Pressinformation

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Deep geothermal energy in public dialogue

Communication concept developed for operators and companies

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Technical innovations can only be successful if they are supported by the general public. Early, comprehensive and transparent communication with the public is also indispensable for planning, constructing and operating plants for utilising renewable energies. The new BINE Projektinfo brochure entitled "Communication concept for deep geothermal energy" (17/2016) presents successful public relations theory and practice for geothermal energy plants. It provides operators and participating companies with numerous practical ideas and suggestions.

Deep geothermal energy is a renewable energy source whose utilisation has been advocated by almost 90% of the population in a survey. However, the survey also revealed that details of this energy technology are not well known. Often the general public lack information about the opportunities and risks. Therefore, the concept emphasises the importance of systematically informing the public. All relevant information and expert appraisals should be accessible to the public right from the beginning of the planning. These form the basis for the dialogue. In order to support the predominantly small companies in this sector, communication experts, social scientists, engineers and industry representatives have also developed an app in the TIGER research project. For practical support, this provides a toolbox with recommendations and templates for public relations work. In addition, the app with the TIGER game provides a playful approach to the topic.

The scientists developed the concept as an example for geothermal energy. The instruments can also be applied to other technologies such as wind farms or planning procedures for new overhead transmission lines. CBM Gesellschaft für Consulting, Business und Management mbh from Bexbach (Germany) has developed the concept in collaboration with partners from science and industry.

The BINE Projektinfo brochure, which can be obtained free of charge from the BINE Information Service at FIZ Karlsruhe, is available online at www.bine.info or by calling +49 (0)228 92379-0. The brochure cover and an additional image can also be downloaded from the press section in this web portal.

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