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**What customers want.
And why you would want to
know.**

World Sustainable Energy Days, Pellets Conference 2018

Once upon a time there were big hopes...

Switching to a biomass boiler: 'It's sustainable and my exercise'

Tony and Rhoda Graham have switched their Windermere home from oil heating and are ready for the renewable heat incentive



Then biomass fueled the public debate

YaleEnvironment360

Published at the Yale School of Forestry & Environmental Studies

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Carbon Loophole: Why Is Wood Burning Counted as Green Energy?

BY FRED PEARCE • DECEMBER 19, 2017



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RALF BORCHARD
ehem. Studioleiter Hörfunk (bis
31.08.2017)



29.01.2017

Herbert Gruenwald

Abholzung Holzschlag

Ralf Borchard Rumänien

Schweighofer Urwald

Wenn Holz zu Gold wird

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The
Guardian

ge Wildlife **Energy** Pollution

The biomass industry should come clean about its environmental impact

Burning wood from whole trees - the main source of UK biomass - results in higher greenhouse gas emissions than coal



How did it get so bad?



Resonance in a digital world

- **Accessibility of information and decentralisation give direct influence**
- **Radically changing the relationship between citizens and companies / authorities**
- **Resulting in a rapid decline of trust in and legitimacy of institutional processes**
- **Relevance is king**
- **Answers to critical questions prime self-praise**

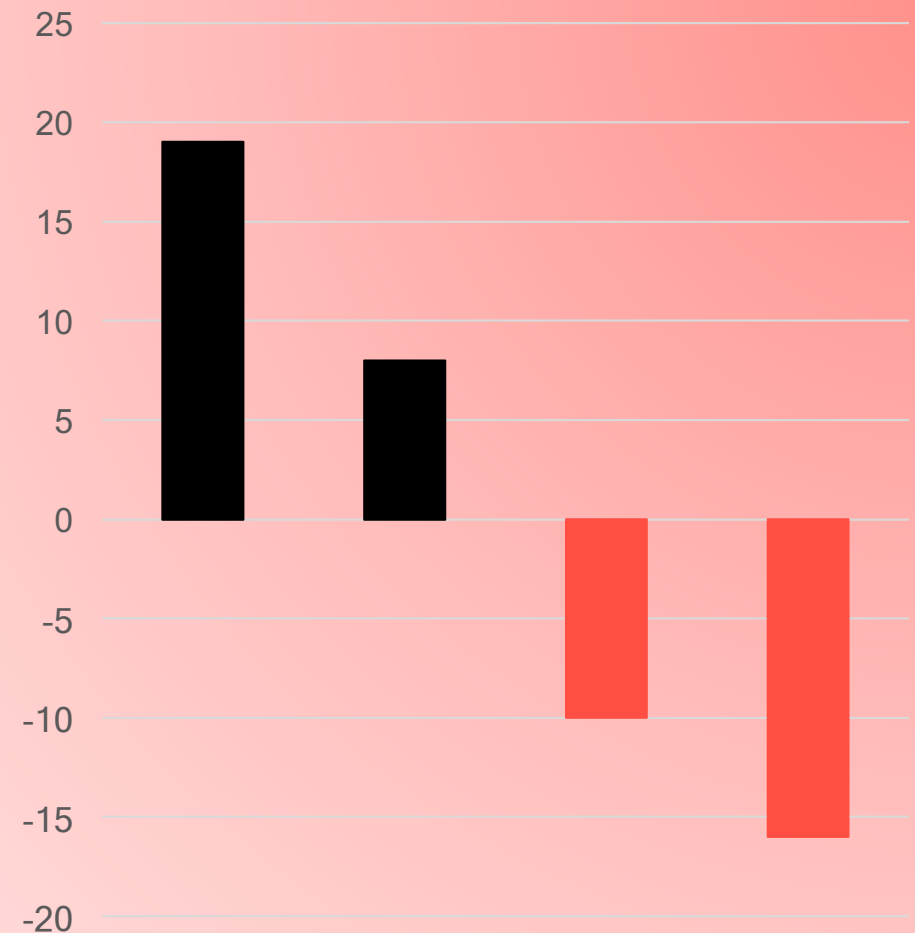
Closing the gap in the energy transition

- **75 % see the energy transition as a common task to which everyone in society can contribute.**
- **86 % across all income groups welcome the fact, that citizens can participate in the energy transition by becoming energy producers (DE, IASS Potsdam 2017)**

- **The new energy actors and sectors need to be much more people-centric than utilities traditionally were**
- **Dialogue, participation and co-ownership are becoming ever more important to build relationships and gain legitimacy**
- **Customers are your community!**

Finding out what's more to it: Community Scouting

- Stakeholder driven scenario-analysis
- No biases
- Representative across age, gender, income, education
- Developed by Communication Works and Stockholm School of Economics



General findings

- **Biomass acceptance is still high, but much lower than solar and wind**
- **Efficiency first: biomass boilers score lower in acceptance than combined heat and power plants**
- **Sourcing bears large reputational risks and so do the particle and CO2 emissions**
- **Openness, action towards improvements and a professional (journalistic) approach to communications help**
- **Window-dressing undermines credibility**
- **Involving your strongest opponents may seem odd, but greatly improves credibility**

District energy findings

- **Environmental and social aspects as well as community impact score high**
- **The lack of choice of supplier in District Heating is a big reputational risk. However, it can be mitigated by providing possibilities of participation in decision-making on different business aspects;**
- **New commercial proposals, i.e. additional services for energy saving or electric cars, have a positive impact on the image of District Heating;**

4 take-aways how to „make pellets cool again“

- **Forget about window-dressing and address the concerns.**
- **Accept that perception is reality.**
- **Work with citizens. They rule – not only locally.**
- **Manage your supply chain – as a sector and individually – in a transparent and inclusive way.**

Public Relations – European Affairs – Digital Channels – Community Scouting

“Great music is the result of concentrated listening. Harmony can only exist by listening, each party opening its ears to the other’s narrative or point of view.” - Daniel Barenboim

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