

# 5<sup>th</sup> CEWEP Congress on Waste-to-Energy 2010

30 June to 2 July, in Antwerp



**Waste-to-Energy is g r (e) a t (e)**

**▶ How to communicate this?**

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# Waste-to-Energy is Grate!

Let's save the planet!

FLEXIBLE THINKING, COMMUNICATIONS EXCELLENCE



# AGENDA

- A bit of background
- ‘Today it should all be about energy?’
- Principles of effective communications
  - Not tactics but mainly strategy
- Effective communications for Energy from Waste
- An ideal future – in communications terms
- Conclusions



# WHO WE ARE

- Established in 1996
- An award-winning public relations consultancy
- Based in Oxfordshire, but working throughout the UK and Europe
- Offering a full range of marketing communications services, with specialist experience in environmental PR
- Considerable waste management and energy experience working for contractors, local authorities, central government, WRAP and waste trade bodies
- Planning support, strategic issues management, crisis management and effective community engagement
- Worked on more than 30 thermal energy projects, currently working on several waste projects, 12 wind farms, 1.2GW gas fired power station and a 300MW biomass plant



# TODAY, IT SHOULD ALL BE ABOUT ENERGY?

- Not quite



# ENERGY FROM WASTE, NOT WASTE TO ENERGY

- Awareness of energy issues and climate change is increasing
- Focusing on the positive outcomes of process is good but it depends on who and when
- Is the benefit to energy generation and climate implications a general panacea for EfW communications?
- Well, no actually, but it does help – it is a significant opportunity
- If we were just starting, it may have been, but we are not!
- For some very cynical audiences it can get in the way

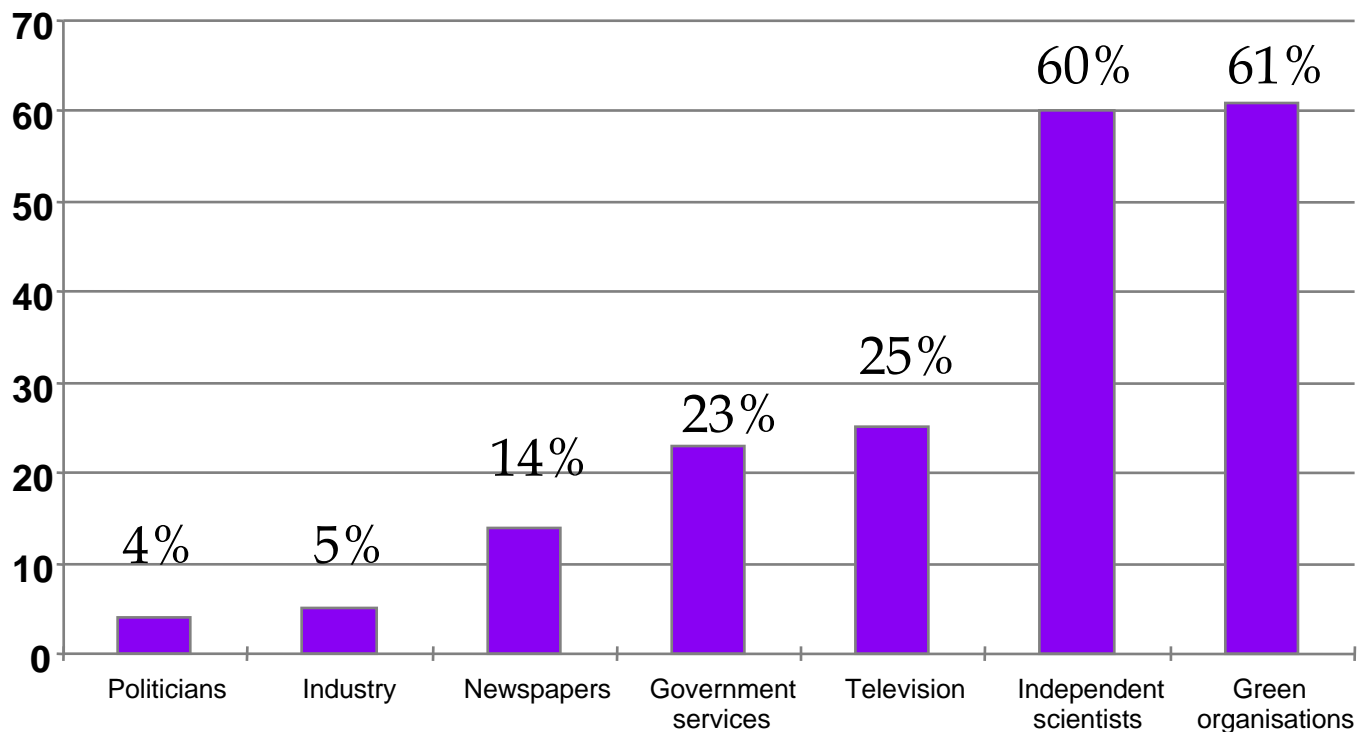


# THE PROBLEM IS ALMOST ALWAYS A LACK OF CONTEXT

- Some of these issues are dependent upon the maturity of the waste industry and its historical context
- But more often it's all about who is doing the communications
- Plant operators often focused on gaining planning permission, dealing with stakeholder enquiries, and specifically their part of the waste chain
- Local authorities or collection authorities are interested in community engagement to deliver wastes in appropriate formats
- Central Governments are often too broad in their communications
- This lack of co-ordination is one of the main problems with a lack of context
- So why is this important...



# WHO WOULD YOU TRUST ON THE ENVIRONMENT?



Source: Defra





# CURRENTLY INCINERATION IS A PROBLEM NOT A SOLUTION

- Lack of context simply exposes your vested interest, you're only interested in one bit, the bit that makes you money – your vested interest
- This leads to a lack of trust
- The golden rule of consumer marketing.....



# PRINCIPLES OF EFFECTIVE COMMUNICATIONS

Strategic context



# SELLING 'ANYTHING' TO CONSUMERS

WHAT'S THE PROBLEM/PRODUCT



GENERATE DESIRE FOR SOLUTION/PRODUCT



SATISFY DESIRE

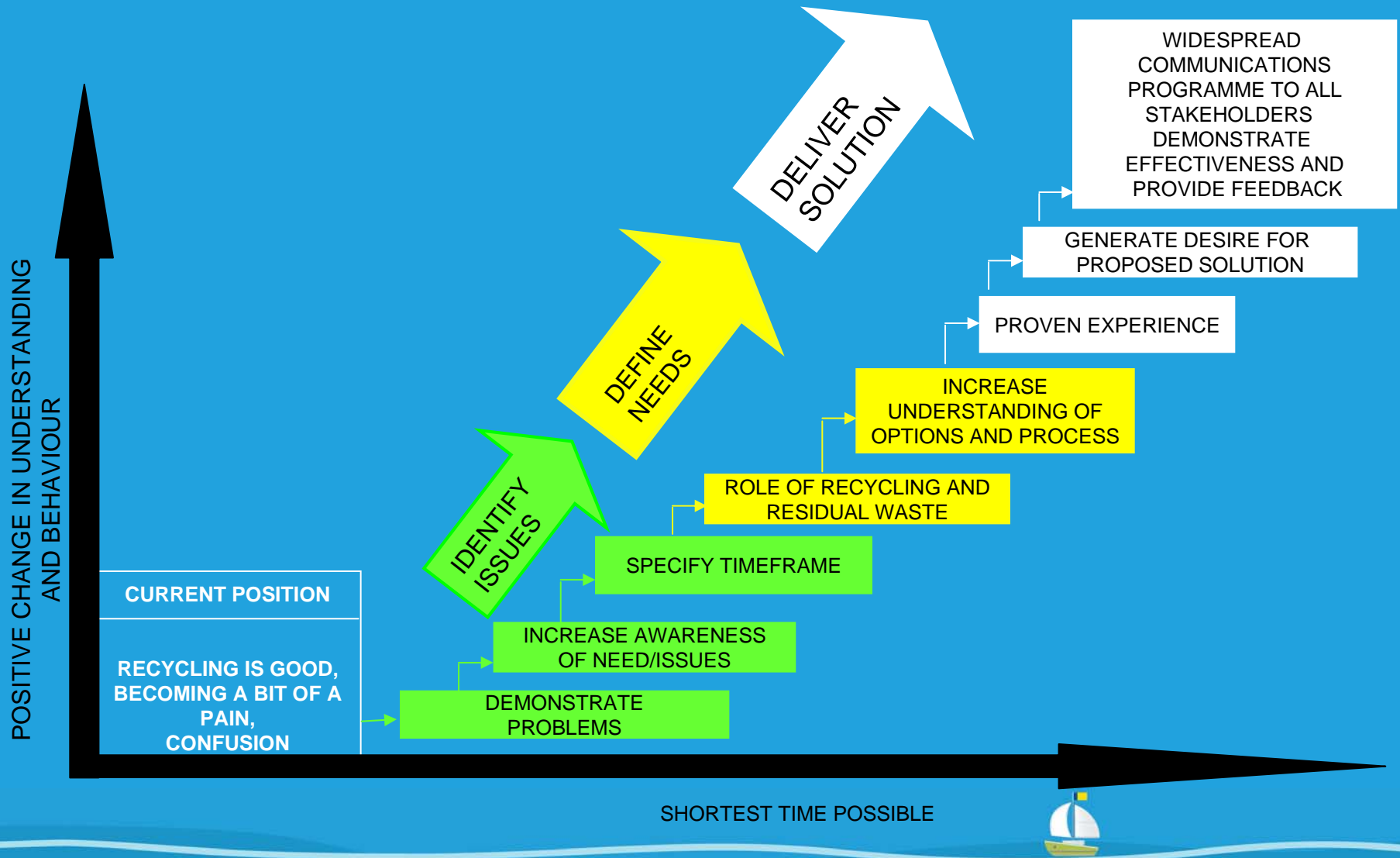
IDENTIFY  
ISSUES

DEFINE  
NEEDS

DELIVER  
SOLUTION



# SELLING 'ANYTHING' TO CONSUMERS



# IMPLICATIONS

- Effective communications must demonstrate that the waste is the problem and EfW is the opportunity
- Our communications can start with energy needs but only when the context of EfW is generally established and understood otherwise it will be seen as a ‘smokescreen’ on what you are really up to which is good old fashioned waste incineration and genuine benefits will be lost on consumers
- The environmental benefit of EfW plants must include landfill emissions avoidance or it will be positioned as a highly ineffective way of generating power



# THE PUBLIC AND WASTE MANAGEMENT

## NIMBYS AND ECO-WARRIORS



# MODERN ANTI-INCINERATION TACTICS

- Traditional tactics continue
- Use of planning system and internet



# INTERNET EXPERTS

- Networking



[www.ukwin.org.uk](http://www.ukwin.org.uk)





# MORE INTERNET EXPERTS

## Protesters hand over 'harmful' information



ANDY GUTHERSON: Major issue.

Page 3  
2003/01

By Sarah Stack

**STALLINGBOROUGH** incinerator protesters have presented planning officials with technical information they believe should put a stop to the proposed development.

Members of the recently formed PAIN group - People Against Incinerator - and residents from throughout North East Lincolnshire have uncovered a mass of information which they claim shows how harmful the development could be.

Coun Mike Clarke said documents had been gathered from the Internet, environmental groups and similar lobby groups from other regions, and included information on whether there was such a thing as a safe threshold for emissions, the links between dioxins and cancer, threats of other emissions and the risks posed to babies and young children who would be more susceptible.

Coun Clarke, of Healding Parish Council, feels a lot of people in the area do still not understand what could happen if the incinerator is built.

He said: "We are presenting our technical information to the council but who do people believe - a company that is



**DOCUMENT HAND-OVER:** The group of objectors arrive at the North East Lincolnshire Council offices at Cleethorpes to hand in technical information gathered by PAIN together with over 250 letters of objection from Stallingborough residents.

going to make a large profit out of burning our waste stating that dioxin as a human carcinogen was not justified, or the World Health Organisation which states as fact dioxins are a recognised carcinogen?"

A list of their findings has been left for every member of North East Lincolnshire Council. MPs Austin Mitchell (Grimsby) and Shona McIsaac (Cleethorpes and Immingham) at the civic offices in Cleethorpes.

Coun Trevor Crofts, vice chairman of Stallingborough Parish Council, also handed over more than 250 hand-written letters from concerned residents in the village.

Protesters were also unhappy no member of the planning department was on hand to receive their letters.

Coun Clarke added: "They should be treating this matter with the utmost importance and it concerns me that nobody can make the effort to come

down and meet us."

Andy Gutherson, deputy director of development control at NELC wants to assure local residents the department accepts it is a major issue.

He said: "We invited people to give us their comments, views and opinions and the information we are given will be reported back to members of the planning committee and all the information which has been received will be read and considered fully.

"At the time I was told PAIN were here I was on the telephone and when I got to the counter they had gone outside."

■ Petitions against the incinerator must be handed in to GMB Grimsby no later than Monday, March 26, and PAIN will hold its next public meeting on Tuesday, March 27, at 7.30pm in Stallingborough's Green Man public house.

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# GET MARCHING

## STALLINGBOROUGH INCINERATOR PROTEST

# Campaigners gear up to raise their fears



**CAMPAIGNERS** against the Stallingborough incinerator are gearing up for a massive protest on Thursday.

This will take place on the proposed site of the facility in South Marsh Road at 3.30pm, and in the evening the plan is for the campaigners to attend a full council meeting at Grimsby Town Hall at 7pm.

Shadow minister for the environment, transport and the regions, Damian Green, will be attending the protest when it is expected people will dress in white suits to represent the chemical protection they believe they will need if the incinerator is put into place.

The planning committee gave the go-ahead to the £20-million waste incinerator last month despite fears among residents for their safety.

Coun Melanie Dickerson (Cons, Wold Parishes), is among those urging people to turn up at the council meeting.

"I just feel people should hear the debate on Thursday," she said. "Because it will affect more people, it has got to be a bigger subject than the stadium ever was."

"Members of the public have got to see the process happening. The football stadium never killed anybody but we've got a

By Olinka Kooster  
Local Government Reporter

down the road and saying oh dear."

Healing parish councillor Michael Clarke said he hoped the issue would be forced back to full council.

But chief executive of North East Lincolnshire Council, Jim Leivers, said the planning committee had already made the decision under full, delegated powers and it could not be reconsidered by the full council.

However any member of the council will be entitled to ask questions about it on Thursday evening.

Asked about claims that dioxins from the incinerator could cause cancer, and that the fallout would be dispersed over a 46-mile radius taking in the whole of the Grimsby area, Mr Leivers said: "I have not seen any of the allegations that people who live near the incinerator are going to get cancer."

"I would like to see their evidence."

Commenting on the expected public presence at the council meeting on Thursday, he added: "We would always wish to try to accommodate the public."

Mr Leivers said the council had been involved in a process of consultation with all the parish councils but they were



MAKING POINT: Young protester Francesca Clark (three) joins the demonstration against the incinerator in Stallingborough.

## Protesters dress up to



# CELEBRITY ENDORSEMENT

ELLA CALLS FOR ROYAL ASSISTANCE TO STOP INCINERATOR



**YOU'VE GOT ROYAL MAIL:** Healing Primary School pupil Ella Housham (five), with her letter from Prince Charles (above), concerning the incinerator.

**BELOW:** Ella's mum, Hannah Housham, who is part of the protest group Pain (People Against the Incinerator).



## Dear Prince Charles – please help us...

**PRINCE Charles** has entered the Stallingborough incinerator debate – at the invitation of a five-year-old girl.

Healing Primary School's Ella Housham, whose mother Hannah is part of the protest group Pain (People Against the Incinerator), felt so strongly about the proposals she wrote for royal assistance.

And she has received a reply from the Prince, with a promise to inform North East Lincolnshire Council of her efforts, as the full council prepares to meet and consider plans for the integrated waste management facility tonight.

Ella wrote on behalf of both herself and her sister Lyzla (two), asking him for help to stop the scheme going ahead.

She said: "I wrote a letter to Prince Charles because mummy thought we should recycle things and she didn't want us to get poorly."

**By Olinka Koster**

Mrs Housham said the family recycled its waste and Ella helped with this.

"We had written to the council numerous times and to numerous members of the council and I just felt that if we could get people from outside, whether it be politicians or royals, involved it might help," said Mrs Housham, who believes the presence of an incinerator will hinder progress on recycling.

She added: "I was quite surprised when the girls received a reply because I didn't think they would have time."

The letter, from the Prince of Wales' office, said he recognised the strength of their family's feelings about the issue, but apologised because he was unable to become involved personally as it was a matter for the locally elected authority.

It added: "I shall inform your planning office that you have taken the trouble to contact The Prince of Wales on this matter."

Ella's headteacher, John Hanson, was impressed with the youngster's efforts.

"I am delighted she showed the initiative to write to Prince Charles," he said.

Nowlines, the Grimsby-based company behind the incinerator plans, has consistently said there is no evidence to show dioxins cause serious health effects. As well as operating the incinerator, the company intends, in partnership with NLEC and local people, to increase the area's recycling rate massively from around nine per cent to around 24 per cent.

The full council meeting takes place at Grimsby Auditorium at 7pm tonight.

■ Also see Viewpoint on Page 12.

Slide Action - 4471111310@north.co.uk



# MORE MEDIA FRIENDLY

INCINERATOR PROTESTERS WELCOME COUNCIL MEETING INVITATION



MORE THAN THEY HOPED FOR: incinerator demonstrators gather outside the Town Hall, in Grimsby, before the planning committee meeting.

## Pressure groups get chance for last say

By Sarah Thompson

**GREENPEACE and Friends of the Earth are being invited to get their views on the proposed incinerator at Stallingborough.**

About 100 protesters, who had gathered in Grimsby Town Hall, on Wednesday, were invited to contribute to a public consultation exercise on the proposed incinerator at Stallingborough. The exercise will be held on Thursday and Friday, 10 and 11 June, at the town hall.

The exercise will be held at the town hall, 10 and 11 June, from 10am to 4pm. It will be held in the town hall, 10 and 11 June, from 10am to 4pm.

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KEEPING A POINT: Demonstrator Andy, of Grimsby, pictured before the meeting.

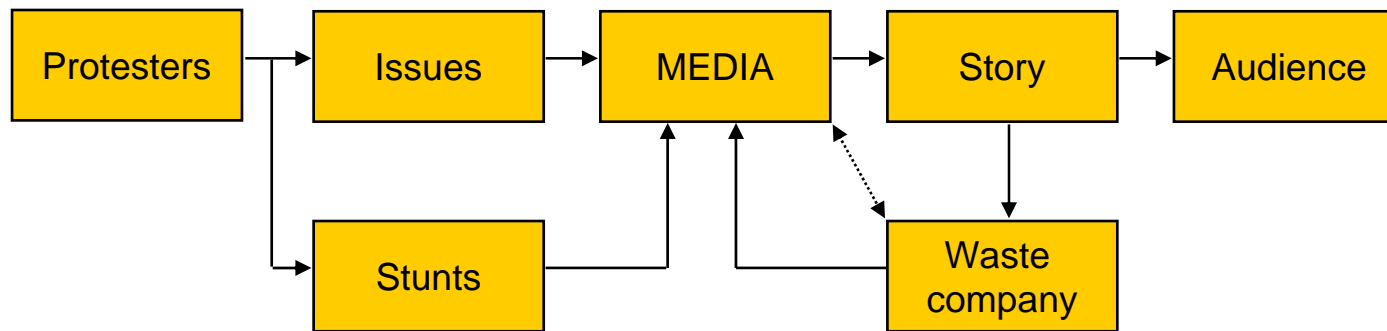




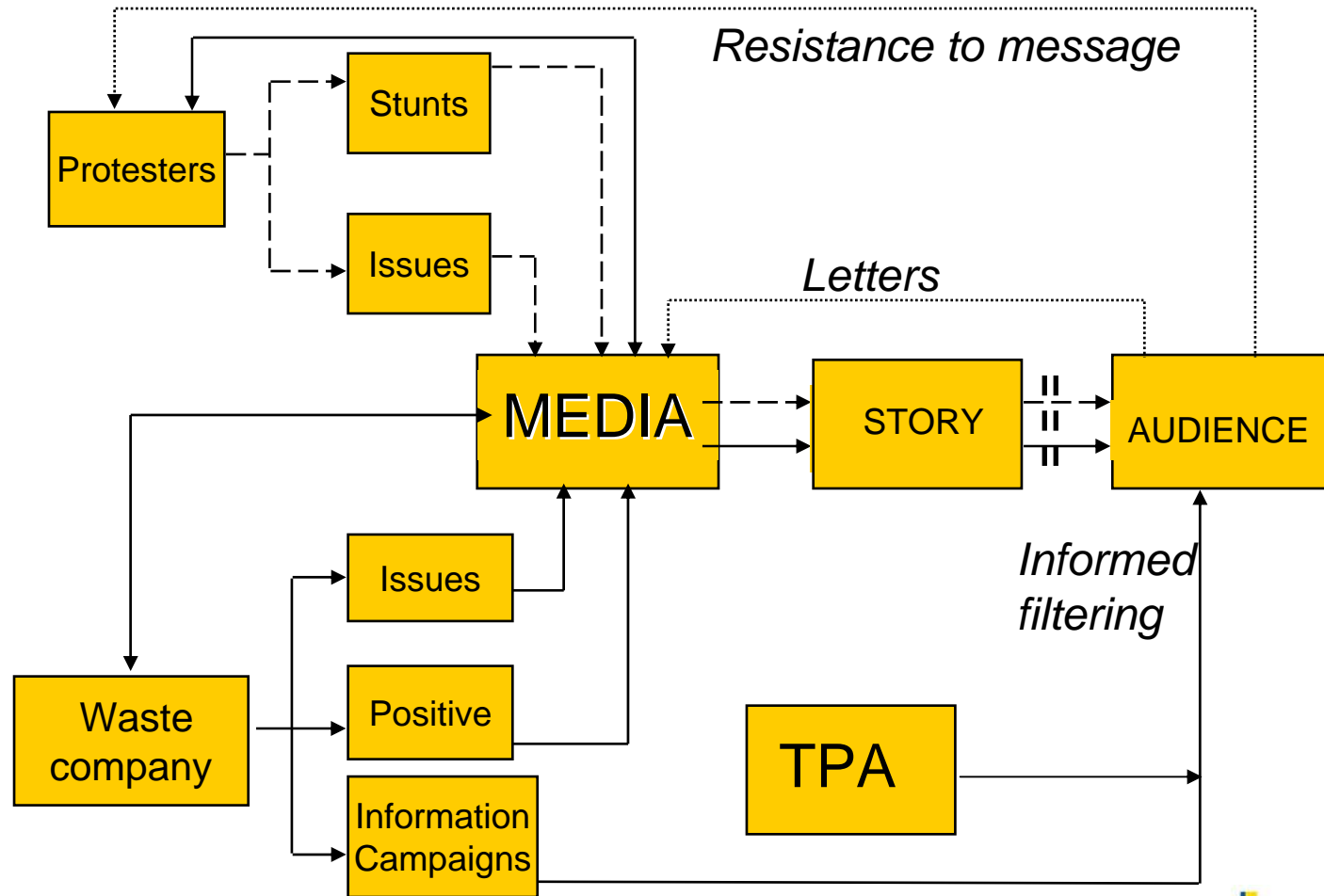
# Lets all play dead!



# TRADITIONAL COMMUNICATIONS



# PROACTIVE COMMUNICATIONS



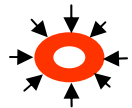
# INDIRECT COMMUNICATIONS ROUTES

- Third party endorsement is one of the most effective communications routes due to positive support without clear vested interest
- Target opinion formers
- Target all relevant communications nodes.....

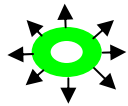




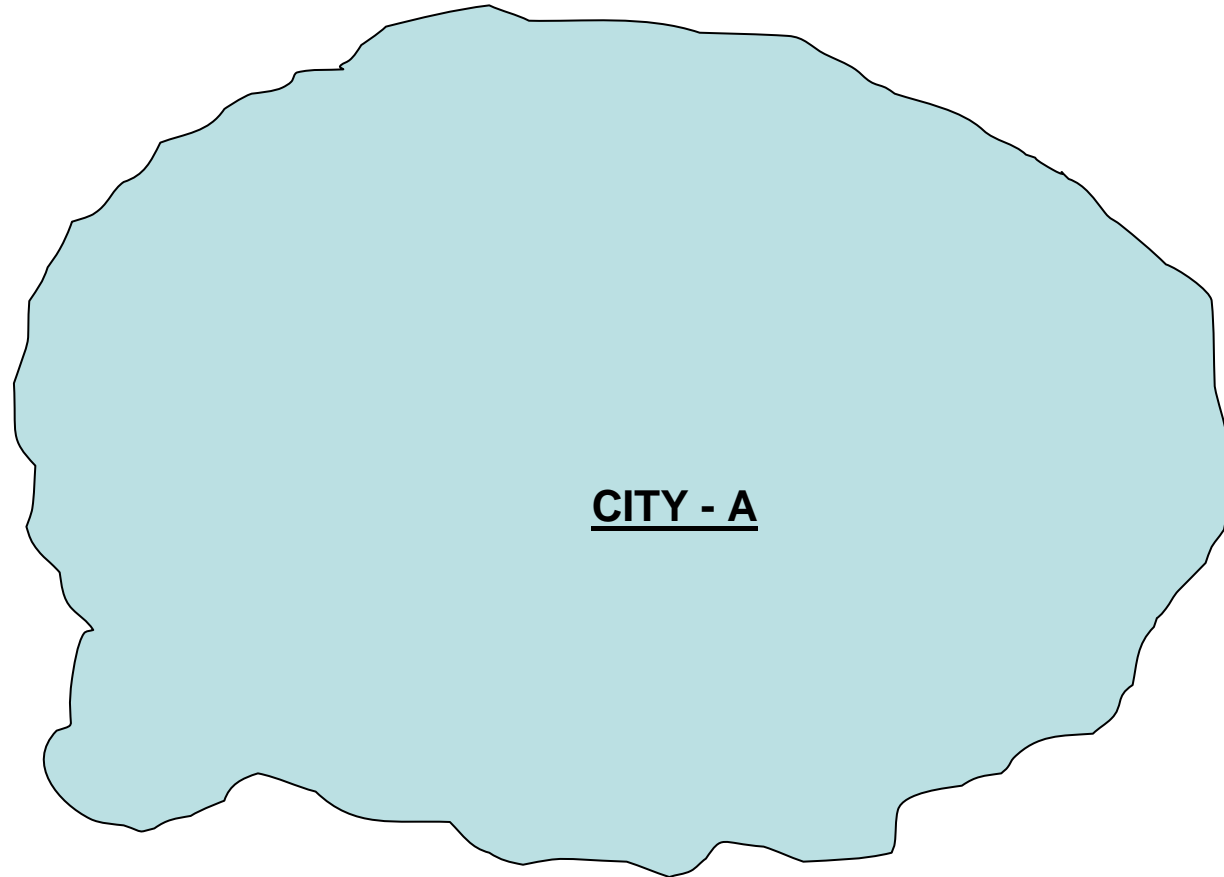
# COMMUNICATIONS NODES AND OPINION FORMERS



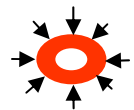
Nodes



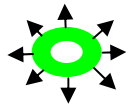
Opinion formers



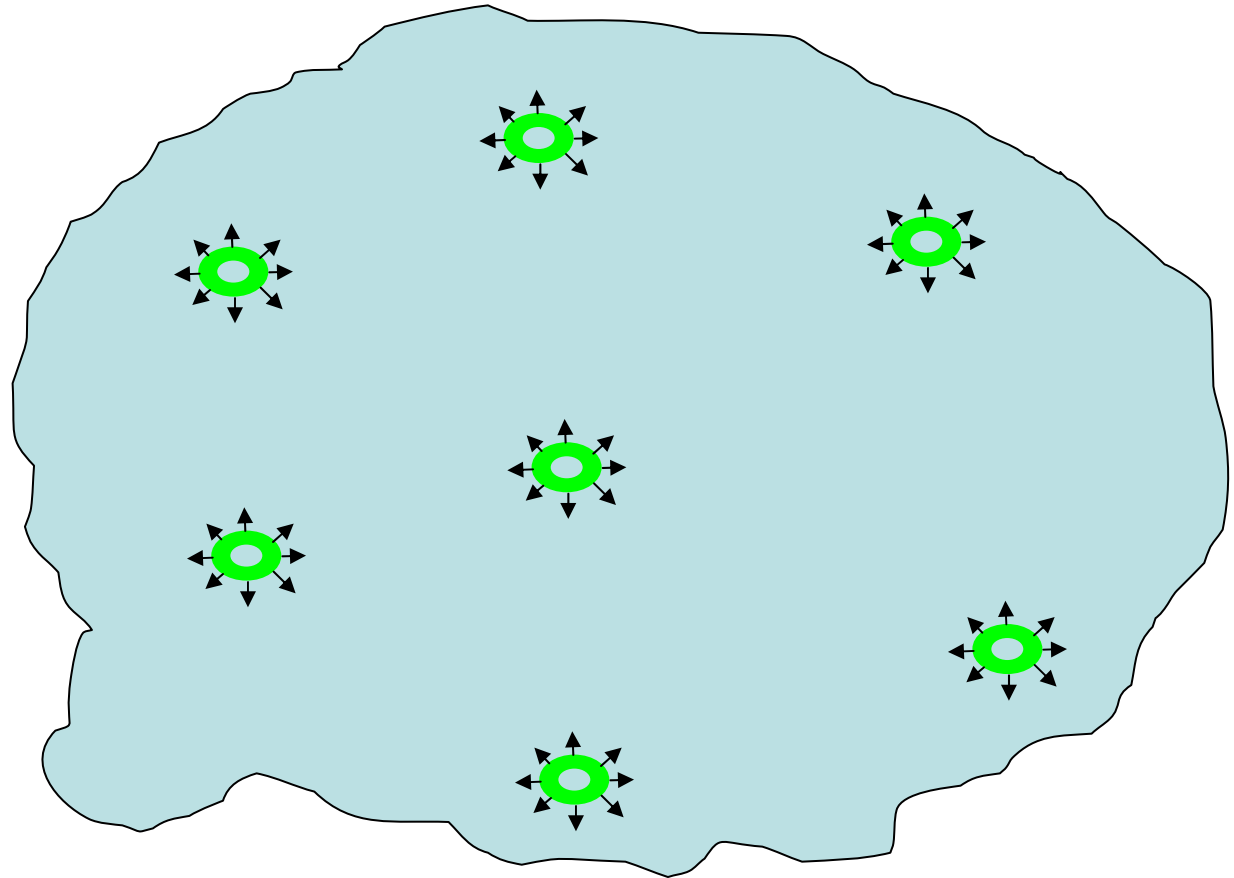
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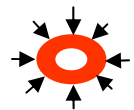
Nodes



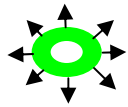
Opinion  
formers



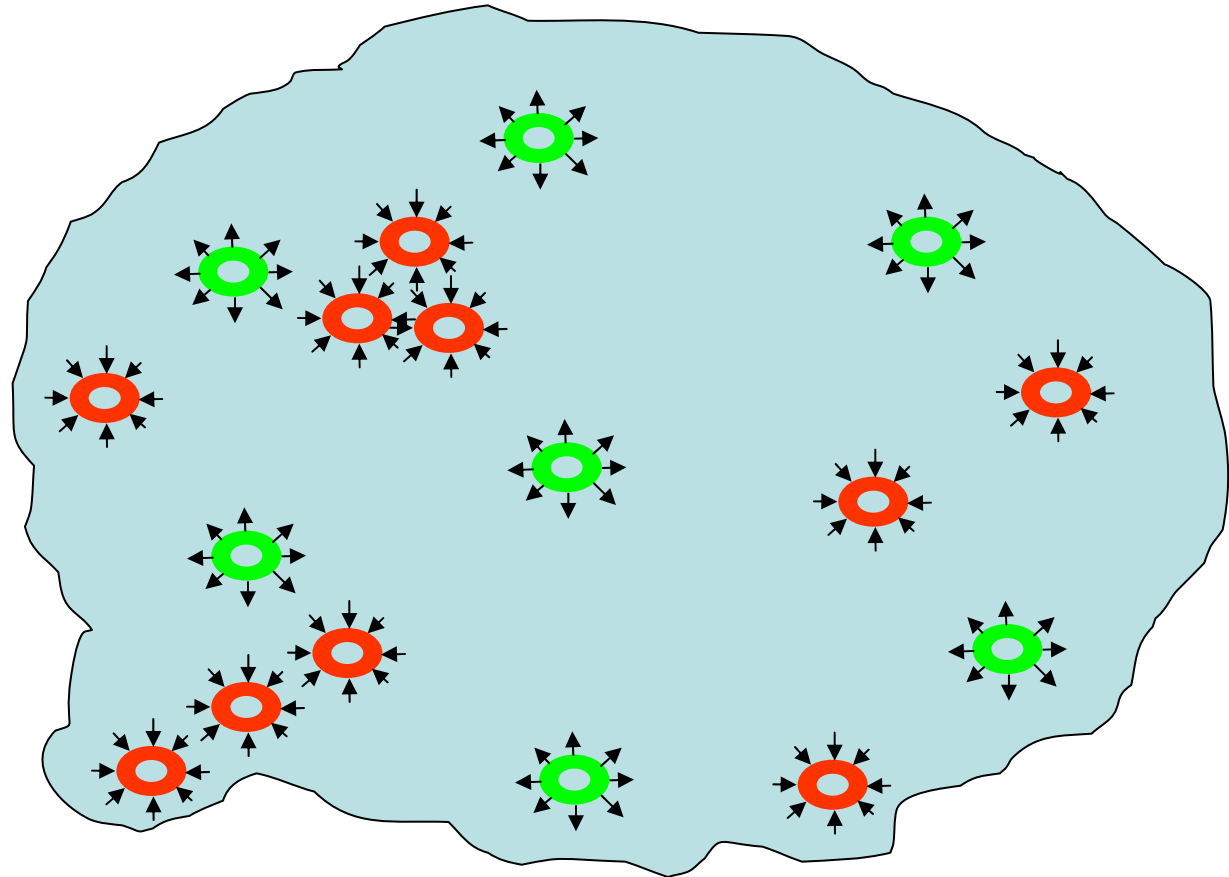
# COMMUNICATIONS NODES AND OPINION FORMERS



Nodes



Opinion formers

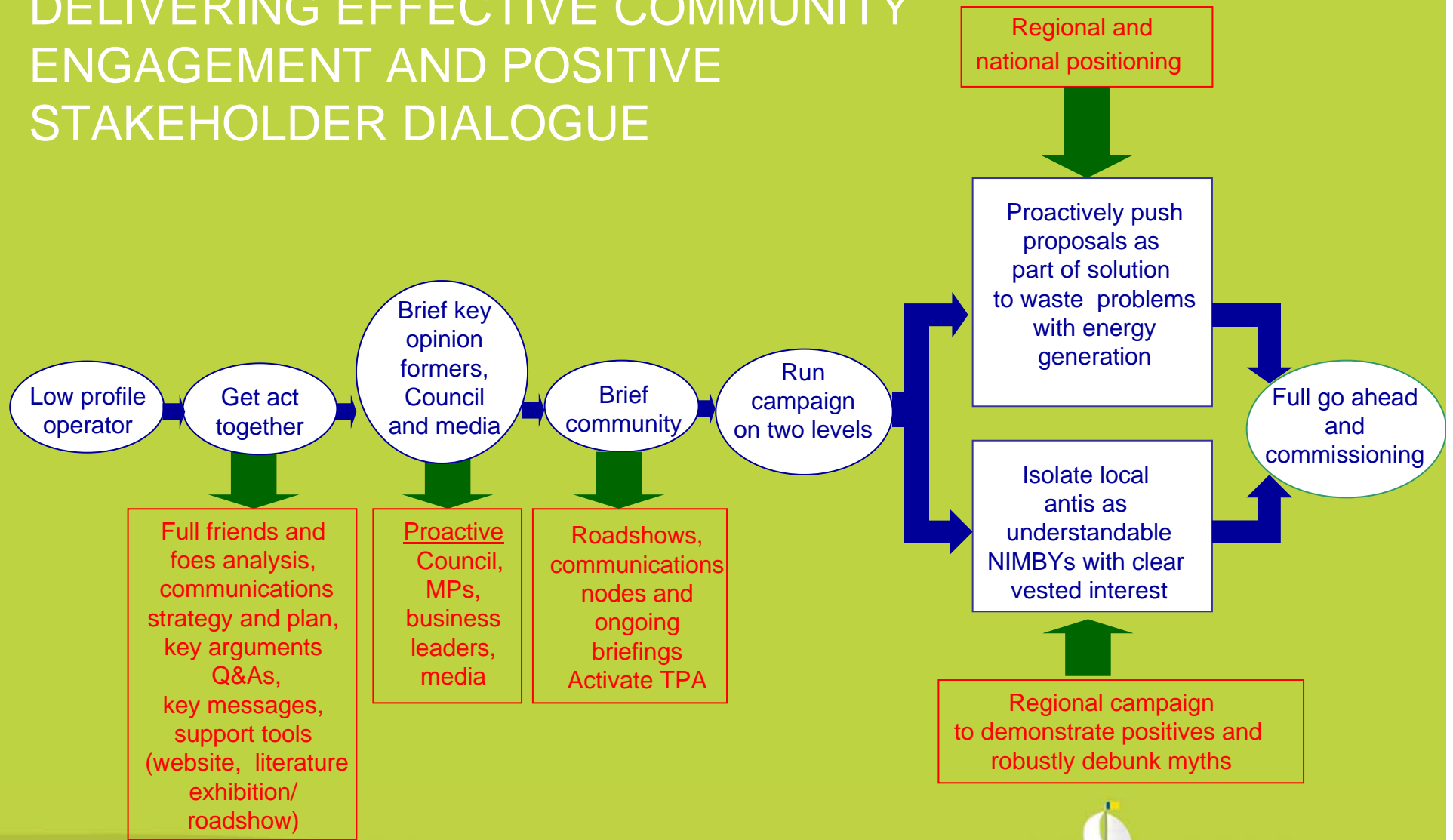


# AN IDEAL FUTURE

In communications terms



# DELIVERING EFFECTIVE COMMUNITY ENGAGEMENT AND POSITIVE STAKEHOLDER DIALOGUE



# THE FUTURE

- Change in attitudes of audience
  - Climate change is happening
  - Increased awareness and understanding of climate change will result in a deep-rooted change in behaviour – provides an opportunity – they can do something about it
  - Increased understanding of the need for more energy generation
  - Understanding benefits of recycling, composting and EfW
- National campaign
  - Need steady stream of positive general messages about total waste solution including benefits of EfW
- Desired outcome
  - We are not persuading anyone, just providing information
  - Grown-up relationship with the public and their wastes



# CONCLUSIONS

- Be proactive - change the perception
- Too much emphasis on planning
- Think image
- Network good practice
- Have genuine dialogue with residents and media



# FIND OUT MORE

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- Visit: [www.proteuspr.co.uk](http://www.proteuspr.co.uk)

