



Introduction to PGCE study group 2

**1st meeting, Barcelona
1-3 October 2012**

Barbara Jinks



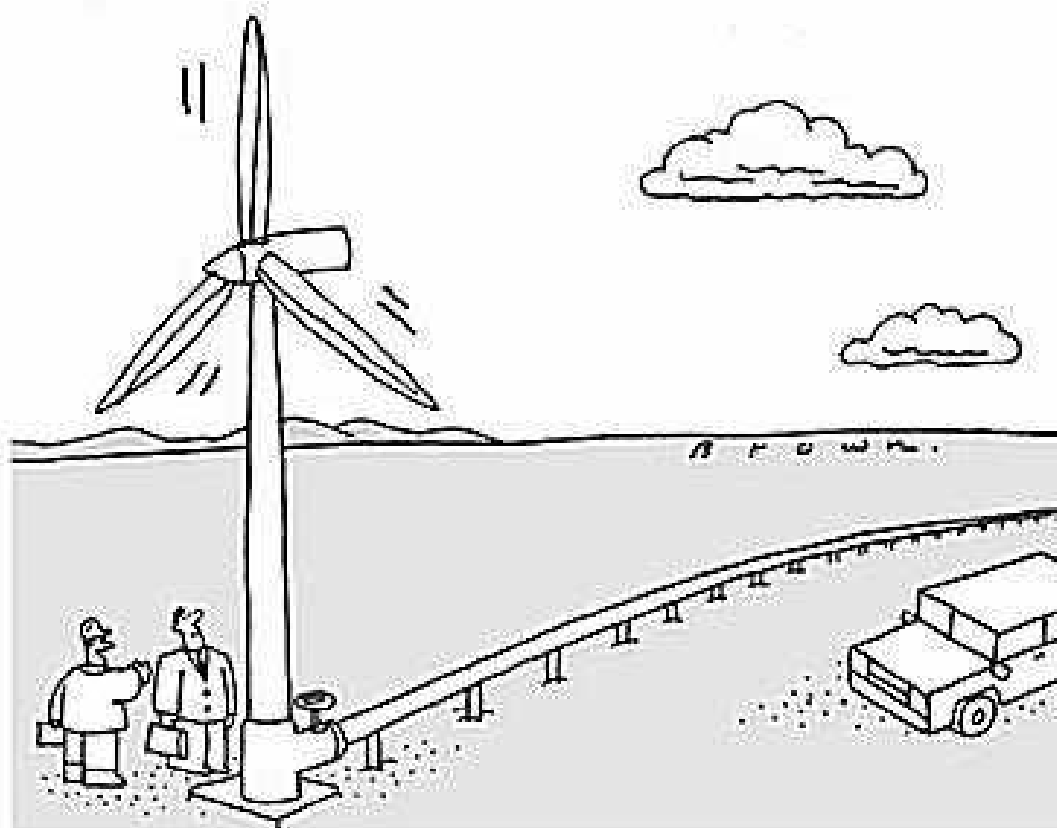
Study Group 2 tasks

COMPETE AND COORDINATE WITH OTHER ENERGIES

- ❖ *Analyse advocacy activities of other energy sectors (coal, oil, nuclear, renewables)*
- ❖ *Analyse others' communication activities*
- ❖ *Analyse others' marketing and promotion activities that aim to expand their activity and attract new customers*
- ❖ *Contribute to e-gas (impact of internet)*
- ❖ *Have fun!*

Cooperation

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"This is our most successful project. When we dug the footing for the wind turbine, we struck oil."

Investment in renewables



There will be
no difference
between waste
and energy.

Bio

V
Po

S
Po

TO1

\$375 \$400

85.8

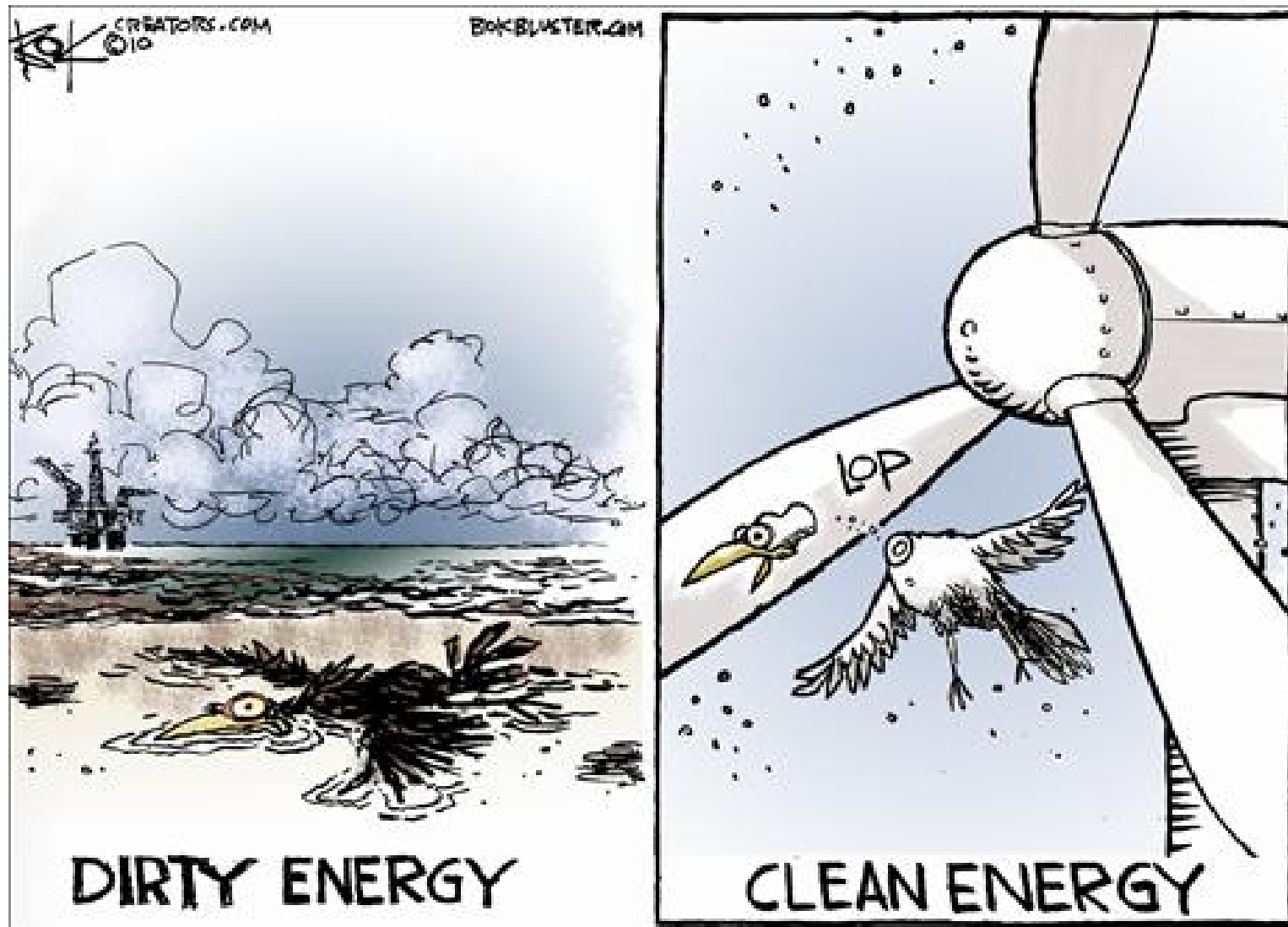
In Gas vs Renewables, the carbon price supports gas

**"[The next technology] for
baseload electricity
generation... will be gas..."**

Greg Combet, 9 March 2011



Public perception



PGCE study group 2

PLEASE JOIN!

