

APPENDIX 1

IEA Bioenergy Strategic Communication Plan

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Prepared for IEA Bioenergy
by BCS, LLC

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Introduction

In order to achieve its mission, IEA Bioenergy recognizes the importance of effectively communicating the results, key messages, and event updates of the organization to its target audiences. In fact, three out of four major objectives outlined in the *IEA Bioenergy Strategic Plan 2015–2020* are related to raising public awareness, strengthening outreach efforts, and increasing information dissemination. Consequently, IEA Bioenergy enlisted the help of BCS, LLC (BCS) in developing the following strategic communication plan as part of the organization's efforts to improve upon and streamline its communication efforts and better engage stakeholders from across the bioenergy community. This plan provides a guided, tactical approach for reaching target audiences and creating stronger, more effective communication products across various outreach channels. With this plan, IEA Bioenergy will have the tools it needs to tailor its communication products to each unique audience and channel.

To develop this strategic plan, BCS first assessed the current state of IEA Bioenergy's communication efforts, the communication needs of the organization, and the resources it has available. Based on this assessment, BCS identified IEA Bioenergy's top communication goals—i.e., what the organization would like to achieve through its communication efforts. The plan aims to expand current outreach to researchers/academia, industry, and non-governmental organizations (NGOs), while simultaneously broadening outreach to non-scientific audiences—such as the public, policy makers, and the media—through the use of specific messages and channels.

Having targeted, consistent messaging will be instrumental in forming a cohesive communication pattern across IEA Bioenergy's efforts. This plan not only establishes IEA Bioenergy's topline messaging—language that best conveys the full potential and benefits of bioenergy—it also identifies the best outreach channels to convey these messages and reach its target audiences, as shown in the [Outreach Implementation Snapshot](#) table.

To bring more uniformity to IEA Bioenergy's overall communication efforts, BCS also provides rebranding guidance, which explains how to use graphics to give products a more consistent look and how to enhance brand recognition. Together, these components make up the overall communication plan, which instructs readers how to use topline messaging in individual communication channels to reach intended audiences more effectively.

To determine the effectiveness of these new communication activities, BCS developed a set of tangible goals for both followers and engagement. BCS developed these numbers based on an analysis of metrics from the past year; this analysis looked at data from IEA Bioenergy's key communication channels: its website, Twitter account, webinars, and email listserv. By looking at the current engagement levels across these platforms and researching common communication metrics, BCS has set initial increase goals for the first three months of implementation. These numbers should be reassessed after three months to determine the success of the communication activities, as well as to establish if the goals need to be adjusted

and plan elements need to be re-evaluated.

Following measures of success, the implementation plan provides a timeline for completing certain actions related to the communication activities outlined in the overall strategic plan. It breaks actions down into more immediate needs (to be completed in the first three months) and longer-term needs (to be completed in the first six months).

The plan concludes with suggested next steps to begin executing these strategies.

There are seven appendices at the end of the plan that provide more detailed instruction on how to apply the plan's guidance and perform each of the communication activities.

- **Appendix A** – The [Communication Playbook](#) provides step-by-step directions for increasing communication across channels and tips for optimizing their effectiveness and reach.
- **Appendix B** – The [Communication Best Practices](#) synthesizes best practices from across the communication industry into a consolidated guide to help IEA Bioenergy employ efficient and effective communication techniques in everything from its website, to its events, to its social media.
- **Appendix C** – The [Communication Standards](#) document provides guidance for creating continuity in products' writing style, content, and presentation across communication channels.
- **Appendix D** – The [Metrics Data](#) provide more information on IEA Bioenergy's current communication metrics, which BCS used to develop goals laid out in this plan.
- **Appendix E** – The [Website Review](#) provides suggestions for how IEA Bioenergy can improve its website—its primary tool for disseminating information—to improve usability and further its reach.
- **Appendix F** – The [Overarching Research Synopsis](#) provides an overview of the strengths, weakness, opportunities, and threats (SWOT) identified throughout the course of BCS' research. The findings in the SWOT analysis helped BCS identify the greatest challenges and areas of opportunity for improving IEA Bioenergy's communication.
- **Appendix G** – The [Stakeholders, Events, and Periodicals List](#) provides a list of relevant bioenergy organizations, events, and media outlets that IEA Bioenergy can pursue as potential partners with its communications.

The resources and strategies in this plan will help IEA Bioenergy achieve more effective and far-reaching communication among its diverse audiences—furthering its mission and realizing its vision.

Approach to Developing the Plan

To develop this strategic communication plan, BCS took a multi-step approach that consisted of the following:

- **Interviews** – BCS conducted individual phone interviews with members of the IEA Bioenergy Communication Team, asking them questions on topics, such as their own communication goals, visions of communication success, opportunities for improvement, and key messages. To reach a larger audience, BCS also sent an online survey containing the same questions to IEA Bioenergy Executive Committee members and IEA Bioenergy Task Leaders. Additionally, the BCS team received feedback from two outside organizations that frequently work with IEA Bioenergy to gather their impressions of current IEA Bioenergy communication efforts and to get suggestions for improvement.
- **Research** – BCS conducted research in a number of areas to supplement the information provided by IEA Bioenergy. First, BCS researched bioenergy organizations across the world, looking at their online presence (including social media accounts) to find potential partners and stakeholders that might be worth pursuing in the future. This research also provided a better understanding of what others are doing online in the bioenergy community. Second, BCS researched numerous bioenergy events and conferences held worldwide to find potential networking opportunities. Third, BCS researched bioenergy-related media outlets and periodicals to find relevant media that could serve as partners in supporting IEA Bioenergy events and publications. Finally, BCS researched the most effective communication techniques and strategies for maximizing impact.
- **Assessment** – BCS looked at data available from IEA Bioenergy’s Twitter, website, email, and webinars to determine the effectiveness of current communication, identify areas for improvement, and generate new target goals.
- **Synthesis** – BCS synthesized inputs from the interviews and surveys with the results of its research to formulate strategies based on each identified audience, channel, and message.

The results of these efforts have culminated in the plan and appendices that follow.

Communication Goals

There are five central goals that IEA Bioenergy aims to reach through its communication efforts:

- Goal #1** To communicate the critical role of bioenergy in meeting climate goals, especially the Paris Agreement.
- Goal #2** To raise the public's and policy makers' awareness of the possibilities of bioenergy; to influence and inform opinions and policies concerning bioenergy.
- Goal #3** To influence the development of sustainable bioenergy worldwide and greater deployment of bioenergy; to foster greater collaboration among IEA Bioenergy, researchers, and industry.
- Goal #4** To communicate scientifically valid, robust technical material that will inform stakeholders, shape policy, and dismiss false narratives surrounding bioenergy.
- Goal #5** To give greater visibility to the findings and conclusions presented in IEA Bioenergy's reports.

Audiences

Following are IEA Bioenergy's target stakeholder groups.¹

Policy Makers

Policy makers are the top goal audience because they can implement real change through policy decisions and legislation.

General Public

Engaging and educating the public is key in influencing voters at the polls. Bioenergy scientists need to encourage the public to vote for policy makers who will incorporate bioenergy-friendly policies into their legislation.

Media

The media helps to shape public perception and understanding of bioenergy and its potential for widespread use. It's important to get accurate information in their hands to help them continue to educate the public and influence voters.

¹ Policy makers appears first because they were overwhelmingly named the top priority audience during the interview phase. The other stakeholder groups are not listed by any type of ranking or priority order.

NGOs

NGOs help to spread the word about bioenergy and can help bridge the bioenergy industry with the public. But some environmental NGOs are not informed enough about bioenergy and therefore disseminate information that is inaccurate and biased against bioenergy. Providing a narrative that can counteract those arguments is key.

Researchers/Academia

It's important to continue fostering collaboration among researchers and academics to further advance bioenergy technologies and to overcome technical barriers.

Industry Members

In order to achieve widespread adoption and deployment of bioenergy, it's critical to inform industry about the advancements and current technologies available, as well as the market potential. Industry is a key player in making sure that bioenergy becomes successful.

Topline Messaging

In order to reach its communication goals, IEA Bioenergy would like to convey the following messages in all of its materials:

- | | |
|-----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Key Message #1 | Bioenergy can play a significant role in the formation of a low-carbon economy, in sustainability, and in renewable energy. |
| Key Message #2 | Bioenergy is a sustainable alternative to fossil fuels, and it is a key component in the transition from fossil fuels to renewable energy. |
| Key Message #3 | Bioenergy is a storable form of energy that is versatile for heat, electricity, and transport fuels. |
| Key Message #4 | Bioenergy can have social and economic benefits for regional communities growing feedstock—creating jobs and boosting economic growth. |
| Key Message #5 | IEA Bioenergy is among the world's most renowned research collaborations, offering unbiased, scientific, and sound information for policy makers, industry, and researchers on how to proceed with bioenergy as a renewable solution. |

Messaging Note

It is assumed that the scientific community is already knowledgeable of **Key Messages #1–4**, so those messages are intended for the non-scientific community—the media, the public, and policy makers.

For those in the scientific community, IEA Bioenergy is aiming to reinforce its authority in the bioenergy community; thus, **Key Message #5** is focused primarily on researchers/academia, industry, and some NGOs.

All communication materials and efforts need to tie back to these overarching messages and goals. Further, IEA Bioenergy should include buzzwords as much as possible in all communication efforts—from social media to press releases.

Outreach Channels

To reach each of its target audiences, IEA Bioenergy should use the following communication channels:

Face-to-Face Communication and Events

- Targeted stakeholder meetings
- Targeted stakeholder events

Social Media

- Twitter
- LinkedIn
- Facebook

Website

- Blogs
- Infographics
- Educational resources
- News releases
- Reports, webinars, and other publications

Email

- Monthly email newsletter

Branding

To grow the IEA Bioenergy brand, target audiences need to understand what IEA Bioenergy represents and what kind of work it does. Strengthening the IEA Bioenergy brand begins with building greater consistency in the overall appearance of the organization’s communication products. By focusing on continuity in its branding, IEA Bioenergy can enhance the visual appeal of its communication, increase its brand recognition, and give the organization a more cohesive look.

Strengthening the IEA Bioenergy Brand

Strengthening the IEA Bioenergy brand can be accomplished through the following actions.

1. Update the logo.
 - A logo is central to an organization's identity; therefore, it should be the starting point for updating IEA Bioenergy's brand.
 - Work with a graphic designer to redesign the logo so that it's more representative of the work and research being done by IEA Bioenergy. It should have more color, incorporate an image, and use a different font so that it's more eye-catching.
2. Develop templates.
 - Once the team has agreed on a new logo, work with a graphic designer to create a template based on the logo. Have the graphic designer develop a template with a color scheme that's similar to the logo and that has the logo displayed prominently.
 - Templates should be created for PowerPoint presentations, reports, 2-pagers, and fact sheets. This will give all documents a more unified look, especially when it comes to formatting and font choice. It will also increase brand recognition.
3. Apply the logo.
 - Apply the logo to every published item that comes from IEA Bioenergy, including presentations, reports, 2-pagers, fact sheets, agendas, handouts, brochures, and more.
 - Use the logo as profile images on IEA Bioenergy's social media accounts.
4. Redesign the website.
 - Use the new logo and templates as a stylistic base for redesigning the website.
 - Work with a web designer to create a more modern looking, cleaner home page that incorporates the new logo and associated colors and fonts.

See [Appendix E – Website Review](#) for more details about how to update the website.

In addition to creating a new logo and using templates, it's important that the writing style and content of IEA Bioenergy's products be more cohesive. [Appendix C – Communication Standards Document](#) puts forth some guidelines for making the writing, messaging, and visual elements more uniform among publications.

Outreach Implementation Snapshot

The Outreach Implementation Snapshot provides an overview of which communication channels are best for reaching each desired audience. It also specifies the most applicable headline messaging for each audience. Further guidance on how to use these communication channels is provided in [Appendix A – Communication Playbook](#).

Audience	Members	Messages	Outreach Vehicles
<p>Policy Makers</p> <ul style="list-style-type: none"> Government officials Energy ministries Environmental ministries Agriculture/forestry ministries 		<ul style="list-style-type: none"> Key Message #1 – Bioenergy can play a significant role in the formation of a low-carbon economy, in sustainability, and in renewable energy. Key Message #2 – Bioenergy is a sustainable alternative to fossil fuels, and it is a key component in the transition from fossil fuels to renewable energy. Key Message #3 – Bioenergy is a storable form of energy that is versatile for heat, electricity, and transport fuels. Key Message #4 – Bioenergy can have social and economic benefits for regional communities growing feedstock—creating jobs and boosting economic growth. Key Message #5 – IEA Bioenergy is among the world's most renowned research collaborations, offering unbiased, scientific, and sound information for policy makers, industry, and researchers on how to proceed with bioenergy as a renewable solution. 	<ul style="list-style-type: none"> Social media Website Reports Print products Email listserv
<p>General Public</p>	<ul style="list-style-type: none"> Anyone interested in bioenergy Educators Voters 	<ul style="list-style-type: none"> Key Message #1 – Bioenergy can play a significant role in the formation of a low-carbon economy, in sustainability, and in renewable energy. Key Message #2 – Bioenergy is a sustainable alternative to fossil fuels, and it is a key component in the transition from fossil fuels to renewable energy. Key Message #3 – Bioenergy is a storable form of energy that is versatile for heat, electricity, and transport fuels. Key Message #4 – Bioenergy can have social and economic benefits for regional communities growing 	<ul style="list-style-type: none"> Social media Website Print products Infographics

		feedstock—creating jobs and boosting economic growth.	
Media	<ul style="list-style-type: none"> • General media • Bioenergy media outlets • Renewable energy media outlets • Regional/local media outlets 	<ul style="list-style-type: none"> • Key Message #1 – Bioenergy can play a significant role in the formation of a low-carbon economy, in sustainability, and in renewable energy. • Key Message #2 – Bioenergy is a sustainable alternative to fossil fuels, and it is a key component in the transition from fossil fuels to renewable energy. • Key Message #3 – Bioenergy is a storable form of energy that is versatile for heat, electricity, and transport fuels. • Key Message #4 – Bioenergy can have social and economic benefits for regional communities growing feedstock—creating jobs and boosting economic growth. 	<ul style="list-style-type: none"> • Social media • Website • Print products • Email listserv • Reports • Events
NGOs	<ul style="list-style-type: none"> • Special interest groups • Environmental organizations • Agricultural organizations • Renewable energy organizations 	<ul style="list-style-type: none"> • Key Message #1 – Bioenergy can play a significant role in the formation of a low-carbon economy, in sustainability, and in renewable energy. • Key Message #2 – Bioenergy is a sustainable alternative to fossil fuels, and it is a key component in the transition from fossil fuels to renewable energy. • Key Message #3 – Bioenergy is a storable form of energy that is versatile for heat, electricity, and transport fuels. • Key Message #4 – Bioenergy can have social and economic benefits for regional communities growing feedstock—creating jobs and boosting economic growth. • Key Message #5 – IEA Bioenergy is among the world's most renowned research collaborations, offering unbiased, scientific, and sound information for policy makers, industry, and researchers on how to proceed with bioenergy as a renewable solution. 	<ul style="list-style-type: none"> • Social media • Website • Print products • Email listserv • Reports • Events • Infographics
Researchers/ Academia	<ul style="list-style-type: none"> • Scientists • Field researchers • University professors and researchers 	<ul style="list-style-type: none"> • Key Message #1 – Bioenergy can play a significant role in the formation of a low-carbon economy, in sustainability, and in renewable energy. • Key Message #2 – Bioenergy is a sustainable alternative 	<ul style="list-style-type: none"> • Social media • Website • Print products • Email listserv

		<ul style="list-style-type: none"> to fossil fuels, and it is a key component in the transition from fossil fuels to renewable energy. Key Message #3 – Bioenergy is a storable form of energy that is versatile for heat, electricity, and transport fuels. Key Message #4 – Bioenergy can have social and economic benefits for regional communities growing feedstock—creating jobs and boosting economic growth. Key Message #5 – IEA Bioenergy is among the world's most renowned research collaborations, offering unbiased, scientific, and sound information for policy makers, industry, and researchers on how to proceed with bioenergy as a renewable solution. 	<ul style="list-style-type: none"> Reports Events Webinars/newsletters /bulletins/other
<p>Industry Members</p>	<ul style="list-style-type: none"> Technology developers Foresters Farmers Agriculture machinery producers Energy companies Utilities 	<ul style="list-style-type: none"> Key Message #5 – IEA Bioenergy is among the world's most renowned research collaborations, offering unbiased, scientific, and sound information for policy makers, industry, and researchers on how to proceed with bioenergy as a renewable solution. 	<ul style="list-style-type: none"> Social media Website Print products Email listserv Reports Events Webinars/newsletters /bulletins/other Media

Implementation Plan

To reach its communication goals, IEA Bioenergy should implement its communication efforts in the following phased approach.

Phase I: Three-Month Outlook

IEA Bioenergy should plan to complete the following activities within the next three months:

Online

- Create a Facebook page for IEA Bioenergy.
- Create a shared drive (e.g., Google Drive) for submitting communication documents, such as:
 - Social media
 - Blogs and news updates for the website
 - Content for newsletters/bulletins and monthly news emails
 - Press releases and other report-related materials
 - A photo repository.
- In the same shared drive, create a shared calendar to show social media assignments and when reports and webinars are scheduled.
- On the shared drive, make a list of designated roles for communication, such as:
 - Hootsuite person
 - MailChimp person
 - Website content publisher
 - Specific points of contact for partner organizations/media outlets
 - Etc.
- On the shared drive, create an events calendar showing when and where bioenergy events and conferences will be held throughout the year. Start using this calendar to plan out which events IEA Bioenergy members will attend and which ones members will actively participate in (e.g., presentations, panels, etc.). This information can then be used to formulate other content (e.g., social media, blogs, etc.).
- Purchase a subscription to a stock photo website.

Graphics

- Redesign the IEA Bioenergy logo.
- Develop new templates for presentations, reports, fact sheets, and other documents, incorporating the new logo.

Recurring Actions

Weekly

- Post at least three tweets, one LinkedIn post, and one Facebook post.
- Check notifications, messages, and comments on social media pages.

Monthly

- Develop one blog a month to post on the website.
- Start a monthly update email that features report releases, upcoming events, popular website content, etc., using MailChimp.
- Send an email to potential bioenergy partner organizations/media outlets to keep them informed of IEA Bioenergy updates and to see if there are any upcoming opportunities for collaboration/publicity.
- Check social media, website, webinar, and email metrics to monitor progress and log results.

Bimonthly

- Host a webinar.

As Needed

- Develop supplemental materials for reports.

Phase II: Six-Month Outlook

In the next six months, IEA Bioenergy should aim to complete the following:

Online

- Redesign the website.
- Develop educational resources on bioenergy basics for the website.

Recurring Actions

Weekly

- Post at least three tweets, one LinkedIn post, and one Facebook post.
- Check notifications, messages, and comments on social media pages.

Monthly

- Develop one blog a month to post on the website.
- Continue the monthly email newsletter that features report releases, upcoming events, popular website content, etc., using MailChimp.
- Continue to email potential bioenergy partner organizations/media outlets to keep them informed of IEA Bioenergy updates and to see if there are any upcoming opportunities for collaboration/publicity.

- Check social media, website, webinar, and email metrics to monitor progress and log results.
- Start creating an infographic on a bioenergy topic.

Bimonthly

- Host a webinar.

Every Three Months

- Assess social media, website, webinar, and email metrics to see if targets have consistently been met and if higher targets can be set going forward. If metrics fall short of intended goals, then IEA Bioenergy should assess areas needing improvement and revise the communication plan accordingly.

Every Six Months

- Look at metrics gathered over the past six months to evaluate if engagement has remained steady, increased, or decreased for each individual channel. Based on those numbers, assess whether the strategy, content, or goals for a particular channel need to be changed. For example, if social media is steadily increasing in followers each month, but the email open rate is decreasing, keep social media as is but start thinking about new kinds of content that can be incorporated into emails and ways to drive people to sign up for the email listserv. Revise the plan as needed to reflect the latest changes.
- Ensure that all resources available on the website are up to date and reflect the current state of the industry—especially the educational resources. For example, if major policy changes have occurred within the last six months, update the policy document to capture those policy changes. Or, if a recent study has produced significant findings related to the growth or efficiency of bioenergy, make sure the FAQs and other educational documents include that data. It's critical that basic resources remain as current as possible.
- Check to make sure that basic content on the website is up to date (e.g., contact information, finished projects are marked as completed, etc.).
- Have each of the tasks perform an individual semi-annual review of their own websites to make sure their content is current and their engagement levels align with the IEA Bioenergy website at large.

Measures of Success

To evaluate the success of its communication efforts, IEA Bioenergy must first set metrics. These metrics will establish a desired level of reach and impact. To develop these numbers, it's important to establish a baseline number for each outreach channel based on communication from the past year. These numbers will be the basis for setting preliminary, three-month goals for each channel.

[More information about the data used to formulate the following can be found in [Appendix D: Metrics Data.](#)]

Twitter

Over the last year, IEA Bioenergy has had:

- An average of 35 tweets—months with higher numbers of tweets yielded higher tweet impressions
- An average of 502 visits per month
- An average of 51 mentions
- An average increase of 50 followers per month.

Using these numbers as a baseline, IEA Bioenergy should aim to **increase each number by 15%** within three months through increased posts. So, within three months of starting the implementation plan, IEA Bioenergy should strive across Twitter to get:

- An average of 40 tweets/retweets
- An average of 577 visits per month
- An average of 59 mentions
- An average increase of 58 followers per month.

After three months, IEA Bioenergy should see if it has consistently reached these 15% goals and then assess if it should modify the goals.

Emails

IEA Bioenergy currently uses MailChimp to send out newsletters/bulletins, webinar reminders, and workshop/other event reminders.

Currently, the average open rate for emails is about 16.67%. IEA Bioenergy should aim to increase this to about 20% per email by creating individual lists for specific items (e.g., webinars, reports, or general updates). Allowing people to sign up for emails they have a specific interest makes it more likely they'll open the emails. If IEA Bioenergy can consistently achieve at least a 20% open rate while simultaneously increasing its number of email recipients by about 10 total new followers a month for three months, then it can look to increase this number further. The average open rate across industries is currently 25%, so IEA Bioenergy should strive to get to 25% and then look as to how to grow higher. The goal should be to work upward in increments, so starting with 20% will be the first incremental goal on the way to achieving 25%.

Website

Google Analytics shows website activity over the past six months, from April 2018 to October 2018. Based on the Google Analytics, aside from the home page, the pages with the largest number of hits are [About](#), [Our Work Tasks](#), [IEA Publications](#), [Installations](#), and the [FAQs on woody biomass](#). This shows that people are coming to the website to find out more about IEA Bioenergy as an organization and not necessarily looking at its specific activities or events. Therefore, the aim should be to enhance these pages with more information and to direct more traffic to these pages, as well.

After adding more content/reformatting these pages, IEA Bioenergy should initially aim for a 15% increase in page views per month. If IEA Bioenergy sees a 15% increase for three months, then it should set a new target based on those numbers. If there is an average of 38,535 unique page views over the past six months, this number breaks down to about 6,423 unique page views per month. A 15% increase over three months would be a total of 7,386 unique page views per month.

Webinars

Since the beginning of 2017, IEA Bioenergy has held 11 webinars with about 78 logged-in users each. With this baseline, IEA Bioenergy should aim to continue to have about six webinars a year—but have them spaced out more to occur about once every other month. For reports, IEA Bioenergy can aim to have smaller webinars highlighting the topics of the report as the reports are released (these can be optional for the authors).

The average total number of estimated participants is about 352 people per webinar. To grow the webinar base, IEA Bioenergy should aim for an initial 15% increase for the first three months, which would be about 405 participants.

Other Social Media

For other social media—Facebook and LinkedIn—which we don't currently have metrics for, we will aim to steadily increase the followers by bringing greater attention to those pages. Since the Facebook page is brand new, we will aim to get 50 new followers every three months and increased our LinkedIn following by 15% from our current baseline.

Channel	Baseline Users	December 2018 Goal	March 2019 Goal	June 2019 Goal
Current				
Email Listserv	3,906	3,936	3,966	3,996
Twitter	1,770	1,944	2,236	2,571
Website	6,423 unique page views per month	7,386 unique page views per month	9,011 unique page views per month	10,363 unique page views per month
Webinars	352	405	466	536
New				
Facebook	0	50	100	150
LinkedIn	239	275	316	363

With the baseline metrics and target increases set above, IEA Bioenergy should perform routine assessments every three months to determine whether or not engagement levels and followers have met these new targets. Based on the performance of each channel, IEA Bioenergy should then evaluate whether or not it needs to change those numbers further.

See the [Implementation Plan](#) for further details.

Next Steps

With this information in mind, IEA Bioenergy should delegate responsibilities and roles among its current communication team members. IEA Bioenergy should tap into the subject matter expertise of its members to develop informative and engaging products that will educate its audiences about the potential of bioenergy. Splitting writing responsibilities will make sure that there is enough content at all times—because the more hands that pitch into executing the strategic plan, the farther IEA Bioenergy’s communication will go. As with any sort of communication plan, consistent and regular communication is critical in building an effective outreach program. More guidance about how to split responsibilities is provided in [Appendix A: Communication Playbook](#). Alternatively, IEA Bioenergy should consider enlisting the support of a dedicated communication specialist who can use his or her communication expertise to implement the communication activities detailed in the appendices.

Appendix A: Communication Playbook

This section outlines goals and actions to take with each communication channel IEA Bioenergy should employ.

Face-to-Face Communication and Events

- Targeted stakeholders and partners
- Webinars

Social Media

- Twitter
- LinkedIn
- Facebook

Website

- Blogs
- Infographics
- Educational resources
- News releases
- Reports, webinars, and other publications

Email

- Monthly email newsletter

The infographic below shows which audiences are most appropriate to target with each channel and what key message(s) should be applied.

	<p>FACE-TO-FACE</p> <p>Audience: Researchers/Academia, Industry, and NGOs</p> <p>Messages:</p> <p>1 2 3 4 5</p>
	<p>SOCIAL MEDIA</p> <p>Audience: Public, Media, Policy Makers, Researchers/Academia, Industry, and NGOs</p> <p>Messages:</p> <p>1 2 3 4 5</p>
	<p>WEBSITE</p> <p>Audience: Public, Media, Policy Makers, Researchers/Academia, Industry, and NGOs</p> <p>Messages:</p> <p>1 2 3 4 5</p>
	<p>EMAIL</p> <p>Audience: Researchers/Academia, Industry, NGOs, and Media</p> <p>Messages:</p> <p>1 2 3 4 5</p>
	<p>WEBINARS, NEWSLETTERS/BULLETINS, AND OTHER PUBLICATIONS</p> <p>Audience: Public, Media, Policy Makers, Researchers/Academia, Industry, and NGOs</p> <p>Messages:</p> <p>1 2 3 4 5</p>

LEGEND

- **KM #1:** Bioenergy can play a significant role in the formation of a low-carbon economy, in sustainability, and in renewable energy.
- **KM #2:** Bioenergy is a sustainable alternative to fossil fuels, and it is a key component in the transition from fossil fuels to renewable energy.
- **KM #3:** Bioenergy is a storable form of energy that is versatile for heat, electricity, and transport fuels.
- **KM #4:** Bioenergy can have social and economic benefits for regional communities growing feedstock—creating jobs and boosting economic growth.
- **KM #5:** IEA Bioenergy is among the world’s most renowned research collaborations, offering unbiased, scientific, and sound information for policy makers, industry, and researchers on how to proceed with bioenergy as a renewable solution.

Face-to-Face Communication

Target Stakeholders and Partners

An effective way to bolster outreach to current audiences and achieve communication goals through face-to-face interactions involves:

- Attending industry-related events to network with others in bioenergy
- Connecting with regional bioenergy organizations to form partnerships
- Fostering relationships with bioenergy-related media outlets.

[Appendix G – Stakeholders and Partners List spreadsheet](#) is a compilation of some industry stakeholders, events, and periodicals associated with bioenergy. The list includes international, regional, and individual country organizations. Because the list is quite lengthy and personnel resources are limited, the recommendation is to start on a broad scale and work slowly inward.

Which ones?

Continue to work with and communicate regularly with the major contacts IEA Bioenergy already has:

- IRENA – International Renewable Energy Association
- FAO – Food and Agriculture Organization of the United Nations
- SEforALL – Sustainable Energy for All
- GBEP – Global Bioenergy Partnership
- Biofuture Platform.

Approach larger regional or international organizations and associations first since they will have the largest number of members and contacts. For example, try connecting with the following:

- World Council for Renewable Energy
- World Bioenergy Association
- Renewable Energy and Energy Efficiency Partnership
- European Biomass Industry Association
- European Renewable Energy Council
- Bioenergy Europe
- Africa-EU Renewable Energy Cooperation Programme

- African Sustainable Energy Association.

For smaller, country-based organizations, see if any IEA Bioenergy members from the respective countries are already in contact with said organizations and have a point of contact.

How to connect?

If there are five organizations that IEA Bioenergy is looking to connect with, then have five members volunteer to sign up for one organization's email updates and monitor them to see if there are any upcoming opportunities to partner, like a workshop.

Look on the organizations' websites and see if there is a Contact Us feature or Media Inquiry feature. Send a brief email introducing IEA Bioenergy and ask them if they're open to any collaborative projects, such as reports, webinars, workshops, etc. Provide examples of IEA Bioenergy's most recent publications.

If IEA Bioenergy is able to develop a point of contact following the initial email sent, then send them an update on IEA Bioenergy's activities every month or two and see if there are any upcoming collaboration opportunities available on either side. Also use these emails as an opportunity to see if there are any opportunities for cross-promotion of IEA Bioenergy activities, events, and messaging.

Have members with contacts to smaller, country-based organizations start monitoring those organizations and start sending regular updates on behalf of IEA Bioenergy, as well.

Become a follower of the organizations' social media accounts to follow their activities and to virtually connect.

Events

Events to Attend

Which ones?

Large regional or international conferences and workshops would be the best to attend because they would have the largest number of attendees and country/organization representatives. For example:

- International Bioenergy and Bioproducts Conference
- Biofuels International Conference and Expo
- European Bioenergy Future
- European Biomass to Power Conference
- International Congress on Biofuels and Bioeconomy.

How to connect?

Email conference organizers a few months ahead of time to see if there are any activities or openings for IEA Bioenergy to participate in during the conference. This could open up opportunities to work with other organizations/individuals before the conference even begins.

Inquire with conference organizers to see if IEA Bioenergy can host some kind of session, whether it is a panel or roundtable discussion, to get face time in front of other conference-goers.

Host a booth and provide physical copies of 2-pagers, fact sheets, infographics, etc. to show conference-goers what IEA Bioenergy does and how they can be reached.

Become a follower of the conference's or host organization's social media accounts. Share and retweet their related posts and follow other organizations tagged on their page from the conference.

Search for the conference hashtags on social media and virtually connect with other organizations attending the conference and posting online.

Events to Host

Host semi-annual stakeholder meetings with invited policy makers, industry members, researchers, and NGOs to gather their inputs, to share IEA Bioenergy's progress on current projects, and to provide a networking opportunity for participants. These meetings can be paired with one of the larger international conferences. Use IEA Bioenergy's email listserv to send out invitations to the event and share event details.

Webinars

Webinars are an effective channel for sharing knowledge and demonstrating subject matter expertise in an interactive format that can be accessed by anyone, anywhere in the world. IEA Bioenergy currently has a loyal following to its webinars and therefore should continue to post regular webinars on relevant topics that viewers will find interesting and informative.

Goals

Goal 1: Continue to grow the webinar audience and develop more webinars on different topics.

Audience: Researchers/academia, industry, and NGOs

Frequency: Bimonthly

Content:

To continue to grow its webinar following, IEA Bioenergy should diversify content and publicize the webinars more through different channels, including:

- Monthly update emails
- Bioenergy media and organization partners
- Social media.

Tips for Optimizing Webinar Turnout:

Listserv – Create a specific webinar listserv to send past and prospective participants updates and reminders about upcoming webinar events.

Email – Reach out to other IEA Bioenergy partner organizations every few months to see if they'd be interested in hosting a guest webinar or in doing a joint one.

News Updates – Advertise webinars in the news updates area on the IEA Bioenergy home page, in the monthly update emails, on social media, and through word of mouth.

Comments – Include an area on the webinar site that allows people to write what topics they would like to see included in future webinars/presentations.

Strategy 1: With current communication team

Have one person develop a webinar calendar, made available on a shared drive, to keep track of upcoming webinars. Email committee members every couple of months asking for webinar ideas and hosts.

Webinar Timeline

- About 6 weeks before the targeted webinar date, agree on the webinar topic and date.
- About 4 weeks before the webinar, have the host develop a news update announcing the webinar to send to the designated email person. Also develop social media and send those to designated lead to load into Hootsuite.
- About 3 weeks before, have the designated email person send a webinar announcement via the listserv and the designated social media person post online; repeat again 1 week before.
- About 2 weeks before, have appropriate points of contact send representatives at other bioenergy organizations and media outlets a notice that IEA Bioenergy will be hosting a webinar.
- About 2 days before, send a final reminder via the email listserv and social media about signing up for the webinar.

- Following the webinar, upload the recording, discussion, and any corresponding materials (e.g., fact sheet, infographic, etc.) to the website.

Strategy 2: With a designated communication person

Have the communication specialist follow the outlined steps above but coordinate with the webinar host(s) to develop the corresponding materials.

Social Media

Social media is one of the best ways to easily and immediately connect with an audience. It gives people the ability to interact with content and start a conversation. It's also a way to give an organization a lot of exposure to a very broad audience.

Goals

1. Grow Twitter following and increase the frequency of tweets.
2. Create a Facebook page and develop a base following.
3. Grow LinkedIn following and continue to develop this profile.
4. Make audiences more aware of social media presence.

Twitter

Goal 1: Grow Twitter following and increase the frequency of tweets.

Twitter is currently IEA Bioenergy's most active social media platform with a growing following. To continue to increase its following, IEA Bioenergy should post more frequently (at least three times a week) and diversify the content it's posting.

Audience: Both the scientific and non-scientific community.

Frequency: At least three times a week—more if possible.

Content:

Scientific Community – These tweets can focus more on technical subject matter, but they should still be easy to read and understand. For example:

- Live tweets from conferences
- Sign-ups for webinars
- Links to new reports
- Links to new newsletters/bulletins
- Links to news items and press releases.

Non-Scientific Community – These tweets should be informative but fun—helping people to learn about bioenergy. For example:

- Tweets sharing facts and statistics about bioenergy
- Links to educational resources
- Links to blogs on the website.

Tips for Optimizing Twitter/Reaching New Followers:

Hashtags and Tagging – Use hashtags (#) whenever possible to increase the visibility of posts. Try to use them with common words that people would generally have interest in and be searching for. For example, use hashtags with common buzzwords like:

- #Bioenergy
- #Biomass
- #Bioeconomy
- #Biofuels
- #Sustainable
- #Green
- #RenewableEnergy
- #Carbon
- #CO2
- #ClimateGoals
- #GreenhouseGases

Conference Tags – Many large conferences use hashtags, and some even have their own Twitter accounts. When at these events, tweet with the conference hashtag or twitter handle. Using them will expose IEA Bioenergy’s posts to other people who are attending the event and searching for related content. For example:

- #ABLC – Advanced Bioeconomy Leadership Conference
- @biofuels_2019 – Biofuels Conference
- @Bioenergy_Conf – 14th World Bioenergy Congress & Expo.

Popular Hashtags – Use popular hashtags like #DidYouKnow, #ThrowbackThursday, #FunFactFriday, etc. to share bioenergy basics. Because these hashtags are non-industry specific, using them in posts will help get IEA Bioenergy’s tweets in front of a broad audience.

Trending – Pay attention to what’s trending on the left-hand side of the home page. If it’s possible to use any of the trending hashtags, use them to boost content. They won’t always be applicable, but if they are, take advantage of them.

Tagging Handles – Tag other organizations’ Twitter handles whenever possible—especially when posting something about a joint report, event, research, etc. When an organization is tagged, Twitter notifies them, and they might choose to retweet—putting IEA Bioenergy’s tweet in front of their audience. This will not only boost the visibility of IEA Bioenergy’s post, but it may even draw traffic back to the IEA Bioenergy page.

Content Tips

Short Is Best – Twitter has increased tweets to 280 characters, but still aim to keep them short—140 characters or less. Shorter tweets perform better.

Events – Use events for content. Take photos of activities IEA Bioenergy is participating in—whether it is presentations, poster sessions, panels, etc.—and tweet them out with the event’s hashtag or twitter handle. Give updates on IEA Bioenergy’s location at conferences, post about sign-ups for future events or webinars that IEA Bioenergy is hosting, or let people know what events IEA Bioenergy will be attending.

Photos – Use photos as much as possible. Posts with photos perform significantly better than those without. Use photos from stock websites, photos taken in the field by researchers, images of report covers, figures and images from reports, etc. The more visuals included the better.

Links – Use a link shortener like Bit.ly or Google URL Shortener to keep tweets short.

Retweets – Retweet tweets IEA Bioenergy has been tagged in by other organizations and retweet relevant posts of IEA Bioenergy followers.

Facebook

Goal 2: Create a Facebook page and develop a base following.

Facebook is still the most widely used social media platform worldwide. Therefore, IEA Bioenergy should create a Facebook page and use it to post at least once a week. Since Twitter and Facebook are very similar in tone, much of the content created for Twitter can also be posted on Facebook.

Audience: Both the scientific and non-scientific community.

Frequency: At least once a week—more if possible.

Content:

Scientific Community – These posts can focus more on technical subject matter, but they should still be easy to read and understand. For example:

- Live videos from conferences
- Sign-ups for webinars
- Links to new reports
- Links to new newsletters/bulletins
- Links to news items and press releases.

Non-Scientific Community – These posts should be informative but fun—helping people to learn about bioenergy. For example:

- Facebook posts sharing facts and statistics about bioenergy
- Links to educational resources
- Links to blogs on the website.

Tips for Optimizing Facebook/Reaching New Followers:

Hashtags and Tagging – Use hashtags (#) whenever possible to increase the visibility of posts. Try to use them with common words that people would generally have interest in and be searching for. For example, use hashtags with common buzzwords like:

- #Bioenergy
- #Biomass
- #Bioeconomy
- #Biofuels
- #Sustainable
- #Green
- #RenewableEnergy
- #Carbon
- #CO2
- #ClimateGoals
- #GreenhouseGases

Conference Tags – Many large conferences use hashtags, and some even have their own Facebook pages. When at these events, post with the conference hashtag or Facebook page

tagged. Using them will expose IEA Bioenergy's posts to other people who are attending the event and searching for related content. For example:

- #ABLC – Advanced Bioeconomy Leadership Conference
- @bbcbrazil2018 – Biomass and Bioenergy Conference
- @EuropeanBiomassEUBCE – European Biomass Conference and Exhibition.

Popular Hashtags – Use popular hashtags like #DidYouKnow, #ThrowbackThursday, #FunFactFriday, etc. to share bioenergy basics. Because these hashtags are non-industry specific, IEA Bioenergy can get its posts in front of a broad audience using these particular tags.

Tagging Pages – Tag other organizations' Facebook pages whenever possible—especially if posting something about a joint report, event, research, etc. When an organization is tagged, the post will also appear on the organization's page, as well—putting IEA Bioenergy's post in front of that audience. This will not only boost the visibility of IEA Bioenergy's post, but it may even draw traffic back to its page.

Content Tips

Medium Length – Facebook doesn't have a character limit like Twitter, so it's possible to include more text in posts. IEA Bioenergy should still aim to keep its posts on the short side though—shorter posts perform better in general.

Facebook Events – Facebook has a feature that allows users to create events, like a calendar invite. Make a public event to publicize webinars, workshops, etc. When creating an event, it will appear on IEA Bioenergy's page, making it visible to the page's followers.

Bioenergy Events – Like Twitter, use events that IEA Bioenergy is attending for content. Take photos of activities that members are participating in—whether it is presentations, poster sessions, panels, etc.—and post them with the event's hashtag or Facebook page tagged. Give updates on IEA Bioenergy's location at conferences, post about sign-ups for future events or webinars that IEA Bioenergy is hosting, or let people know what events it will be attending.

Facebook Live – Facebook Live allows users to do a live stream on their page. Use this feature when attending conferences, workshops, or other events. It will make IEA Bioenergy's followers feel like they're sharing in the event experience. Facebook will send IEA Bioenergy followers a notification when the live stream starts, directing people right to the Facebook page.

Photos – Use photos as much as possible. Posts with photos perform significantly better than those without. Use photos from stock websites, photos taken in the field by researchers, images of report covers, figures and images from reports, etc. The more visuals included the better.

Shares – Share relevant Facebook posts of those IEA Bioenergy is following to demonstrate the organization’s engagement with the industry at large. Plus, if IEA Bioenergy shares others’ pages, they will likely return the favor—sharing IEA Bioenergy’s posts and bringing their followers’ attention back to its page.

LinkedIn

Goal 3: Grow LinkedIn following and continue to develop this profile.

Since LinkedIn is meant to be a professional networking platform, use it to engage primarily with the scientific community. Since the tone of LinkedIn is more formal than Facebook and Twitter, strive to create separate posts for LinkedIn that are more detailed and more professional in tone.

Audience: Scientific community.

Frequency: At least once a week—more if possible.

Content:

Scientific Community – These posts can focus more on technical subject matter, but they should still be easy to read and understand. For example:

- Sign-ups for webinars
- Links to new reports
- Announcements of team accomplishments
- Links to new newsletters/bulletins
- Links to news items and press releases
- Relevant industry articles.

Tips for Optimizing LinkedIn/Reaching New Followers:

Hashtags and Tagging – Hashtags are a relatively new feature on LinkedIn. Use them with common industry words and topics. For example, use hashtags with common buzzwords like:

- #Bioenergy
- #Biomass
- #Bioeconomy
- #Biofuels
- #Sustainable
- #Green

- #RenewableEnergy
- #Carbon
- #CO2
- #ClimateGoals
- #GreenhouseGases

Tagging Pages – Tag other organizations’ LinkedIn pages whenever possible—especially if posting something about a joint report, event, research, etc. When an organization is tagged, the post also appears on their page—putting IEA Bioenergy’s post in front of their audience, as well. This will not only boost the visibility of IEA Bioenergy’s post; it may even draw traffic back to its page.

Content Tips:

Medium Length – LinkedIn doesn’t have a character limit, so users are able to include more text in posts. IEA Bioenergy should still aim to keep its posts on the shorter side though—shorter posts perform better in general.

Photos – Use photos as much as possible. Posts with photos perform significantly better than those without. Use photos from stock websites, photos taken in the field by researchers, photos from events, images of report covers, figures and images from reports, etc. The more visuals included the better.

Shares – Share relevant industry articles to demonstrate IEA Bioenergy’s engagement with the industry at large. Unfortunately, company pages can’t share other organization’s posts on LinkedIn, but individuals are able to share things on their personal LinkedIn pages.

Growing Social Media Presence

Goal 4: Make audiences more aware of social media presence.

In order to gain followers, IEA Bioenergy needs to make sure its stakeholders are aware that it has social media pages to begin with. Steps for enhancing IEA Bioenergy’s social media presence follow.

IEA Bioenergy Website – Make social media very prominent on the IEA Bioenergy website. Place links and the appropriate social media icons in the top right-hand corner of IEA Bioenergy’s home page. Locate them above the fold—so people won’t need to scroll down to find them.

Keep the Twitter feed on the website to direct people’s attention there and to keep website

visitors up to date with social media activity.

Email Communication – Place social media links and icons in a prominent position on all of IEA Bioenergy’s email and electronic communication.

Handouts, Brochures, Fact Sheets, Business Cards – Include IEA Bioenergy’s usernames with the social media icons on all handouts—especially when at conferences or events. If hosting a booth at an event, put social media icons on brochures, business cards, and posters to let booth visitors know that IEA Bioenergy has social media accounts.

Presentations and Other Files – If sharing or posting a presentation, include links to IEA Bioenergy’s social media in the presentation. On downloadable files in PDF form, put links to social media in the footer.

Personal Accounts – When possible, share IEA Bioenergy’s posts on personal LinkedIn or Twitter to drive traffic to the IEA Bioenergy accounts.

Overall Social Media Strategy

Strategy 1: With the current communication team

Developing Content – Among the current communication team, assign each team member or country representative to develop social media content for at least one 2-week or month-long period—whichever they’re willing to do. This work distribution will make sure everyone is contributing, and that there is consistently enough content to post.

- For example, ask the content developer to create three tweets, one Facebook post, and one LinkedIn post for each week assigned.

Keep a list or calendar of content assignments on a shared drive (e.g., Google drive). Have content developers submit their drafted posts to the social media manager via the shared drive by the 20th of the month prior to their assigned period.

- For example: If a team member’s assigned month is December, he or she should submit content to the Hootsuite person by November 20. If the team member’s two-week period is January 16–31, then he or she should submit content to the Hootsuite person by December 20.

Posting Content – Use Hootsuite to schedule posts ahead of time and designate one person to be the Hootsuite manager. This person will be responsible for taking the posts submitted via the shared drive to load into Hootsuite. Once the Hootsuite person has received the posts on the 20th, he/she can upload the posts before the start of the next month. Designate someone to be the backup Hootsuite manager if necessary.

Engaging with Followers – Designate someone to log into Twitter, Facebook, and LinkedIn at least once a week to:

- Check notifications, messages, and comments
- Retweet/share posts that have tagged IEA Bioenergy
- Retweet/share any relevant content.

Strategy 2: With designated communication person

The designated communication specialist should do the following each month:

- Coordinate among the tasks to get inputs for social media
- Keep a calendar of upcoming events and publication releases for use in social media
- Submit drafted social media to IEA Bioenergy Communication Team for approval and comments
- Use Hootsuite to schedule the posts in advance for publication.
- Log into each social media platform two to three times a week to check and respond to notifications, messages, and comments, and to retweet/share relevant content.

Sample Social Media

Below is just a sample of what social media content should look like over a one-week period, November 5–10, 2018 (using fictional information about the events). The approach includes a variety of content to connect with different audiences: basic educational facts, updates from an event, and a spotlight on a past publication.

Monday, November 5:

Twitter – #DidYouKnow that #bioenergy has the potential to reduce losses in the #food chain? Check out our #FAQs to learn more → <https://bit.ly/2Cws9FQ>



Tuesday, November 6:

Twitter – The @IEABioenergy Executive Committee is meeting today in San Francisco ahead of the #ABLGlobal2018 Conference to discuss our plans for the year ahead. [Share photo of gathered group.]

Facebook – The @IEABioenergy Executive Committee is meeting today in San Francisco ahead of the #ABLGlobal2018 Conference to discuss our plans for the year ahead. [Share photo of gathered group.] We hope to see you there!

Wednesday, November 7

Twitter – @IEABioenergy Chairman Jim Spaeth of @ENERGY provided one of the welcome addresses this morning at the Global #Bioeconomy Forum #ABLGlobal2018 [Post photo of Jim

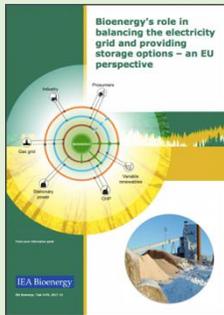
speaking]

Twitter – Come visit @IEABioenergy booth at [location] to learn more about what our 29 member countries are doing to advance #bioenergy worldwide. [Photo of IEA Bioenergy booth—if there is one]

Facebook – @IEABioenergy Chairman Jim Spaeth of @ENERGYgov provided one of the welcome addresses this morning at the Global #Bioeconomy Forum #ABLCGlobal2018 [Post photo of Jim speaking]

LinkedIn – IEABioenergy Chairman Jim Spaeth led the welcome address this morning at the Global Bioeconomy Forum at the Advanced Bioeconomy Leadership Conference. [Post photo of Jim speaking]

Thursday, November 8



Twitter – #ThrowbackThursday Want to know more about the role of #bioenergy in balancing the #electricity #grid and providing storage options? Read more in this 2017 report from #Task41 → <https://bit.ly/2OFWfBf>

Facebook – #ThrowbackThursday Want to know more about the role of #bioenergy in balancing the #electricity #grid and providing storage options? Read more in this 2017 report from #Task41 → <https://bit.ly/2OFWfBf>

Friday, November 9

Twitter – Sign up for our upcoming webinar on methane #emissions from #biogas production on December 12 at 2 PM ET → <https://bit.ly/2RBjLOP>

Facebook – Sign up for our upcoming webinar on methane #emissions from #biogas production on December 12 at 2 PM ET → <https://bit.ly/2RBjLOP>



Website

The website is the main vehicle for providing information on IEA Bioenergy’s work and activities. Currently, the website focuses mostly on content catered toward the academic and

research community. In order to broaden its reach, IEA Bioenergy needs to incorporate content that will also engage and inform new audiences—i.e., the public, the media, policy makers, and NGOs.

Goals

1. Provide more accessible content for non-scientific audiences.
2. Provide basic educational resources.
3. Feature news items and announcements more prominently to draw more attention to reports, webinars, and other activities.

Accessible Content

Goal 1: Provide more accessible content for non-scientific audiences.

Audience: Non-scientific community: public, media, and policy makers

Frequency: Monthly

Content:

To engage the non-scientific community more via the website, IEA Bioenergy should include blogs, infographics, and an updated contact form.

Tips for Optimizing Website Content:

Blogs – Start posting short blogs (200–500 words) on a basic bioenergy topic every month or every other month. These blogs should aim to provide simple, easy-to-understand explanations of common questions and topics associated with bioenergy. Sample topics include:

- Spotlighting what bioenergy looks like in a particular country
- Highlighting jobs associated with bioenergy
- Discussing the economic benefits that bioenergy provides to local communities
- Explaining how bioenergy can act as a substitute for fossil fuels
- Etc.

Share links to the blogs on IEA Bioenergy social media whenever possible.

Infographics – Work with a graphic designer to create an infographic every month or every other month on a particular topic. Infographics can also be used to summarize report findings in an easy-to-understand format. Infographics are visually engaging, informative, and fun for readers to look at. They would be a great addition to the website to break down key data points about bioenergy for a new audience.

Contact Form – Update the contact form by including different question categories to show that IEA Bioenergy is open to media inquiries, requests for resources, and more.

Strategy 1: With current communication team

Blogs – Ask for a volunteer each month/every other month to come up with a topic and write a blog and related social media.

Keep a list of blog topics and writers on a shared drive (e.g., Google Drive) and a calendar with the dates on which the blogs will be posted. (Pick the same day every month—e.g., second Tuesday—or do it more sporadically based on the other content available.) Have a place on the shared drive where writers can submit their blogs and related social media by the 20th of the month.

Have the designated website person post the blogs and have the designated social media person load the social media into HootSuite.

Infographics – Ask for a volunteer each month/every month to find five data points or facts related to a specific bioenergy topic and use a freelance graphic designer to create an infographic.

Contact Forum – Designate one person to check the contact forum at least once a week and reroute questions as necessary.

Strategy 2: With a designated communication person

Have the communication specialist write a blog every month on a topic of their choosing with approval from IEA Bioenergy and check for factual accuracy. Or, continue to seek volunteers and have the communication specialist edit the blogs before posting.

Have the communication specialist develop an editorial calendar for the blogs and corresponding social media to be posted in Hootsuite.

Educational Resources

Goal 2: Provide basic educational resources.

Audience: Public, media, policy makers, and NGOs

Frequency: Ongoing, as needed

Content:

To help audiences better understand the basics of bioenergy and get factual data into their hands, IEA Bioenergy should be providing educational resources on the website. These

resources include:

- Fact sheets
- FAQs
- Handouts for teachers
- Policy information
- Case studies.

Tips for Optimizing Website Content:

Fact Sheets – Start developing fact sheets that will provide readers with the fundamentals on important bioenergy talking points:

- What materials can be feedstock for bioenergy?
- Is bioenergy sustainable?
- How does bioenergy contribute to achieving climate goals?
- How does bioenergy impact the environment?
- What are the economic benefits of bioenergy?

These fact sheets should be downloadable for easy use.

FAQs – Provide an updated FAQs document that covers the 10 most basic bioenergy questions that the public and government officials have. Develop FAQs for more specific topics as needed.

Handouts for Teachers – Put together bioenergy handouts that teachers can use in the classroom to help students learn and understand more about what bioenergy is and the benefits it provides (make two—one each for primary school and secondary school levels).

Policy Information – Create documents that outline necessary policy measures for advancing bioenergy and the benefits that countries stand to gain by implementing bioenergy-friendly policies and legislation. (This could be done at a general level or by individual country.) Having this information available to the media, NGOs, and policy makers will be useful for those who are trying to sway policy and for those who are capable of changing it.

Case Studies – Develop case studies that demonstrate the positive effects and benefits of bioenergy through real-world examples. These case studies will be useful in providing NGOs and policy makers with concrete examples of how the implementation of bioenergy technologies has yielded beneficial and worthwhile results.

Key Messaging – Make sure to include IEA Bioenergy’s five key messages in the educational resources to reinforce these ideas and to achieve the organization’s communication goals:

- Key Message #1: Bioenergy can play a significant role in the formation of a low-carbon economy, in sustainability, and in renewable energy.
- Key Message #2: Bioenergy is a sustainable alternative to fossil fuels, and it is a key component in the transition from fossil fuels to renewable energy.
- Key Message #3: Bioenergy is a storable form of energy that is versatile for heat, electricity, and transport fuels.
- Key Message #4: Bioenergy can have social and economic benefits for regional communities growing feedstock—creating jobs and boosting economic growth.
- Key Message #5: IEA Bioenergy is the most renowned international body that has unbiased, scientific, and sound information for policy makers, industry, and researchers on how to proceed with bioenergy as a renewable solution.

Strategy 1: With current communication team

These tasks will be front-heavy in the beginning, but they won’t require a lot of work once completed, unless there are significant updates/advancements made in the field.

Ask a few people within IEA Bioenergy (task leaders, Executive Committee, etc.) to create the fact sheets, FAQs, handouts, or case studies based on their particular research area/chosen topic. Have the writers use the official templates. Once finalized, have the designated website person upload them to the website.

Strategy 2: With a designated communication person

Have the communication specialist develop the fact sheets, FAQs, and handouts after obtaining the correct data from the appropriate IEA Bioenergy team member. Or, have an IEA Bioenergy team member write the fact sheets and have the communication specialist edit the documents before posting. Have the communication specialist upload the educational resources to the website.

News Items

Goal 3: Feature news items and announcements more prominently to draw more attention to reports, webinars, and other activities.

Audience: Researchers/academia and industry

Frequency: As needed

Content:

To help audiences stay up to date on IEA Bioenergy activities and publications, IEA Bioenergy should make news items and announcements more pronounced on the website, and it should share that information with relevant stakeholders. Within the news area of the website, IEA Bioenergy should share:

- News updates
- Webinars
- Other publications
- Press releases
- Report information
- Important research findings.

Tips for Optimizing Website Content:

News Updates – Include a news area/link on the home page to help people find updates right away. In the news area, post information about upcoming reports and their release dates, upcoming webinars and their sign-up information, and information about other relevant events and publications that IEA Bioenergy will be attending or producing.

Press Releases – Start developing press releases to announce report releases that can be shared via the news page and that can be sent to relevant stakeholders, including: (More information on press releases is available under the report section.)

- Bioenergy media outlets
- General media outlets
- Other bioenergy organizations
- POCs at partner organizations.

Key Messaging – Make sure the news updates reflect the five key messages IEA Bioenergy is trying to convey:

- Key Message #1: Bioenergy can play a significant role in the formation of a low-carbon economy, in sustainability, and in renewable energy.
- Key Message #2: Bioenergy is a sustainable alternative to fossil fuels, and it is a key component in the transition from fossil fuels to renewable energy.
- Key Message #3: Bioenergy is a storable form of energy that is versatile for heat, electricity, and transport fuels.
- Key Message #4: Bioenergy can have social and economic benefits for regional communities growing feedstock—creating jobs and boosting economic growth.

- Key Message #5: IEA Bioenergy is the most renowned international body that has unbiased, scientific, and sound information for policymakers, industry, and researchers on how to proceed with bioenergy as a renewable solution.

Strategy 1: With current communication team

Have the report writer draft a press release that comprises the focus of the report, its main findings, and author information at least one month in advance. The writer should then notify the communication team of the upcoming release one week prior so that each person can notify his/her assigned organization/media outlet. The writer should then notify the organization/media outlet points of contact of any changes in the report schedule, should they occur. A few days before the release, the points of contact send the organizations/media outlets the press release for publication.

Strategy 2: With a designated communication person

Have the communication specialist complete the following:

- Draft the press release and have it reviewed by the IEA Bioenergy Communication Team and the report author.
- Keep a report schedule to space out reports and plan releases accordingly.
- Alert appropriate media outlets and organizations of the upcoming release one week prior.
- Notify the organizations/media outlets of any changes in the report schedule should they occur.
- Send the organizations/media outlets the press release for publication, a few days before the release.

Reports: Communicating Publication

Reports are the most important product for IEA Bioenergy, as they demonstrate collaboration among the international bioenergy community and result in key findings and analyses that can shape and impact bioenergy deployment. Therefore, they deserve a great deal of focus and attention.

Goals

Goal 1: Continue to highlight reports and findings as much as possible.

Goal 2: Communicate the importance of report findings to major partners and stakeholders.

Goal 3: Stagger the release of reports to make sure each one gets adequate attention.

Goal 4: Remind audiences of old reports, as well.

Audience: Researchers/academia, industry, NGOs, media, and policy makers

Frequency: With each report

Content:

To demonstrate the positive impacts of international collaboration and share the findings found through IEA Bioenergy research, published reports should be developed with a corresponding:

- Press release
- 2-pager
- Fact sheet that breaks information down even more for the media, NGOs, or policy makers
- Social media
- Infographic.

Tips for Optimizing Report Releases:

Website Home Page – Have a report feature on the IEA Bioenergy website home page to highlight the most recent reports published.

Accessible Summaries – For non-scientific audiences, make sure to include visuals and simplified explanations of the report’s results to help audiences understand the significance of what the report conveys—this will be especially important for the media, policy makers, and some NGOs.

Email – Include recent reports that have been published, as well as titles of upcoming reports in the monthly email newsletter.

Social Media – Use social media to highlight reports and remind followers of older, existing reports, as well.

Shared Drive Calendar – Use a calendar to keep track of report releases and to make sure each has enough time to be spotlighted.

Strategy 1: With current communication team

Have one person develop a report calendar, made available on a shared drive, and try to find out every few months what reports are currently being developed and their estimated completion dates. Stagger time between the reports to make sure each gets the attention it deserves (at least three weeks between each).

Report Timeline

New Reports

- Upon completion of the reports, have the author(s) notify the communication team to pick a specific launch date. (This can also include a webinar that presents the main messages of the report.)
- About 4 weeks before the launch date, have the author(s) develop a news update announcing the report (see New Reports with Webinars below if there is a corresponding webinar). The update should also identify the report's key messages. Have the authors send the draft to the designated email person. Also develop social media and send to the social media person to load into Hootsuite.
- About 2 weeks before the official launch date, have points of contact send representatives at other bioenergy organizations and media outlets a notice that IEA Bioenergy will be releasing a report and/or corresponding webinar.
- The day of the release, upload the report to the website with its description and corresponding materials (e.g., 2-pager, fact sheet, infographic).
- Have the email person send out the press release to everyone on the listserv that the report has been posted (including bioenergy organizations and media outlets).
- Post corresponding social media publicizing the report.

New Reports with Webinars

- About 4 weeks before the report's launch date, have the author decide if he or she will also be doing a topical webinar.
- About 3 weeks before, have the designated person send out an announcement of the webinar via the listserv and the designated social media person post online; repeat again 1 week before.
- About 2 weeks before, have points of contact send representatives at other bioenergy organizations and media outlets a notice that IEA Bioenergy will be releasing a report and/or corresponding webinar.
- About 2 days before, send a final reminder via the email listserv and social media about signing up for the webinar.
- Upload the webinar (including the recording and discussion), and mention the link where the report will be published at the end.
- One day after, upload the presentation and recording to the same web page.

Old Reports

During slow periods without reports, use social media to remind people of older, existing reports using popular hashtags, like #ThrowbackThursday, #FlashbackFriday, or #TheMoreYouKnow.

Strategy 2: With a designated communication person

Have the communication specialist follow the outlined steps above but coordinate with the IEA Bioenergy Communication Team and authors on developing the materials.

Press Release Content



FOR IMMEDIATE RELEASE
[Date]

[Include a graphic of the key findings, or image of the cover report to provide a visual.]

Headline

(City, Country) — [Fill in the main body of the press release with the pertinent details of the report, including:

- Report title
- Report release date
- Author(s)' names and affiliations
- Focus/abstract
- Research involved
- Explanation of the results
- Implications of the results.]

[Brief description of IEA Bioenergy.]

[Conclude with the link to the report and supplemental materials.] Visit IEA Bioenergy to read the report [link], and find more about the findings in our 2-pager/fact sheet/infographic. [Be sure to link to whatever is available.]

[Links to IEA Bioenergy social media and sign up for the list serv.]

Traditional Communication and Materials

IEA Bioenergy should continue to provide regular updates to its stakeholders through its semi-annual newsletters and bulletins, as well as provide educational information in webinars.

Goal

Goal: Keep stakeholders informed through newsletters, bulletins, and other publications.

Newsletters, Bulletins, Other Publications

Audience: Researchers/academia, industry, and NGOs

Frequency: Semi-annually

Content:

To continue to keep stakeholders aware of IEA Bioenergy activities, continue to produce the newsletter and bulletin each twice a year. Have members submit updates on:

- Task activities
- Research findings
- Conference presentations, poster sessions, panels, etc.

Strategy 1: With current communication team

Have one person assemble inputs from members via a shared drive. Use the pre-designed template to fill in the 18 and upload the finished newsletter/bulletin to the website. Let stakeholders know through the email listserv.

Strategy 2: With a designated communication person

Have the communication specialist assemble inputs from the communications team and tasks submitted to the shared drive, and use the pre-designed template to fill in the information and upload the finished newsletter/bulletin to the website. Let stakeholders know through the email listserv.

Monthly Email Updates

To ensure regular communication with target audiences and to drive traffic back to the website, IEA Bioenergy should start sending a monthly email update, reviewing popular website posts and giving notice of future events and webinars. These monthly email updates will keep stakeholders aware of IEA Bioenergy activities.

Email

Audience: Researchers/academia, industry, NGOs, media

Frequency: Monthly

Content:

To keep stakeholders informed of the full breadth of IEA Bioenergy's activities, the monthly email updates should include information on the following:

- Events

- Reports and publications
- Webinars
- Links to popular social media posts
- New blogs and infographics.

Tips for Optimizing Website Content:

Metrics – Use Google Analytics to determine which website posts were the most successful/popular and pick among those for inclusion in the newsletter.

Templates – Customize a pre-made newsletter template in MailChimp with the IEA Bioenergy logo and use this to upload information.

Timing – Send to the IEA Bioenergy listserv at the same time each month.

Strategy 1: With current communication team

Have one person review the website and find five items to include in a pre-made email newsletter template in MailChimp. Customize the template to include the new logo. (The user should use Google Analytics to determine the most popular items for inclusion.) Once the information has been loaded into MailChimp, send to the IEA Bioenergy listserv at the same time each month.

Strategy 2: With a designated communication person

Have the communication specialist review the website and use Google Analytics to find five items to include. The communication specialist should submit a draft email with those five items and coordinate with IEA Bioenergy to gather approval. Once approved, the communications specialist should upload the items into a pre-made email newsletter template in MailChimp and send to the IEA Bioenergy listserv at the same time each month.

Appendix B: Communication Best Practices

The following Communication Best Practices document provides an overview of some of the most effective techniques for optimizing communication outreach. The content below is laid out by communication channel, and it highlights some best practices to help communicate messaging to audiences as effectively and efficiently as possible.

Overarching

The following best practices should be used in all communication materials, no matter the intended audience or purpose.

- Develop all communication materials with the appropriate audience in mind; certain channels are geared more toward specific audiences, and language should match up with each audience's knowledge base and need in mind.
- Write in plain language. Sentences should be short and easy to understand. Use active voice as much as possible. (The United States has plain language guidelines available to all, which is a good foundation to have: <https://www.plainlanguage.gov/media/FederalPLGuidelines.pdf>)
- Repurpose content as much as possible (work smarter, not harder). One announcement can be repurposed and shared through several different channels for a variety of audiences.
- For branding purposes, organizations should utilize common templates, communication standards, and style guides throughout all of their materials to maintain consistency and help audiences identify them.
- As much as possible, IEA Bioenergy should review available communication metrics to evaluate the success of its efforts and revamp its strategy if needed.

Website

Users vary from general public to academia, to industry, to technical audiences; each audience should be able to quickly and easily find the information relevant to them. The goal of a website is to get people to find the information they are looking for, as well as to find information they didn't know they wanted. A website's purpose is to inform, and metrics for a successful website include the amount of time a user is on the website, as well as his or her repeat visits to the website.

- Navigation should be intuitive; people should understand what kind of content will be on the next page based on the navigation title. (Note: if doing a website redesign, a card sort with users is a great way to understand navigation options.)

- Important content should be easily accessible from the home page (located on the home page or one to two clicks away); the more clicks it takes to get somewhere, the less likely people are to find it/have the patience to look.
- Hyperlinks should be descriptive; users should know exactly where a link will take them.
- Headings and jump marks are very useful to help users get to the content they want to see quickly.
- Interactive options are a great way to engage audiences and keep them invested. Knowing that they can return to the website to get new and useful information will increase their use, as well as the likelihood of them recommending the site to others.
- RSS feeds for news/social media are a good way to easily update content on a website.
- Important content should be “above the fold,” so audiences don’t have to scroll to see it.

Social Media

Social media content should generally focus toward the broadest possible audience—the public. It should inform and excite audiences, as well as direct them to more information. The benefit of social media is that it can reach mass quantities of people with very little effort; the goal of a social media post/presence is to get followers to share an organization’s posts with their friends/followers—gaining new followers for the organization and sharing content with new people. Some best practices for social media are below:

- Posts with photos and videos are always more appealing to audiences.
- Posts need to be short teasers. Audiences spend a lot of time on social media on their phone and don’t like to stay on one post too long.
- Understanding and properly using popular hashtags can help boost posts on most social media channels.
- Mornings and weekends are popular times for posts—be cognizant of all of the different time zones when posting.
- It is necessary to post regularly to keep followers engaged and to ensure that posts regularly appear on their feeds. At the very least, post several times a week if not daily.
- When linking posts to other sites, IEA Bioenergy should use a link shortening site (e.g., bit.ly). For Facebook specifically, hyperlink images to photos.

Webinars/Meetings

Webinars and meetings can have very targeted audiences, as they usually have targeted invitations. These are a great opportunity to share information, answer questions, and interact directly with stakeholders. Along with targeting the appropriate audiences to get them to attend webinars and events, it is equally important to share relevant, engaging, easily

understood information that they will share with their peers. Further, each successful webinar/event results in positive word of mouth promotion—attracting new attendees for upcoming sessions and benefiting from repeat attendees. Some best practices that can lead to positive feedback include:

- Presentation materials should include visual elements to help emphasize information.
- PowerPoints should have limited words and presenters should not read directly from their slides. Slides should highlight main points and refrain from using lengthy sentences and paragraphs.
- Presentations benefit from agendas/overviews at the beginning, so that audiences know what they will be hearing. The purpose of a presentation should be clear from the beginning. E.g., if the goal of a presentation is to get industry to invest in a new technology, the audience should expect a pitch and be prepared to make a decision on next steps when the presentation is over. The presentation should make it clear to an audience what the presenter wants from them to avoid confusion and to prepare them for their next steps.
- To the extent possible, provide opportunities for Q&A and audience interaction, which will help keep audiences engaged and enable them to leave knowing they learned something and their questions were answered.

Reports

Reports are one of IEA Bioenergy's primary vehicles for sharing information and working toward its mission. Along with prominently placing reports on the website so that stakeholders should find them easily, IEA Bioenergy should have some sort of communication plan associated with each of its major reports. Below are some communication best practices associated with reports and announcing reports.

- Major reports should have a communication plans, noting (at the very least) target audiences, communication goals, key messages, and planned announcement strategy.
- IEA Bioenergy should use a standard template (layout and outline) for all reports to enhance branding and recognition of products. This template should also outline a general order of report sections, as well as highlight some sections that all reports should have (e.g., Executive Summary, List of Acronyms, Glossary, etc.).
- All reports should have an Executive Summary.
- Major reports should have corresponding fact sheets to help simplify important information.
- Whenever possible, IEA Bioenergy should include supplemental visual aids (e.g., charts and graphs) to enhance the information presented.
- IEA Bioenergy should use an editor to review reports prior to release to not only enhance the writing and readability, but to help maintain communication standards.

Stakeholder Emails

Stakeholder emails are used to send target audiences information that is relevant to them on a timely basis. Email can be a great tool to build a relationship with audiences; however, people receive so many emails, it's hard to ensure that they'll open, read, click on relevant links, and share the content—the goal of a stakeholder email. IEA Bioenergy should build its listserv thoughtfully, creating audience categories and sending targeted emails where ever possible.

- To increase the chances of an open, send 1–3 emails per month; however, IEA Bioenergy should not send emails for the sake of sending them. There should be important, relevant, engaging information that helps spread IEA Bioenergy messaging and benefits audiences.
- Emails should contain IEA Bioenergy branding.
- Emails should have catchy subject lines to draw in audiences.
- For important emails that have a direct action required by smaller audience groups (e.g., event registration), use a personal email rather than a listserv email.
- Content should be short and require as little scrolling as possible; keep sentences and paragraphs short and easily digestible.

Appendix C: Communication Standards Document

The Communication Standards Document provides guidance for the writing style, content, and presentation of IEA Bioenergy’s communication products across its different channels.

The document covers three main areas:

- Grammar and Style – Guidance for common grammatical issues
- Key Messaging – Key words and messages that should guide all communication pieces
- Graphics – Guidance for including visual elements in communication products.

Grammar and Style

- Acronyms and Abbreviations
- Plain Language
 - Sentence Length
 - Context for Non-Scientific Audiences
- Active vs. Passive Voice
- Lists
- Parallel Structure
- Which vs. That
- i.e., and e.g.,
- Oxford comma.

Acronyms and Abbreviations

When using acronyms and abbreviations, do the following:

- Always write out acronyms the first time they’re introduced into a document—even if writing for a scientific audience.
- Follow the written-out term with the acronym in parentheses.
 - Example: The International Energy Agency (IEA) will host its annual meeting...
 - If an acronym is introduced in the possessive form, include an apostrophe in the parentheses.
 - Example: The International Energy Agency’s (IEA’s) annual meeting...
 - If an acronym first appears in a textbox or a table, write it out again in the main body of the text. Readers might miss the figure or table or go back to it at the end of the page if it cuts into the middle of the body text.

- Write out units of measurement the first time they're used.
- Include an acronym list at the front of longer reports—especially if acronyms are used sporadically throughout the document.

Plain Language

Use plain language as much as possible to engage readers—especially non-technical audiences. Plain language involves using short sentences, simple words, and active voice to keep text easy to read and understand. The U.S. government offers resources for plain language:

<https://www.plainlanguage.gov/>.

Sentence Length

- Aim to have sentences between 15 and 20 words—without exceeding 25 words. A reader's comprehension peaks at this length. Any longer, and his or her understanding significantly decreases.
- Additionally, if writing a long list in sentence format, put it into a bulleted list instead. Bulleted lists are easier to read and easier to comprehend than one very long sentence.

- Example:

Instead of this:

As of the 1st January 2016, 23 parties participated in IEA Bioenergy: Australia, Austria, Belgium, Brazil, Canada, Croatia, Denmark, Finland, France, Germany, Ireland, Italy, Japan, the Republic of Korea, the Netherlands, New Zealand, Norway, South Africa, Sweden, Switzerland, the United Kingdom, the USA, and the European Commission.

Do this:

As of the 1st January 2016, 23 parties participated in IEA Bioenergy:

- | | | |
|-------------|-------------------------|----------------------------|
| • Australia | • France | • Norway |
| • Austria | • Germany | • South Africa |
| • Belgium | • Ireland | • Switzerland |
| • Brazil | • Italy | • United Kingdom |
| • Canada | • Japan | • United States of America |
| • Croatia | • The Republic of Korea | • European Commission. |
| • Denmark | • The Netherlands | |
| • Finland | • New Zealand | |

Context for Non-Scientific Audiences

To make sure communications are reaching non-scientific audiences, like the media, general public, or policy makers, keep in mind the following:

- A rule of thumb for writers is to assume that the audience knows little to nothing of the topic being written about. With this in mind, provide as much context as possible to help the reader get the most out of what he or she is reading. This is especially important for communication targeted toward non-scientific people, like the media, the general public, or policy makers.
- Always provide enough context and explanation for the terms being used so that readers stay engaged. If someone has to turn to Google to research a term or acronym being used, chances are they won't finish reading.
- When writing for non-scientific audiences, use very simple explanations of scientific terms and processes. Language that is too technical is off-putting to readers, and it will prevent them from fully understanding the message.

Writing in Active Voice

When doing any form of writing, it's best to write in active voice. Active voice is more direct, and it's easier for the reader to understand.

- In **active voice**, the subject acts upon the verb.
 - Examples: The scientists researched sustainable alternatives.
IEA Bioenergy published the latest report on its website.
Experts expect the bioenergy industry to grow over the next two decades.
- In **passive voice**, the verb is acted upon by the subject.
 - Examples: Sustainable alternatives were researched by the scientists.
 The latest report was published by IEA Bioenergy on its website.
 The bioenergy industry is expected to grow by experts over the next two decades.

As shown above, **passive voice** is lengthier and sometimes makes the sentence unclear. **Active voice** is more succinct and more straightforward.

Lists

When introducing a bulleted or numbered list, keep in mind the following:

- Use a colon at the end of the lead-in sentence.
- Capitalize the first word of all bulleted or numbered items.
- Only use periods at the end of items if they're complete sentences.

- Do not put a comma (,) or semicolon (;) at the end of each bulleted item.
- Put a period at the end of the last bulleted item to signify the end of the list.

- Example:

Instead of this:

This report analyzes the following bioenergy resources

- forest biomass;
- agricultural crop residues; and
- biogas production.

Do this:

This report analyzes the following bioenergy resources:

- Forest biomass
- Agricultural crop residues
- Biogas production.

- If writing a list in sentence format with individual items that are very lengthy or include commas or the word “and,” then use semicolons (;) to separate the items.

- Example:

Instead of this:

IEA Bioenergy will post the webinar information on its website, on its social media, including its Twitter and LinkedIn, and in its newsletter.

Do this:

IEA Bioenergy will post the webinar information on its website; on its social media, including its Twitter and LinkedIn; and in its newsletter.

Parallel Structure

When writing a list (either in sentence format or a bulleted list), keep the list items parallel in structure. All list items should be the same in format, so if the first item is an action and starts with a verb, all of the items should start with a verb. If the first item is just a noun, then all items should be just a noun.

- Example:

Instead of this:

The benefits of bioenergy include:

- Growing local economies
- Sustainability

- Low-carbon fuel source
- Provides energy security.

Do this:

The benefits of bioenergy include:

- Local economic growth
- Greater sustainability
- A low-carbon fuel source
- Energy security.

Or:

The benefits of bioenergy include:

- Growing local economies
- Enhancing sustainability
- Creating a low-carbon fuel source
- Providing energy security.

Which vs. That

- Use “which” when providing information that is not essential to the sentence but just supplemental explanation. “Which” should always have a comma before it to show that it is non-essential.

- Example:

The report on biofuels for the marine sector, which IEA Bioenergy published last October, is the result of research supported by Task 39.

Here, knowing when the report was published is not essential to identifying that report, so use “which.”

- Use “that” when providing information that is essential to the sentence as it helps the reader narrow something down from a larger group.

- Example:

The IEA Bioenergy report that focused on biofuels for the marine sector was the result of research supported by Task 39.

Here, it is already known that IEA Bioenergy publishes multiple reports, so use “that focused on biofuels for the marine sector” to identify exactly which report is being talking about. Without that part of the sentence, it becomes unclear

what report the sentence is referring to.

i.e., vs. e.g.,

When providing explanatory information, keep in mind:

- **I.e.,** – i.e., means “that is.” It should be used to provide clarifying information.
 - Example:

Bioenergy is key to reducing our dependence on the world’s current primary fuel source (i.e., fossil fuels).

In this example, there can’t really be other primary fuel sources, so “fossil fuels” is provided as clarification.
- **E.g.,** – e.g., means “for example.” It should be used to provide extra information.
 - Example:

Several different materials can be used as feedstock for bioenergy (e.g., algae, agricultural crop residues, or woody plants).

In this example, there are other materials that are feedstock materials, but since the sentence only provides some examples, it uses e.g., to indicate that these are examples from a larger group.

Both should always have a comma follow the second period.

Oxford Comma

When writing a list in sentence format, do include a comma before the “and” and the last item. It makes it clearer for the reader what is or is not being grouped together.

- Example: IEA Bioenergy’s publications include reports, newsletters, and bulletins.

Key Messaging

All communication products published by IEA Bioenergy should include similar key terms and convey five key messages to strengthen the organization’s overall message, communication impact, and brand recognition. The more consistency there is in the words and ideas used across the board, the greater the understanding and influence will be among audiences.

Key Terms

Alternative fuel source	Greenhouse gas emissions/reduction
Carbon reduction	Low-carbon economy

Clean energy	Lower carbon footprint
Climate goals	Renewable energy
Economic Benefits	Social benefits
Emissions reduction	Sustainable fuel source
Energy storage	Sustainability
Energy transition	

Key Messages

- Bioenergy can play a significant role in the formation of a low-carbon economy, in sustainability, and in renewable energy.
- Bioenergy is a sustainable alternative to fossil fuels, and it is a key component in the transition from fossil fuels to renewable energy.
- Bioenergy is a storable form of energy that is versatile for heat, electricity, and transport fuels.
- Bioenergy can have social and economic benefits for regional communities growing feedstock—creating jobs and boosting economic growth.
- IEA Bioenergy is the most renowned international body that has unbiased, scientific, and sound information for policymakers, industry, and researchers on how to proceed with bioenergy as a renewable solution.

Graphics

- To strengthen IEA Bioenergy’s brand and messaging, continuity is key, and graphics play a critical role in helping readers to visually identify a product as belonging to IEA Bioenergy.
- All products distributed by IEA Bioenergy should have the IEA Bioenergy logo. Print products should use a pre-designed template to give products a similar look and feel across the organization. Using the same logo throughout and templates with a similar design and color scheme on all communication will help give IEA Bioenergy a more cohesive look across tasks.

Logos

A logo is an inherent part of an organization’s identity and brand. By updating IEA Bioenergy’s current logo with a fresher look that’s more representative of IEA Bioenergy as an organization, the logo will better convey what IEA Bioenergy does. The use of color, a different font, and an image will create a logo that leaves a stronger, longer-lasting impression.

Here are some variations of a sample logo that IEA Bioenergy could use:



Because the logo helps identify the brand, the new logo should be applied to all communication products, including IEA Bioenergy's:

- Website
- Profile images on its social media platforms
- Newsletters
- Bulletins
- Reports
- Fact sheets
- Brochures
- Agendas and handouts
- Webinars
- Emails.

Templates

Pre-designed templates will give IEA Bioenergy documents a cohesive look across the organization and across the individual tasks. Templates should include the IEA Bioenergy logo, a set color scheme and design, and a uniform font across products.

Templates can be made for the following:

- Fact sheets
- Newsletters
- Bulletins
- 2-pagers
- Reports
- PowerPoint presentations
- Handouts.

Following is an example template for a factsheet on Frequently Asked Questions:



Frequently asked questions

What is the International Energy Agency (IEA)?

The IEA works to ensure reliable, affordable and clean energy for its 29 member countries and beyond. Founded in 1974, the IEA was initially designed to help countries co-ordinate a collective response to major disruptions in the supply of oil such as the crisis of 1973/4. While this remains a key aspect of its work, the IEA has evolved and expanded. It is at the heart of global dialogue on energy, providing authoritative statistics and analysis.

The IEA examines the full spectrum of energy issues and advocates policies that will enhance the reliability, affordability and sustainability of energy in its 29 member countries and beyond. The four main areas of focus are:

- **energy security:** promoting diversity, efficiency and flexibility within all energy sectors
- **economic development:** ensuring the stable supply of energy to IEA member countries and promoting free markets to foster economic growth and eliminate energy poverty
- **environmental awareness:** enhancing international knowledge of options for tackling climate change
- **engagement worldwide:** working closely with non-member countries, especially major producers and consumers, to find solutions to shared energy and environmental concerns.

For more information on the IEA, see the [Frequently Asked Questions](#).

What is an IEA Technology Collaboration Programme?

Technology Collaboration Programmes (TCPs) are independent, international groups of experts that enable governments and industries from around the world to lead programmes and projects on a wide range of energy technologies and related issues. TCPs currently cover topics related to:

- efficient end-use (buildings, electricity, industry, transport)
- cleaner fossil fuels (greenhouse-gas mitigation, extraction, supply, transformation)
- renewable energy and hydrogen (technologies and policies for deployment)
- cross-cutting issues (modelling, technology transfer, project financing)
- fusion power (safety, physics, materials, technologies).

The 6 000 experts in the TCPs work to advance the research, development and commercialisation of energy technologies. The scope and strategy of each TCP is in keeping with the IEA Shared Goals of energy security, environmental protection and economic growth, as well as engagement worldwide. Depending on the TCP, activities may include:

- basic and applied research, technology development and pilot plants
- technology assessment, feasibility studies, environmental impact studies, market analysis, policy implications

Images and Graphics

Visuals are one of the easiest ways to draw in an audience. For example, on social media, posts with an image or graphic perform significantly better than those that don't. Therefore, IEA Bioenergy should try to incorporate images and graphics as much as possible into all of their communication—from social media, to blog posts, to newsletters, to reports.

- Working with a graphics team, IEA Bioenergy can develop graphics that include charts, figures, diagrams, and tables to convey data in a more visually engaging way in reports, fact sheets, and 2-pagers.
- IEA Bioenergy should also use photos taken by IEA Bioenergy researchers or those provided on a stock photo website with their social media posts, email communication, and blogs.
- Infographics can be a fun, colorful way to help non-scientific audiences learn more about a topic in a way that's very accessible.
- Posters and brochures are a great way to visually display data while at conferences, workshops, or other events.

Appendix D: Metrics Data

Twitter

Month	Tweets	Tweet Impressions	Profile Visits	Mentions	New Followers
Sep-18	52	25300	532	82	59
Aug-18	35	19300	402	35	50
Jul-18	20	14500	254	30	49
Jun-18	27	24800	355	49	40
May-18	45	22000	498	47	51
Apr-18	20	20200	677	41	69
Mar-18	39	27400	591	82	67
Feb-18	24	17200	281	23	40
Jan-18	30	19800	685	64	66
Dec-17	59	20900	354	8	26
Nov-17	38	21100	886	59	35
Oct-17	30	16100	457	111	45
Sep-17	36	22300	563	38	43

Above shows the number of tweets, tweet impressions, profile visits, mentions, and new followers for each month from September 2017 through September 2018.

Email

IEA Bioenergy currently uses MailChimp to send out newsletters/bulletins, webinar reminders and workshop/other event reminders.

Subject	Date	Total Recipients	Unique Opens	Open Rate	Total Opens	Unique Clicks	Click Rate	Total Clicks
Reminder about August–September 2017 Webinar	9/12/17	4,236	687	16.36%	1,303	53	1.26%	114
IEA Bioenergy News – September 2017	10/2/17	4,229	845	20.20%	1,907	151	3.61%	303
Open Round Table on Bioenergy for Sustainable Development at COP-23	11/6/17	4,226	718	17.15%	1,288	84	2.01%	123
IEA Bioenergy Task 36 Newsletter	11/15/17	4,197	782	18.72%	1,541	114	2.73%	201
COP23 Side Event – Clean Energy Transition for Sustainable Development	11/15/17	4,194	632	15.12%	1,102	64	1.53%	124
Free Webinar – “The Hotspots of the Global Wood Pellet Industry and Trade 2017” – December 1, 2017	11/20/17	4,190	717	17.17%	1,734	65	1.56%	136
Reminder of Free Webinar – December 1, 2017	11/24/17	4187	622	14.93%	1468	34	0.82%	59
International Conference on Negative CO ₂ Emissions – December 1, 2017	11/28/17	4,179	726	17.46%	1,708	138	3.32%	340
Free Webinar This Friday December 1, 2017	11/29/17	4,173	647	15.56%	1,385	33	0.79%	58
Updated Date for Abstracts December 15, 2017 – International Conference on Negative CO ₂ Emissions	12/5/17	4,168	727	17.51%	1,365	90	2.17%	180
Free Webinar – “Methane Emissions from Biogas Plants” – Jan 18, 2018	12/18/17	4,162	715	17.25%	1,935	78	1.88%	162
IEA Bioenergy Workshop – “Political & Regulatory Issues Related to Bio-CC(U)S” – January 16, 2018	1/8/18	4,161	700	16.93%	1,680	56	1.35%	84
Reminder – Free Webinar: “Methane Emissions from Biogas Plants” – January 18, 2018	1/8/18	4,159	640	15.49%	1,496	55	1.33%	104
New brief from IEA Bioenergy – “Is energy from woody biomass positive for the climate?” [™]	1/15/18	4,148	868	21.02%	2,662	285	6.90%	445
Reminder – Free Webinar – “Methane Emissions from Biogas Plants” – Jan 18, 2018	1/17/18	4,139	641	15.54%	1764	63	1.53%	173
Save the Date – IEA Bioenergy Webinar – Feb 21, 2018	2/2/18	4,143	703	17.08%	2,069	0	0.00%	0
Free Webinar – “The IEA Bioenergy Roadmap: Delivering Sustainable Bioenergy” – Feb 21, 2018	2/6/18	4,137	712	17.31%	1,988	90	2.19%	146
Reminder of Free Webinar – “IEA TECHNOLOGY ROADMAP ON BIOENERGY” – Feb 21, 2018	2/14/18	4,141	626	15.19%	1,514	50	1.21%	90
Final Reminder of Free Webinar – “IEA TECHNOLOGY ROADMAP ON BIOENERGY” – Feb 21, 2018	2/19/18	4,134	676	16.41%	1,441	69	1.68%	145
Free Webinar – “Aerosols from Biomass Combustion : A Potential	3/7/18	4,136	579	14.19%	1,275	37	0.91%	93

Free Webinar Reminder – “Approaches to Gain Trust in Sustainability of Bioenergy Through Credible Governance”	9/6/18	3,970	606	15.33%	885	33	0.84%	61
Final Reminder Webinar – “Approaches to Gain Trust in Sustainability of Bioenergy Through Credible Governance” – Sep 13, 2018	9/11/18	3,966	612	15.49%	1,023	32	0.81%	56
IEA Bioenergy Webinar – Introduction of Natural Resources Canada I-BIOREF Software Platform – October 17, 2018	9/26/18	3,968	682	17.26%	1,294	49	1.24%	71
ABLC Global 2018 & IEA Bioenergy Conference 2018 & Nov 6–9, 2018	9/26/18	3,957	654	16.57%	1,298	66	1.67%	80
IEA Bioenergy Webinar – Introduction of Natural Resources Canada I-BIOREF Software Platform – October 17, 2018	10/3/18	3,957	604	15.31%	879	23	0.58%	32
IEA Bioenergy Bulletin – September 2018	10/3/18	3,911	679	17.41%	1,086	89	2.28%	640

Website

Page	Pageviews	Unique Pageviews	Average Time on Page	Entrances	Bounce Rate	% Exit
/	91,474 % of Total: 100.00% (91,474)	38,535 % of Total: 100.00% (38,535)	00:00:37 Avg for View: 00:00:37 (0.00%)	23,656 % of Total: 100.00% (23,656)	1.83% Avg for View: 1.83% (0.00%)	25.86% Avg for View: 25.86% (0.00%)
/our-work-tasks	16,320 (17.84%)	6,546 (16.99%)	00:00:30	5,795 (24.50%)	3.77%	24.48%
/iea-publications/faq/woodybiomass/biog-entic-co2/	2,938 (3.21%)	970 (2.52%)	00:00:21	347 (1.47%)	0.00%	11.91%
/iea-publications/faq/woodybiomass/biog-entic-co2/	2,609 (2.85%)	1,215 (3.15%)	00:00:29	1,184 (5.01%)	0.93%	44.88%
/about/	2,102 (2.30%)	852 (2.21%)	00:00:44	168 (0.71%)	1.18%	20.55%
/installations/	1,862 (2.04%)	730 (1.89%)	00:00:52	577 (2.44%)	0.00%	32.65%
/iea-publications/	1,554 (1.70%)	595 (1.54%)	00:00:15	251 (1.06%)	4.78%	14.35%
/iea-publications/webinars/	1,352 (1.48%)	531 (1.38%)	00:00:19	407 (1.72%)	0.00%	20.56%

/iea-publications/reports/	1,256 (1.37%)	534 (1.39%)	00:01:00	104 (0.44%)	1.80%	22.29%
/contact-us/	1,217 (1.33%)	489 (1.27%)	00:00:22	84 (0.36%)	3.57%	15.12%
/iea-bioenergy-task-events/	1,189 (1.30%)	455 (1.18%)	00:00:18	137 (0.58%)	1.46%	8.83%

Webinars

Date	Attendees Logged In	Total Participant Number	Title
1/25/2017	110	495	Algae Bioenergy State of Technology Review
3/14/2017	54	243	The European Wood Pellet Market for Small-Scale Heating
4/27/2017	51	229	Flexibility From Bioenergy - The role of bioenergy in balancing the electricity grid and providing storage options
9/14/2017	43	193.5	Integrated Bioenergy Hybrids - Flexible Renewable Energy Solutions
12/1/2017	80	360	The Hotspots of the Global Wood Pellet Industry and Trade 2017
1/18/2018	104	468	Methane Emissions from Biogas Plants - Methods for Measurement, Results and Effect on Greenhouse Gas Balance of Electricity Produced
2/21/2018	82	369	The IEA Bioenergy Roadmap: Delivering Sustainable Bioenergy
3/22/2018	80	360	Aerosols from Biomass Combustion
5/8/2018	101	454.5	Biofuels for the Marine Sector - New Opportunities and New Challenges
6/20/2018	81	364.5	GoBiGas: An Industry Relevant State-of-the-Art Reference for Advanced Biofuel Production via Gasification
9/13/2018	74	333	Approaches to Gain Trust in Sustainability of Bioenergy Through Credible Governance

Appendix E: IEA Bioenergy Website Review

Below are some initial thoughts on IEA Bioenergy's public-facing website:

Things Working Well:

Homepage

- Having the Twitter feed on the homepage shows IEA Bioenergy's current updates and makes people aware of its social media presence right away.
- Having the latest news updates on a homepage is another great way to stay current.

Other Pages

- The explanation on the Tasks page is helpful in giving an overview of how the organization operates and breaks down its work.
- It's helpful to have events listed throughout the year on the website to help visitors know when IEA Bioenergy will be at conferences and workshops that they may also be attending.
- The Installations database is a great tool that's informative and easy to use; it's great having it be so easily accessible on the website.

Areas for Improvement:

Logo/Branding

- The IEA Bioenergy logo is not very eye-catching. Using a different font, maybe more color, and some kind of graphic element would make the logo more engaging and more representative of what IEA does as an organization.
- More consistent branding would also make all of the individual task sites more cohesive, as well.
- Maybe creating some kind of more interesting graphic for the tasks numbers rather than the current blue circle with the white number in it would make it clearer that these are individual pages.

Homepage

- The homepage is a little visually overwhelming with the long lists of links on the lower portion of the page. It's a lot for someone to read/scroll through if he/she is not familiar with the website already or if he/she doesn't already know what the tasks are on a general level.

- IEA's main homepage is something that would be good for IEA Bioenergy to mirror. It focuses on using images over text, which is more appealing to people. And, it also breaks things up into horizontal blocks, which is easier to view when looking for something.
- Right now, users have to dig quite a bit to get to things because there isn't much on the actual homepage. IEA's homepage allows users to scroll down quite a ways, so it's able to display a lot of the main topics, without requiring the visitor to go searching for them.
- Using a rotating banner can help display several different pieces of content at once. See the Biomass Power Association's rotating banner as an example.
- I think we could move the other social media icons up toward the top of the page to draw attention to the fact that IEA Bioenergy has a presence on those platforms and to encourage visitors to view those pages, as well.
- I think the Updates section could be transformed into a news section, maybe using a rotating banner like the one mentioned above to help show several updates at one.

Other Pages

- The 'About' page (including the R&D Networks page) has a lot of text on it, making it hard to digest. Some restructuring of the pages, including the incorporation of images or graphics could help break that up.
 - The FAQ PDF could be incorporated as a web page or updated by a graphics team to make it more engaging and easier for users to scroll through (e.g., by using jump marks on an FAQs page, users can go directly to the answer to a question they have). Updating a web page is also much easier to update in real time than a physical Word document or PDF.
- I think some of the pages could be condensed. For example, we could put the 'Directory' page and 'Contact Us' page under one header.
- I think we should put a brief summary what's on the Tasks page on the homepage since that's the meat of IEA Bioenergy's work.
- The page for each task containing its objective is very, very text heavy making it hard for people to wade through and find what they're looking for.
- The link to the individual website for each task doesn't stand out well enough on the task objective pages. We could direct more traffic to the individual sites by finding a way to call out the website better and by indicating that that's where the majority of the information for that particular task is.
- From some conversations so far, it sounds like the webinars and reports are some of the most important products for IEA Bioenergy. I had trouble finding where the webinars were on the website at first because I didn't think of them as a publication. And the publications in general are tucked away and have a lot of sub-pages. I think it would be

great to follow IEA's lead and put the most recent publications right on the homepage with links to the full publications page. From there maybe we could find a way to create a publications "home page" where all the categories are listed on one page and the search option is available there to look through all available publications on the website. Calling out the webinars and conferences in a different place, or even putting them under events, would also be helpful.

- The 'Links' page could also be reorganized to just make it clearer to read. For example, just putting: "Name – Description...." for all of them would make it easier.
- The Installations database can be easy to miss where it's currently placed, and users would have to be looking for it to know from its current icon that it's a database. Finding a way to call this tool out more would be beneficial in maximizing its potential.

Summary

Overall, the website has a lot of very important information that IEA Bioenergy's stakeholders can benefit from seeing. I think the main areas to focus on are reformatting the website throughout so that people can more easily navigate the content. The addition of images and a new logo will also aid in creating a cleaner, more engaging, and more cohesive look throughout. We want people visiting the website to find exactly what they're looking for as quickly as possible (to keep them engaged, as well as to have them potentially find more than what they were initially looking for). We should also find a way to highlight more content on the homepage, particularly the most recent publications, webinars, and news items. We also want to make it easier for people to understand what the tasks are by condensing information on the objective page and linking more clearly to the tasks' individual websites. The current IEA homepage looks more modern and polished, and I think that if we were to mirror some of their design aspects, IEA Bioenergy's homepage would look fresher and be more user friendly.

Appendix F: Overarching Research Synopsis

SWOT Analysis: Strengths, Opportunities, Weaknesses, Threats

Based on team interviews and research, we have identified the strengths, opportunities, weaknesses, and threats of current communication. Below are the standout items discussed during the interview portion of the analysis.

Strengths	<ul style="list-style-type: none"> • Reports – Reports are very popular and are performing well in reaching their intended audience of researchers, scientists, and academia. • The webinars have a loyal following with a consistently strong turnout each time. • IEA Bioenergy’s Twitter account has been steadily growing in terms of its followers and its frequency of posts.
Weaknesses	<ul style="list-style-type: none"> • The website could use improvement to make it easier for users to find information. • There is a lack of consistency and uniformity across the tasks’ websites, reports, other communication products, and communication approaches. • There is a need for editing to provide greater consistency in grammar and style across products. • There is a concern that not enough outreach is being done to connect with audiences outside the academia/research world—some feel there is a bit of a “preaching to the choir” effect right now. There is a huge desire to connect with non-technical audiences, including policy makers and the general public.
Opportunities	<ul style="list-style-type: none"> • There is plenty of room to grow IEA Bioenergy’s social media presence, including creating a Facebook. • Redesigning/enhancing the website in ways that would make it more accessible to non-scientific audiences. • Fostering more partnerships with other like-minded organizations would help bolster the visibility of both IEA Bioenergy’s and its potential partners’ communication. • Finding ways to streamline communication would help make communication activities easier and less time-consuming. • Connecting more with the general public and the media would

	help influence the people who ultimately vote in lawmakers.
Threats	<ul style="list-style-type: none"> • The limited amount of time for the Communication Team to spend on communication is one of the biggest challenges hindering communication success. • The push of negative narratives by lobbyists is also a contributing factor. The team agrees that there is a need to get accurate information surrounding bioenergy into the hands of the public and media to counteract this issue. • Current communication products do not fit the needs of all target audiences. • It can be difficult to reach policy makers and the media in some European countries because they are not always English speakers, and IEA Bioenergy only publishes products in English. • It is difficult to expand reach to new countries (e.g., countries in South America and Asia) because products are only written in English.

Based on this assessment, the communication strategy will aim to:

- Enhance IEA Bioenergy’s current communication strengths (i.e., reports, webinars, and social media)
- Create more uniformity among communication products
- Create more accessible content for new target audiences
- Foster more partnerships with bioenergy organizations
- Streamline communication activities.

Appendix G: Bioenergy Stakeholders, Events, and Periodicals Stakeholders List

Country/ Region	Organization Name	Website	Facebook	Twitter	LinkedIn	Other
Africa	African Biorenewable Association	https://www.africa-biogas.org/				
Africa	African Renewable Energy Fund (AREF) (part of RECP below)	https://www.africa-eu-renewables.org/funds/berkeley-energy-african-renewable-energy-fund-aref/				
Africa	African Sustainable Energy Association (AFSEA)	http://afsea.org/				
Africa	Southern African Bioenergy Association (SABA)	http://www.saba.za.org/				
Africa–Europe	Africa-EU Renewable Energy Cooperation Programme (RECP)	https://www.africa-eu-renewables.org/				
Australia	Australian Renewable Energy Agency	https://arena.gov.au/about/what-is-renewable-energy/bioenergy/	https://www.facebook.com/AustRenewableEnergyAgency/	https://twitter.com/ARNA_au	https://www.linkedin.com/company/arena_au	https://www.youtube.com/channel/UC2Z1B1jwFFSB10NwVv5_yw
Australia	Bioenergy Australia	https://www.bioenergyaustralia.org.au/home/			https://www.linkedin.com/company/bioenergy-australia-ltd-	
Australia	Biomass Producer – Australian Government, Rural Industries Research and Development Corporation	http://biomassproducer.com.au/				
Australia	Clean Energy Council	https://www.cleanenergycouncil.org.au/technologies/bioenergy.htm	https://www.facebook.com/cleanenergycouncil	https://www.twitter.com/cleanmrgcouncil		

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		1	1			
Australia	Clean Energy Finance Corporation	https://www.cefc.com.au/where-we-invest/bioenergy/		https://twitter.com/CEFCaus	http://www.linkedin.com/company/clean-energy-finance-corporation	https://www.youtube.com/user/cefcaw
Australia	Geoscience Australia – Australian Government	http://www.ga.gov.au/scientific-topics/energy/resources/other-renewable-energy-resources/bioenergy				
Austria	Austrian Biomass Association (ABA)	http://www.biomasverband.at/home/				
Belgium	Belgian Interprofessional Federation for Wood Fuel (FEBHEL)	https://www.febhel.be/fr/febhel	https://www.facebook.com/share.php?m2w&s=100&plurl=https://www.febhel.be/node/65	https://twitter.com/intent/tweet?original_referer=https://www.febhel.be/node/65	https://www.linkedin.com/shareArticle?mini=true&url=https://www.febhel.be/node/65	https://plus.google.com/share?url=https://www.febhel.be/node/65
Belgium	Walloon Center for Agricultural Research	http://www.cra.wallonie.be/fr				
Brazil	Ecobrasilia	https://www.ecobrasilia.com.br/tag/bioenergia/	https://www.facebook.com/ecobrasilia1/			
Brazil	Embrapa Agroenergy	https://www.embrapa.br/en/agroenergia	https://www.embrapa.br/facebook-embrapa	https://www.embrapa.br/twitter		https://www.embrapa.br/youtube/ https://www.embrapa.br/flickr
Canada	Bioenergy	http://www.bioenergy.com.br/en/				
Canada	Advanced Biofuels Canada	https://advancedbiofuels.ca/				
Canada	Biofuelnet	http://biofuelnet.ca/	https://www.facebook.com/papes/BioFuelNet-Canada/115427635276713	https://twitter.com/BioFuelNet	http://www.linkedin.com/company/biofuelnet-canada	http://www.youtube.com/user/biofuelnetcanada
Canada	Biomass Innovation Centre	http://www.biomassinnovation.ca/index.html				
Canada	Canadian Biogas Association	https://www.biogasassociation.ca/				

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Canada	Canadian Biomass Association	https://www.canadianbiomassmagazine.ca/				
Canada	Canada Clean Fuels	https://www.canadacleanfuels.com/index.php?option=com_content&view=article&id=50&Itemid=196	http://www.facebook.com/CanadaCleanFuelsInc	http://twitter.com/#1/CleanFueling		
Canada	Natural Resources Canada	https://www.nrcan.gc.ca/energy/renewable-electricity/bioenergy-systems/7311				
Canada	Renewable Industries Canada	http://ricanada.org/				
Canada	Wood Pellet Association of Canada	https://www.pellet.org/				
Croatia	Croatian	http://www.drvo-namiestaj.hr/tag/crobiom/				
Denmark	Danish Bioenergy Association	http://www.bioenergi.di.dk/				
Europe	Bioenergy Europe (formerly AEBIOM)	https://bioenergyeurope.org/				
Europe	Bioennw	https://bioenergy-nw.eu/		http://twitter.com/BioenergyEurope	http://www.linkedin.com/groups/Bioennw-Bioenergy-Solutions-NW-Europe-4257074	
Europe	BIOSURF – BIOMethane as Sustainable and Renewable Fuel	http://www.biosurf.eu/en_GB/				
Europe	European Agroforestry Federation	http://www.eurafagroforestry.eu/welcome				
Europe	Europabio	https://www.europabio.org/	https://www.facebook.com/Europabio-74765722914/	https://twitter.com/eurpabio	https://www.linkedin.com/company/europabio	
Europe	European Biodiesel Board	http://www.ebb-eu.org/				
Europe	European Bioenergy Research Institute	http://bioenergy-for-business.org/		https://twitter.com/ebri_uk?lang=en	http://www.linkedin.com/company/european-bioenergy-research-	

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				institute	
Europe	European Biogas Association	http://european-biogas.eu/	https://www.facebook.com/european.biogas		
Europe	European Biomass Industry Association	http://www.eubia.org/	https://www.facebook.com/European-Biomass-Industry-Association-EUBIA-217219545074315/	https://twitter.com/eubia1	https://be.linkedin.com/in/eubia-european-biomass-industry-association-50b3295a
Europe	European Forum for Renewable Energy Sources (EUFORES)	http://www.eufores.org/			
Europe	European Pellet Council	https://epc.bioenergyeurope.org/			
Europe	European Renewable Energy Council	http://www.erec.org/			
Europe	European Renewable Energies Foundation	http://www.eref-europe.org/			
Europe	European Technology and Innovation Platform	http://www.etipbioenergy.eu/abou-ut-etip		http://www.twitter.com/ETIP_Bioenergy	http://www.linkedin.com/company/etipbioenergy
Finland	EKOenergy	https://www.ekoenergy.org/	http://www.facebook.com/EKOenergyInternational	https://twitter.com/ekoenergy_	http://www.linkedin.com/company/ekoenergy---ekoenergia
Germany	German BioEnergy Association (BBE)	https://www.bioenergie.de/			
Ireland	German Bioethanol Industry Association	http://www.bdbbe.de/			
Ireland	Irish Bioenergy Association (IRBEA)	http://www.irbea.org/	https://twitter.com/iris_hbioenergy		
Ireland	Department of Communications, Climate Action, and Environment	https://www.dcaae.gov.ie/en/energy/topics/Renewable-Energy/bio-energy/Pages/Bio-Energy.aspx		https://twitter.com/Dept_CCAE	
Ireland	Department of Agriculture, Food, and Sustainability	https://www.agriculture.gov.ie/ruralenvironmentandsustainability/climatechange/bioenergy/			

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Ireland	Irish Biofuels	https://www.irishbiofuels.ie/				
Ireland	Sustainable Energy Authority of Ireland (SEAI)	https://www.seai.ie/sustainable-solutions/renewable-energy/bioenergy/				
Italy	Associazione Italiana Energie Agroforestali	http://www.aienergia.it/	https://www.facebook.com/AIEIagroenergia/		https://www.linkedin.com/company/11212148	
Italy	ENEA	http://www.enea.it/en/acl_users/credentials_cookie_auth/require_login?came_from=http%3A//www.enea.it/en/home		https://twitter.com/eneaofficial		https://www.youtube.com/user/ENEANEWS
Italy	Italian Producer of Renewable Energy Federation (FIPER)	http://www.fiper.it/en.html				
Japan	Agency for Natural Resources and Energy	http://www.enecho.meti.go.jp/en/				
Korea	Korea Energy Agency	http://www.energy.or.kr/renew_e				
Netherlands	Bio Energy Netherlands	https://bioenergynetherlands.nl/en/				
Netherlands	Ministry for Economic Affairs and Climate Policy	https://www.government.nl/ministries/ministry-of-economic-affairs-and-climate-policy				
Netherlands	Energy research Centre of the Netherlands (ECN)	https://www.ecn.nl/		https://twitter.com/ECN	https://www.linkedin.com/company/ecn	
Netherlands	Netherlands Energy Research Alliance (NERA)	https://www.nera.nl/				https://www.youtube.com/channel/UC5JK9g2I_xbig1M0gEKvUnQ
Netherlands	BioEnergy Netherlands	https://bioenergynetherlands.nl/				
New Zealand	Bioenergy Association of New Zealand	https://www.bioenergy.org.nz/				
New Zealand	New Zealand Biogas	https://www.biogas.org.nz/		https://twitter.com/BioenergyNZ	https://www.linkedin.com/groups?gid=4554869	

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Switzerland	Swiss Federal Office of Energy (SFOE) – Bioenergy Program	http://www.bfe.admin.ch/themen/00519/00636/06886/index.html?lang=en				
Switzerland	Biomasse Suisse	https://www.biomassesuisse.ch/				
Switzerland	Energie Schweiz (Swiss Energy)	https://www.energieschweiz.ch/home.aspx	https://www.facebook.com/pages/EnergieSchweiz/414449981926055	https://www.twitter.com/EnergieSchweiz		https://www.youtube.com/EnergieSchweiz
UK	Holzenergie Schweiz	http://www.holzenergie.ch/home.html				
UK	Anaerobic Digestion and Bioresources Association	http://adbioresources.org/				
UK	Renewable UK	https://www.renewableuk.com/		https://twitter.com/renewableuk		
UK	Renewable Energy Association	https://www.r-e-a.net/				
USA	Advanced Biofuels USA	https://advancedbiofuelsusa.info/				
USA	Algae Biomass Organization	https://algaebiomass.org/	http://www.facebook.com#!/pages/Algal-Biomass-Organization/129900391157?ref=ts/	http://twitter.com/algaeindustry		
USA	American Council on Renewable Energy	https://acore.org/	https://www.facebook.com/AmericanCouncilOnRenewableEnergy/	https://twitter.com/ACORE	https://www.linkedin.com/company/american-council-on-renewable-energy/	
USA	Biomass Power Association	http://www.usabiomass.org/				
USA	Biomass Energy Resource Center	https://www.biomasscenter.org/				
USA	Biomass Thermal Energy Council	https://www.biomassthermal.org/	https://www.facebook.com/BiomassThermal/	https://twitter.com/biomassthermal		

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USA	Coalition for Sustainable Rail	https://csrail.org/	http://www.facebook.com/csrail		https://www.flickr.com/photos/csrail/
USA	International Bioenergy and Bioproducts Conference	http://tappi-ibbc.org/			
USA	National Biodiesel Board	http://biodiesel.org/			
USA	U.S. Renewable Energy Association	https://www.usrea.org/	https://www.facebook.com/usrea/	https://twitter.com/usrea	https://www.youtube.com/channel/UCr_s1S5gpdG3mrVyhYwaa8A https://plus.google.com/102804031471593831268
USA	Renewable Fuels Association	https://ethanolrfa.org/			
USA	Union of Concerned Scientists	https://www.ucsusa.org/			
USA	U.S. Department of Energy	https://www.energy.gov/leere/bioenergy			
USA	U.S. Industrial Pellet Association (USIPA)	http://www.theusipa.org/	https://www.facebook.com/USIndustrialPelletAssociation	https://twitter.com/bellets4energy	http://www.tumblr.com/blog/usipa/
International	International Biochar Initiative	https://www.biochar-international.org/			
International	International Renewable Energy Agency	http://www.irena.org/			
International	Renewable Energy and Energy Efficiency Partnership (REEP)	https://www.reeep.org/	http://www.facebook.com/RenewableEnergyAndEnergyEfficiencyPartnership	http://twitter.com/REEP	http://www.linkedin.com/company/renewable-energy-and-energy-efficiency-partnership-reeep-
International	World Bioenergy Association	https://worldbioenergy.org/			
International	World Council for Renewable Energy	https://www.wcre.de/			

Events List

Event	Website	Organization	Date	Notes	Location
Advanced Biofuels Conference	https://www.svebio.se/en/evenemang/advance-d-biofuels-conference/	Swedish Bioenergy Association (SVEBIO)	18–20 September 2018	*Included this year's date to keep in mind for next year	Gothenburg, Sweden
Africa Renewable Energy Forum	https://www.africa-renewable-energy-forum.com/		14–15 November 2018		Marrakech, Morocco
Algae Biomass Summit	https://www.algaebiomasssummit.org/default.aspx	Algae Biomass Organization	14–17 October, 2018	*Included this year's date to keep in mind for next year	Houston, Texas, USA
All-Energy Australia	https://rpg.infosalons.com.au/ALLENENERGY18M/	Clean Energy Council	3–4 October 2018	*Included this year's date to keep in mind for next year	Melbourne, Australia
Anaerobic Digestion and Bioresources Association Conference	http://adbioresources.org/events/adba-national-conference-2018/		11 December 2018		London, England
Asia-Pacific Bioenergy Exhibition and Asia-Pacific Bioenergy Summit	http://www.apbechina.com/index.php?lang=en		15–16 August 2018	*Included this year's date to keep in mind for next year	Guangzhou, China
Australia New Zealand Biochar Conference	https://anzbc.org.au/		14–16 August 2018	*Included this year's date to keep in mind for next year	
Australian Clean Energy Summit	http://www.cleanenergysummit.com.au/		31 July–August 1 2018	*Included this year's date to keep in mind for next year	Sydney, Australia
International Conference on BEEM (Bioresources, Energy, Environment, and Materials Technology)	http://www.beem2018.org/		10 June–13 June 2018	*Included this year's date to keep in mind for	Hongcheon, South Korea

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					next year	
Biofuels and Bioenergy Conference	https://unitedscientificgroup.com/conferences/biofuels-and-bioenergy/	United Scientific Group	29 April – 1 May 2019			San Francisco, California, USA
Biofuels International Conference and Expo	https://biofuels-news.com/conference/biofuels/biofuels_index.php		10–11 October 2018		*Included this year's date to keep in mind for next year	Berlin, Germany
Biomass Trade and BioEnergy Africa	https://www.cmtevents.com/aboutevent.aspx?ev=181026&		2–3 October 2018		*Included this year's date to keep in mind for next year	Johannesburg, South Africa
Biomass Trade Summit Europe	https://www.wplgroup.com/aci/wp-content/uploads/sites/2/2018/07/EETe4-MKT-Agenda.pdf		16–17 January 2019			Rotterdam, The Netherlands
Canadian Bioeconomy Conference	https://bioeconomyconference.com/		6–8 June 2018		*Included this year's date to keep in mind for next year	Prince George, British Columbia, Canada
Ecomondo: The Green Technologies Expo	https://www.ecomondo.com/		6–9 November 2018			Rimini, Italy
Energy from Waste Conference	https://www.etwconference.com/		27–28 February 2019			London, England
European Agroforestry Conference	http://www.eurafagroforestry.eu/action/conferences/III_EURAFConference		28–30 May 2018 (biannual)			Nijmegen, The Netherlands
European Algae Industry Forum			10–11 April 2019			Lisbon, Portugal
European Bioenergy Future	http://www.conference.aebiom.org/	European Bioenergy (formerly AEBIOM)	14 November 2018			Hanover, Germany
European Biogas Association Conference	http://biogasconference.eu/	European Biogas Association	24–26 January 2018		*Included this year's date to keep in mind for next year	Antwerp, Belgium
European Biomass Conference and Exhibition	http://www.eubce.com/		27–30 May 2019			Lisbon, Portugal

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European Biomass to Power Conference	https://www.wplgroup.com/aci/event/europea-n-biomass-to-power/	7-8 November 2018	*Included this year's date to keep in mind for next year	Stockholm, Sweden
European Energy Efficiency Conference (Part of World Sustainable Energy Days)	https://www.wsed.at/en/programme/european-energy-efficiency-conference.html	27 February – 1 March 2019		Wels, Austria
European Pellet Conference (Part of World Sustainable Energy Days)	https://www.wsed.at/en/programme/european-pellet-conference.html	22-28 February 2019		Wels, Austria
European Sustainable Energy Week	https://www.eusew.eu/	17-21 June 2019		Brussels, Belgium
Fuels of the Future Conference	https://www.fuels-of-the-future.com/	21-22 January 2019		Berlin, Germany
Future Energy Africa Conference	https://www.futureenergyafrica.com/	1-3 October 2018	*Included this year's date to keep in mind for next year	Cape Town, South Africa
Future Energy East Africa Conference	http://www.future-energy-eastafrica.com/	12-13 September 2018	*Included this year's date to keep in mind for next year	Nairobi, Kenya
Future of Biogas Europe 2018	https://www.wplgroup.com/aci/event/future-biogas-europe/	7-8 November 2018	* Included this year's date to keep in mind for next year	London, UK
Global Bioeconomy Summit	http://gbs2018.com/home/	19-20 April 2018	*Included this year's date to keep in mind for next year	Berlin, Germany
Global Climate Action Summit (GCAS)	http://lowemissions.solutions/event/esc-gcas	12-14 September 2018	*Included this year's date to keep in mind for next year	San Francisco, California, USA
Global Summit and Expo on Biomass and Bioenergy	https://biomass.global-summit.com/events-list/bioeconomy	4-5 September 2018	*Included this year's date to keep in mind for next year	Zurich, Switzerland

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International Bioenergy and Bioproducts Conference	http://tappi-ibbc.org/		28-31 October 2018	*Included this year's date to keep in mind for next year	Portland, Oregon, USA
International Biogas Conference and Expo	https://www.bioenergy-news.com/conference/biogas/biogas_index.php		10-11 October 2018	*Included this year's date to keep in mind for next year	Berlin, Germany
International Biomass Conference and Expo	http://www.biomassconference.com/ema/DisplayPage.aspx?pagelid=Home		18-20 March 2019		Savannah, Georgia, USA
International Conference on Biofuels and Bioenergy	https://bioenergy.eurosciicon.com/		12-13 November 2018		Athens, Greece
International Congress on Biofuels and Bioeconomy	https://biofuels-bioeconomy.conferenceseries.com/		18-20 October 2018	*Included this year's date to keep in mind for next year	Ottawa, Ontario, Canada
International Conference on Renewable Energy Gas Technology	http://regatec.org/		20-21 May 2019		Malmö, Sweden
International Fuel Ethanol Workshop and Expo	http://www.fuelethanolworkshop.com/ema/DisplayPage.aspx?pagelid=Home		11-13 June 2018		Omaha, Nebraska, USA
International Renewable Energy Forum	https://ict-solutions-hu.com/international-renewable-energy-forum/		6-7 September 2018	*Included this year's date to keep in mind for next year	Vienna, Austria
International Sustainable Energy Conference	https://www.aee-intec-events.org/isec2018/index.php/en/?lang=de		3-5 October 2018	*Included this year's date to keep in mind for next year	Graz, Austria
International Symposium on Energy from Biomass and Waste	https://www.venicesymposium.it/		15-18 October 2018	*Included this year's date to keep in mind for next year	Venice, Italy
Ireland Bioenergy Association National Conference	http://bioenergyfutureireland.com/	Ireland Bioenergy Association	13 February 2019		Croke Park, Ireland
Low-Emissions Solutions Conference (side event of GCAS)	http://lowemissions.solutions/		11 September 2018	*Included this year's date to keep in mind for	San Francisco, California, USA

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					next year	
Power and Electricity World Africa 2019	http://afsea.org/events/power-electricity-world-africa-2019/		26-27 March 2019			Johannesburg, South Africa
POWER-GEN Asia	https://www.powergenasia.com/en/index.html		18-20 September 2018		*Included this year's date to keep in mind for next year	Jakarta, Indonesia
POWER-GEN International	https://www.power-gen.com/event-information/biomass.html?cmid=biomass		4-6 December 2018			Orlando, Florida, USA
Recycling and Waste Management Conference	http://www.rwmexhibition.com/		12-13 September 2018			Birmingham, England
Revolution in Food and Biomass Production (REFAB)	http://refab.info/		1-2 October 2018		*Included this year's date to keep in mind for next year	Cologne, Germany
SEAI Energy Show	https://www.seai.ie/events/seai-energy-show-2018/about-the-seai-energy-show/		18-19 April 2018		*Included this year's date to keep in mind for next year	Dublin, Ireland
U.S. Biogas Conference	https://events.newenergyupdate.com/biogas/		5-6 November 2018			San Diego, California, USA
Waste Expo	https://www.wasteexpo.com/en/home.html		6-9 May 2019			Las Vegas, Nevada, USA
Wood Bioenergy Conference and Expo	http://bioenergyshow.com/		11-12 April 2018 (biannual)		*Included this year's date to keep in mind for next year	Atlanta, Georgia, USA
World Bioenergy Conference	https://www.meetingsint.com/conferences/bioenergy		15-16 April 2019			Tokyo, Japan
World Congress and Expo on Green Energy	https://greenenergy.environmentalconferences.org/		24-25 June 2019			Barcelona, Spain
World Ethanol and Biofuels Conference	https://energy.knect365.com/world-ethanol-biofuels/		6-8 November 2018		*Included this year's date to keep in mind for	Brussels, Belgium

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					next year	
World Sustainable Energy Days	https://www.wsed.at/en/world-sustainable-energy-days.html				27 February – 1 March 2019	Wels, Austria

Periodicals List

Publication	Website	Facebook	Twitter	LinkedIn	Other
AltEnergyMag	https://www.altenergymag.com/	https://www.facebook.com/pages/AltEnergyMagcom/189739407723792	https://twitter.com/AltEnergyMag	http://www.linkedin.com/company/altenergymag-com	https://plus.google.com/u/0/b/101475373732115390733/101475373732115390733/posts
Alternative Energy Africa	https://ae-africa.com/				
BE Sustainable Magazine	http://www.besustainablemagazine.com/	https://www.facebook.com/BE-Sustainable-Magazine-115281095303687/?hc_ref=PAGES_TIMELINE&fref=nf	https://twitter.com/Bsustainablemag		
Biomass and Bioenergy Journal	https://www.journals.elsevier.com/biomass-and-bioenergy	https://www.facebook.com/elsevierenergy	https://twitter.com/intent/follow?source=followbutton&variant=1.0&screen_name=elsevierenergy		
Biodiesel Magazine	http://www.biodieselmagazine.com/	https://www.facebook.com/BiodieselMagazine	https://twitter.com/BiodieselMag/	https://www.linkedin.com/company/biodiesel-magazine?trk=other_brands_logo	https://www.google.com/+Biodieselmagazine https://www.youtube.com/channel/UC2idGQ94CuAycm1MF8Wf_g
Bioenergy Insight	https://www.bioenergy-news.com/		https://twitter.com/BioenergyInfo	https://www.linkedin.com/groups/3239875/profile	
Bioenergy International	https://bioenergyinternational.com/				
Biofuels Digest	http://www.biofuelsdigest.com				

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Biofuels International Magazine	https://www.bioenergy-news.com/ http://www.biofuelsjournal.com/		https://twitter.com/biofuelsmag?lang=en http://twitter.com/biofuelsjournal			
Biofuels Journal	http://www.biofuelsjournal.com/					
Biomass Magazine	http://biomassmagazine.com/	http://www.facebook.com/BiomassMag	http://twitter.com/#/biomassmagazine	https://www.linkedin.com/company/biomass-magazine?trk=tyah&trkinfo=idx%3A1-1-1%2CtarId%3A14256564418Z1%2Ctas%3Abiomass+mag	https://www.youtube.com/channel/UC7s2PygHbpOLh0WOfBU3dmw https://www.google.com/+Biomassmagazine	
Canadian Biomass Magazine	https://www.canadianbiomassmagazine.ca/	https://www.facebook.com/CanadianBiomass/	https://twitter.com/canadianbiomass?lang=en			
Clean Energy Wire (Germany)	https://www.cleanenergywire.org/					
Climate Policy Journal	https://www.tandfonline.com/loi/tpcpo20					
Ecogeneration (Australia)	http://www.ecogeneration.com.au/magazine/	https://www.facebook.com/EcoGenMag	https://twitter.com/EcoGenMag			
Energy Journal	https://www.journals.elsevier.com/energy	https://cdn.elsevier.io/Verona/includes/svg/icon-social-facebook.svg	https://twitter.com/elsevierenergy			
Ethanol Producer Magazine	http://www.ethanolproducer.com/					
Fuels Fix	http://www.fuelsfix.com/		https://twitter.com/fuelsfix			https://www.instagram.com/fuelsfix/
Global Change Biology (GBC) Bioenergy	https://onlinelibrary.wiley.com/journal/17571707	https://www.facebook.com/GCB-Bioenergy-143476592384144/	https://twitter.com/GCB_Bioenergy			

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Global Energy News	https://www.globalenergy-magazine.com/	https://www.facebook.com/GlobalEnergyNews/	https://twitter.com/GlobalEnergyNews	https://www.linkedin.com/company/global-energy-news?trk=biz-companies-cym	
North American Clean Energy	http://www.nacleanenergy.com/				
Recycling and Waste World Magazine (UK)	http://www.recyclingwasteworld.co.uk/		https://twitter.com/RWWMagazine	http://www.linkedin.com/groups/Recycling-Waste-World-6532207?trk=my_groups-b-grp-v	
Renewable Energy Magazine	https://www.renewableenergymagazine.com/biomass				
Renewable Energy World Magazine	https://www.renewableenergymagazine.com/magazine/renewable-energy-world.html				
Renewables in Africa	https://www.renewablesinfrica.com/	https://www.facebook.com/RenewablesInAfrica/	https://twitter.com/RenewablesAfrica	https://www.linkedin.com/in/tony-tiyoun/07a94a5/?pope=1	
The Scientist Magazine	https://www.the-scientist.com/tag/biofuels				
Waste and Biomass Valorization	https://link.springer.com/journal/12649				
Wood Bioenergy Magazine	http://www.woodbioenergy-magazine.com/		https://twitter.com/woodbiomag?lang=en		