



**JA-PR-Geo**

**Public Relations for geothermal energy  
Jülich / MFGI**

# European Workshop on «Public Relations for Geothermal Energy» in conjunction with the “Geothermiekongress 2015” Essen Germany



**Burkhard Sanner,**  
European Geothermal Energy Council, Brussels

**Introduction to public perception of geothermal energy  
– a European perspective**



**Anna Pellizzone,**  
Università degli Studi di Milano, Italy

**Two Italian case studies on public engagement with geothermal  
energy**



**Albert Genter,**  
ES Géothermie, France

**Social Acceptance of Geothermal Energy in Alsace**

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**Anna-Lena Köng,**  
Risk Dialogue Foundation, Switzerland

**Engaging the Public on Geothermal Energy; Public  
Acceptance, Fairness and Trust**



**Hubert Hegele,**  
gec-co GmbH, Germany

**TIGER Research Project – What to know about geothermal  
communication and acceptance in Germany**

## Conclusions

- ✓ PR work has been reinforced in recent years, however it still can and must be optimized, especially by streamlining focused messages to the different target groups
- ✓ PR activities have to be pro-active providing opportunities for open discussion of sensitive topics, instead of responding to questions of the locals, which are frequently based on lack of knowledge, or on malevolent purposes of the media (e.g. using the downsides of shallow geothermal events as reason for opposing deep EGS).
- ✓ All possibilities have to be used to make geothermal energy and various technologies better known among the public (museum exhibitions, media, books, articles , road shows, stamps, etc.
- ✓ Each geothermal energy project is unique (geology and technology) - general communication methods and measures cannot be applied, but project tailored PR strategies have to be established and performed.
- ✓ The acceptance of geothermal projects is a question of trust - early, honest and strategically oriented communication has a crucial role

## Results and future prospects



PR Geo Workshop  
Content and results of the discussion

**No continuation**

**However ideas / Geothermal ERANET partners might be involved in a proposal addressing the LCE-21-2017 call (January 5, 2017): Market uptake of renewable energy technologies**

**The challenge is to remove environmental and social concerns that pose barriers limiting the contribution of geothermal energy to the energy mix.**