



Event Report

“Capturing narratives in energy efficiency – from concept and experience to analytical practice”

Workshop

<i>Date & location:</i>	23 January 2020, 10:00 to 17:00 CET, Navigant Office, Berlin	
<i>Organiser(s):</i>	Navigant	
<i>Agenda:</i>	10:00 – 10:30	Welcome & introduction, Daniel Becker, Navigant
	10:30 – 12:00	Narratives in politics: practitioners’ insights, input by Daniel Kluge, office of MP Julia Verlinden, and discussion
	12:45 – 14:15	A stakeholder perspective on narratives, input by Christina Hülsken & Ryotaro Kajimura, Agentur für Erneuerbare Energien, and discussion
	14:30 – 16:00	Narratives in public relations: practitioners’ insights, input by Kristoffer Born, PR expert, and discussion
	16:15 – 17:00	Wrap-up discussion & takeaways
	<i>Participants</i>	24 experts with diverse backgrounds from energy agencies and corporate initiative, cities, political advisers, academia, public relations and the EEW 4 consortium
<i>Event Summary</i>	The workshop gathered a selected group of experts including political advisers, communications specialists, city representatives, energy agencies and corporate initiative for an interactive exchange on the role of narratives for energy efficiency and the energy transition. Participants shared their experience with the Energy Efficiency Watch consortium on the ways they approach and encounter enabling or hindering narratives from their different perspective. Hosted by Navigant, the workshop started with an overview on the approach and objectives of the Energy Efficiency Watch project to set the scene. In the subsequent session, an MP advisor highlighted the relevance but also the challenge of finding and articulating resenting	





stories in the political arena that allow to rally support from the electorate and get majorities within and across party lines. Structuring narratives and cleavages in public discourse often take time to change, also against the backdrop of collective memories. Furthermore, the Agency for Renewable Energies illustrated the framework of narrative elements guiding their communication action and advocacy for the energy transition with a focus on local and regional development and value creation. Participants then turned to discuss examples and typical designs of appealing stories and communication techniques based on PR expert input. The final session of the workshop served for a joint reflection on the expert inputs, collecting participants insights and guidance on approaches, elements and addressing target groups. As a result, the workshop allowed to develop a refined and consolidated understanding of the conceptual approach to narratives and maximising the practical relevance of the research in Energy Efficiency Watch.

Attached:

- Agenda
- Pictures



Agenda



10:00 – 10:30	Welcome & introduction (Navigant) <ul style="list-style-type: none">• Outline of the EEW4 project• Outline of the workshop’s interactive format, objectives and agenda• Outline of approach developed in EEW4• Introduction of guests / speakers
10:30 – 12:00	Narratives in politics: practitioners’ insights <ul style="list-style-type: none">• Brief inputs by MP advisers Deutscher Bundestag: Daniel Kluge (office of Julia Verlinden MdB) and Marc Lenkeit (office of Klaus Mindrup MdB)• Key questions:<ul style="list-style-type: none">• Where do narratives apply in daily political work?• How to deal with them in political argumentation?



	<ul style="list-style-type: none">• How are narratives typically crafted? What contextual factors need to be addressed?• What makes a successful narrative?• How do narratives link to policy adoption/ implementation?• Q/A• Participants to contribute with examples from their countries/ contexts
	Lunch break
12:45 – 14:15	A stakeholder perspective on narratives <ul style="list-style-type: none">• Input by Christina Hülsken and Ryotaro Kajimura (Agentur für Erneuerbare Energien)• Key questions:<ul style="list-style-type: none">• How do narratives enable sustainable energy in practices?• What contextual factors need to be addressed?• How do narratives link to policy adoption/ implementation?• Q/A• Participants to contribute with examples from their countries
	Coffee break
14:30 – 16:00	Narratives in public relations: practitioners' insights <ul style="list-style-type: none">• Brief input by Kristoffer Born, PR expert (energy & public dialogue)• Key questions:<ul style="list-style-type: none">• Which role do narratives play in PR?• What makes a successful narrative?• Prominent examples• Q/A• Participants to contribute with examples from their countries
	Coffee break



<p>16:15 – 17:00</p>	<p>Wrap-up discussion & takeaways for going forward</p> <ul style="list-style-type: none"> • Quick feedback round • Recap of key insights for distilling and compiling compelling narratives in EEW4
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Pictures



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