

DHC and the Media

Dave Keating

Senior Reporter, *ENDS Europe*

ENDS *Europe*

- ENDS Europe Daily is a daily email bulletin offering concise interpretation of the day's developments in EU environment policy
- Website includes breaking news as well as in-depth analysis
- Audience is split between policy-makers, NGOs, business groups and industry

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EU and Indonesia sign illegal logging pact

4 May 2011

The EU and Indonesia signed a long-awaited deal on illegal logging on Wednesday. The agreement, under negotiation for four years, should see systems in place to curb trade in illegally logged timber by 2013.



CLIMATE, MARKETS & CORPORATE

Use of Kyoto credits leaps in ETS

4 May 2011

Participants in the EU emissions trading scheme (ETS) used 68% more international carbon credits for compliance in 2010 than in the previous year, according to data released by the European Commission on Monday.

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CHP industry calls for urgent EU action on heat

ENDS Europe

Thursday 3 June 2010

EU policies and measures are failing to boost the use of district heating and cogeneration and should be reviewed urgently, delegates heard at the first joint Euroheat & Power and Cogen Europe conference in Brussels on Wednesday.

Karl Kellner from the European Commission's energy department defended the EU's support framework for the heat and power sector. But the official added that, because of its local nature, heat was best addressed at national level, not EU.

Other speakers disagreed. Birger Lauersen of the Danish District Heating Association told delegates that the commission must introduce a binding energy hierarchy prioritising energy efficiency over recycling and alternative sources.

Green MEP Claude Turmes, who also attended the event, attacked the commission for delaying publication of a long overdue [energy efficiency action plan](#). "Both the deadline and the ambition for this plan are slipping dramatically," he noted.

National estimates of the potential for combined heat and power (CHP), as required under the cogeneration directive, show that member states are sticking to what they know

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Differences between trade and general audience

Trade

- Readers are well-versed in subject, can get into detail. High interest in bottom line for business.
- Readers and sources/subjects are often the same
- Outcome with the most real impact should get lead
- Strive to avoid technical errors or lack of clarity, will usually run correction for technical error
- Interested in policy process

General Audience

- Subject must be introduced in simple terms, details avoided. Needs practical application to most people's lives.
- No relation between readers and sources/subjects
- Sexiest, most eye-catching detail will get in lead
- Technical errors not as important, big picture more important. Less likely to run corrections
- Interested in policy outcome

A trade publication is not...

- A vehicle for running cut-and-pasted press releases
- Only representing the interests/pov of industry
- Free advertising
- A way to communicate with org members

Difficulties with DHC and Media

- Subject is more complicated than renewables
 - Not completely separate from fossil fuels like wind & solar
 - Difficult to illustrate/photograph
- Power generation sector at large feels media are hostile to them
 - CHP can be associated with facilities to which it is attached (nuclear)
- Subject poorly known in key countries (UK)
- Benefits/drawbacks not clear-cut, issue can be easily confused
- Utilities/engineers not used to dealing with media
- History of monopolies, single ownership
- As an older technology, not as sexy as solar/wind
- Long-term project, results not seen for long time

And yet...

- CHPDH is the cheapest method of cutting carbon according to some research
- CHPDH has one of the lowest carbon footprints of all fossil generation plants

Why is public unaware?

Bad press

- **In New York**
 - Dangerous exploding steam pipes
 - Uncontrollable heat
- **In Eastern Europe**
 - Communist-era systems were not metered.
 - Inefficiencies - users having to open windows when too hot.
- **Monopolies**
 - Single ownership of both generation and heating

Common industry mistakes

- **Getting too far behind**
 - Slow response to NGO accusations or media reports
- **Getting too far ahead**
 - Inserting yourself into debate over legislation can have unintended consequences
- **Too much focus on detail**
 - Give the big picture, don't overcomplicate
- **Lose focus on outcome**
 - What will the news mean for consumers or the industry? If nothing, then is there really news there?

Effective press releases

- **Written as a news article**
 - not to be cut and pasted but to give the reporter an idea for focus
- **Most interesting aspect on top**
 - Will differ between trade press and gen press
- **Put meat in body, *not* quotes**
 - The main findings/news should be in paras 2,3,4.
 - Don't put new info in quotes
- **Don't put in too much company info**
 - Reporter only wants the basic info about your company, not a long history or statistics
- **Avoid hype**
 - No phrases like "breakthrough", "unique", "state-of-the-art"

A Unique New Business

UrnsRUs founders make handcrafted wooden bottle and vessel shaped cremation urns from logs of wood.

FOR IMMEDIATE RELEASE

November 8, 2010 -- Ocala, FL UrnsRUsis has recently launched as a provider of unique wooden cremation urns handcrafted in the USA from logs of wood. They make bottle and vessel shaped urns for people and pets.

Cremation is becoming popular among Americans today because the cost is much less than a traditional burial. Many people today are trying to pinch every penny they possibly can.

A direct cremation costs approximately \$695 compared to a traditional burial which can cost anywhere from \$6,000 to over \$10,000.

“Our unique urns are going to be highly personalised and reflect the character of the deceased,” said Rachel Jarvis, founder of UrnsRUs. “We’re filling a gap in the market with high-quality products at rock-bottom prices. Over the past year the number of people getting cremated has increased by 20%”

Cremation popularity increasing in tough economy

As demand jumps by 20%, new businesses like UrnsRUs are making cremation a more personalized option.

FOR IMMEDIATE RELEASE

November 8, 2010 -- Ocala, FL In today's tough economy many people are trying to pinch every penny they possibly can. The need for savings can also apply to end of life, making inexpensive cremation an attractive option.

Last year the number of people getting cremated increased by 20%. A new Southern Florida business called UrnsRUs has launched with the mission of making the experience of cremation both inexpensive and personal.

A direct cremation costs approximately \$695 compared to a traditional burial which can cost anywhere from \$6,000 to over \$10,000.

UrnsRUs are designing unique wooden cremation urns handcrafted in the USA from logs of wood. They make bottle and vessel shaped urns for people and pets.

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