

October 2012

Communication plan for CREE

Aim and target

As funded by public means mainly through the Research Council of Norway (RCN), CREE has a responsibility for research dissemination, both to users and to the public.

One of the aims of CREE is to generate knowledge that can contribute to a rational, cost-effective and sustainable exploitation of the Norwegian and international energy resources as well as an effective and fair climate and energy policy both nationally and internationally. Thus, we want to influence energy and climate policies by providing research results and factual information. This information may hopefully also be useful to industrial users that operate in energy markets.

The main users of CREE are, in addition to the research community, industry, Government and the general public. However, our knowledge may also be helpful for RCN in their priorities of future research.

Means

We will use the following communication channels:

Communication to users:

- Dissemination of research through our webpage (*cree.uio.no*)
- Hold an annual user conference (April). This will be organized together with CICEP.
- Organize user activities such as meetings and seminars
- Organize a Model Forum (once or several times a year) where users together with researchers in other disciplines, can make contributions to economic modeling.
- Publish in the Norwegian-language journals such as *Samfunnsøkonomen* and *Økonomiske analyser*.

Once a year we will organize a meeting with all user partners where we will present the different working packages, the new research findings as well as new plans. The user partners will then have an opportunity to comment on this. This could be a part of the annual user conference or as a user seminar.

In addition to this, researchers from CREE should be available for meetings with research partners to discuss relevant topic. User partners may also fund research projects directly that are of high relevance to them.

Communication to the public:

- Based on our research, we will publish and contribute to opinion pieces, feature articles, interviews and policy commentaries in newspapers and other public media channels, and collect them on our website under "CREE in the media". These can be in Norwegian or English.
- We will contribute to hearings in the Parliament and public debates.

Strategy

We have chosen not to quantify the different communication results, as it is very hard to know what a satisfying level is, and also as invitations to public debates and the Parliament etc are not up to us to decide. However, several incentives have been made. We have introduced minor prizes for media coverage and newspaper articles in order to give incentives for this. This also works in the way that the researchers have an incentive to report media communication to the CREE administration.

For the first 6 months of 2012, we have about 30 units on our “CREE in the News” page on the webpage, which we find to be satisfactory level. Thus, one aim may be to keep up this level of media publications in the future.

We will evaluate the communication strategy every year to see if incentives should be revised or if other incentives should be introduced.