabioenergy.com/iea-publications/success-stories/>

A success story is defined as a project/initiative which provides a step forward towards longer-term sustainable bioenergy use. The project can be at demonstration, pre-commercial or commercial stage, but always in an operational environment.

¹ The success story on the Crescentino refinery has been removed because it ceased its activities

A template is available. Tasks are recommended to include producing success stories in their triennium programme.

Events calendar *(see excel overview)*

Internal overview of relevant events (next to events list on the website)

=> decision about IEA Bioenergy representation at key events.

Schedule of expected Task deliverables *See excel overview*

- It is important that Task leaders confirm the feasibility of this schedule, so communication actions can be planned for those deliverables/reports.
- A rush of reports is expected by the end of the current triennium. An important point for triennium proposals is to have a more distributed schedule (not all deliverables at the end).

A **press contact list** was further developed in case we want to reach different media (see actions related to Chatham House response, March 2017), also for messages with a more political dimension. To be considered in the scope of the communication specialist.

Look into **Wikipedia** – see further in Annex

6. Cooperation with other platforms

Cooperation with other organisations/platforms like IRENA, FAO, BioFuture Platform, Mission Innovation, SEforALL/Below50 was also discussed in the Communications Team. We should aim to have more common communication actions.

e.g. Joint communication strategy on the brief 'Bioenergy for Sustainable Development'

7. Assistance of professional communication specialist

The Communications Team feels that professional assistance is needed to increase our outreach and impact. Doc 10.02 includes a draft call for communication support. Support is anticipated in 2 steps:

- (1) Review of the current communication strategy and propose ways to improve our outreach;
- (2) Aid in the implementation of the updated strategies.

ENTRIES RELATED TO BIOENERGY IN WIKIPEDIA

As requested by ExCo, this is a brief review of some wikipedia entries related to IEA Bioenergy or its area of work. The review did not include a detailed examination of the content for accuracy, with the exception of the IEA Bioenergy entry under "IEA" - see 1 below.

To what extent should IEA Bioenergy engage with wikipedia? Based on an initial examination, a thorough review and editing of wikipedia entries would require a considerable effort, including extensive expert input. It would also mean engaging in debate on some of the existing content and, by extension, with the authors who are many and varied. Some of the related entries include the following:

1. "International Energy Agency" Wikipedia -

https://en.wikipedia.org/wiki/International_Energy_Agency

This includes an entry on IEA Bioenergy. It gives a short introduction to IEA Bioenergy and its Tasks and includes a list of current Tasks.

This has been updated by the Secretary in January 2018

2. "Bioenergy" Wikipedia - <https://en.wikipedia.org/wiki/Bioenergy>

This section contains headings on *Solid biomass*, *Sewage biomass*, *Electricity generation from biomass conversion*, *Electricity from electrogenic micro-organisms* and ***Environmental impact***. Note the heading ***Environmental impact***, which includes points critical of bioenergy and uses references from such as Greenpeace ('Fuelling a BioMess'), Natural Resources Defence Council and the New Scientist ("...described a scenario in a September 2016 article which illustrated why the journal believed bioenergy can be bad....").

3. "Biomass" Wikipedia - <https://en.wikipedia.org/wiki/Biomass>

This section contains headings on *Sources of biomass*, *Comparison of total plant biomass yields*, *Biomass conversion*, ***Environmental damage*** and *Supply chain issues*. Note the heading ***Environmental damage***, which includes a number of points critical of biomass for energy with some of the same references as under "bioenergy".

4. "Biofuel" Wikipedia - <https://en.wikipedia.org/wiki/Biofuel>

This section contains headings on *Generations (of biofuels)*, *Types (of biofuels)*, *By region*, *Air pollution*, *Debates regarding the production and use of biofuel* and *Current research*. Under ***Debates regarding the production and use of biofuel*** "...There are various social, economic, environmental and technical issues with biofuel production and use, which have been discussed in the popular media and scientific journals..."

There are a variety of other related entries including 'energy crop wikipedia', 'pellet fuel wikipedia', 'biogas wikipedia', etc.

STATISTICS OF THE CENTRAL IEA BIOENERGY WEBSITE

Month	Page Views	Users	Sessions	%age New Visitors	Average Session in minutes and seconds
Oct-17	12,261	2,339	3,024	81	02:23
Nov-17	13,286	2,524	3,279	82	02:08
Dec-17	11,257	2,200	2,931	83	02:01
Jan-18	18,765	3,398	4,628	81	02:12
Feb-18	14,792	2,523	3,442	80	02:14
Mar-18	15,499	2,675	3,450	81	02:04
Average for period	14,310	2,610	3,459	81	02:10

Sessions by country October 2017 – March 2018			
	Country / Territory	Users	% Users
1	United States	2,022	13.81
2	Canada	976	6.67
3	United Kingdom	924	6.31
4	India	859	5.87
5	Germany	838	5.72
6	Netherlands	602	4.11

Top 23 for the period 1 October 2017 to 30 April 2018:

	link	published	Total events	Unique events
			8160 (total)	7635 (total)
1	publications/is-energy-from-woody-biomass-positive-for-the-climate/	Jan 2018	563	522
2	publications/global-wood-pellet-industry-and-trade-study-2017/	Jul 2017	394	371
3	publications/success-stories/	Feb 2018	305	283
4	iea-publications/reports/		297	286
5	publications/exco80-bioenergy-grid-integration-summary-and-conclusions/	Feb 2018	281	231
6	publications/technology-roadmap-delivering-sustainable-bioenergy/	Nov 2017	253	238
7	iea-publications/webinars/		249	240
8	iea-publications/faq/woodybiomass/	Jan 2018	206	175
9	publications/state-of-technology-review-algae-bioenergy/	Feb 2017	199	187
10	publications/bio-based-chemicals-value-added-products-from-biorefineries/	Feb 2012	189	181
11	publications/iea-bioenergy-news-volume-292-december-2017/	Dec 2017	167	159
12	publications/ws22-the-role-of-industrial-biorefineries-in-a-low-carbon-economy/	May 2017	154	141
13	publications/biogas-country-report-summaries-2016/	Dec 2017	152	136
14	publications/the-potential-of-biofuels-in-china/	Jan 2017	149	143
15	publications/bioenergy-for-sustainable-development/	Jan 2017	145	138
16	publications/two-page-summary-global-wood-pellet-industry-and-trade-study-2017/	Nov 2017	145	141
17	publications/ws23-bioenergy-grid-integration/	Oct 2017	129	116
18	publications/survey-results-on-the-future-of-iea-bioenergy/	Dec 2017	116	115
19	publications/main-report-bioenergy-a-sustainable-and-reliable-energy-source-a-review-of-status-and-prospects/	Dec 2009	112	109
20	publications/sustainability-of-bioenergy-supply-chains-workshop-summary/	Dec 2017	112	108
21	publications/two-page-summary-aerosols-from-biomass-combustion/	Oct 2017	92	85
22	publications/mobilizing-sustainable-bioenergy-supply-chains/	Nov 2015	97	73
23	publications/two-page-summary-round-robin-on-fast-pyrolysis-bio-oil-production-comparison-of-bio-oil-production-technologies-from-various-institutions/	Feb 2018	86	86