

Snap Election 2019



Amy MacConnachie
Head of External Affairs, REA

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Political update



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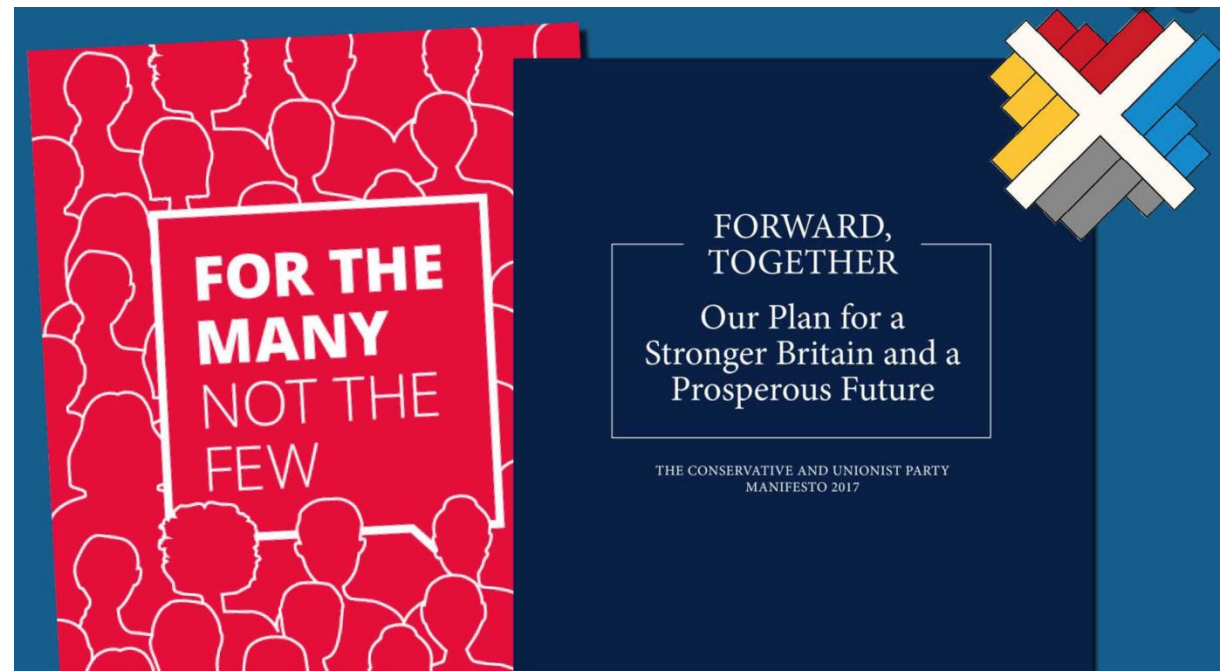


Political update



All major parties to include ***REA FIVE manifesto calls*** in their published manifestos, giving REA the opportunity to further our policy goals in the next Parliament.

Objectives



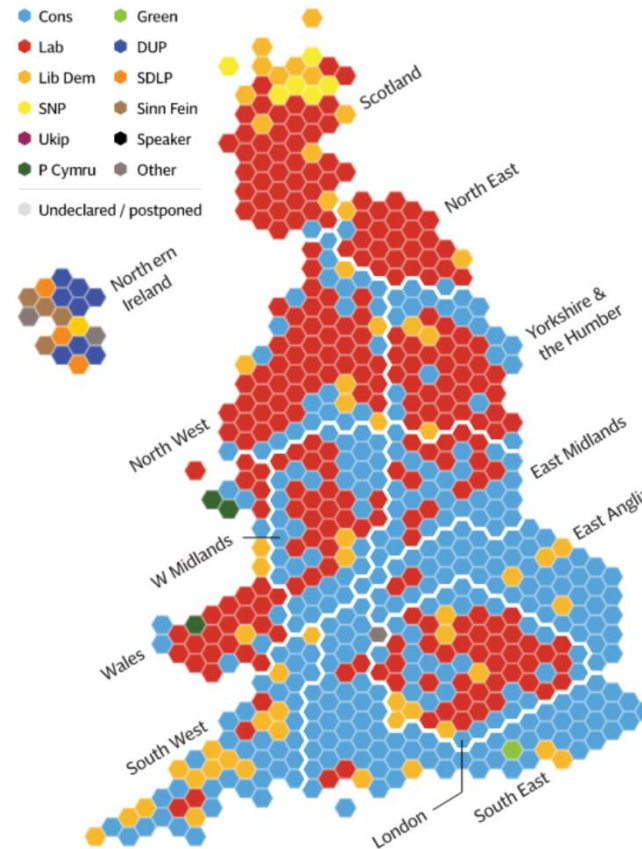
To achieve a renewable energy & clean tech '***moment***' in the campaign trail, positioning our industry at the forefront of decarbonising the economy.

Objectives



To gain support of *minimum 100 MPs* in new Parliament, with 10 acting as *champions* of the REA.

Objectives



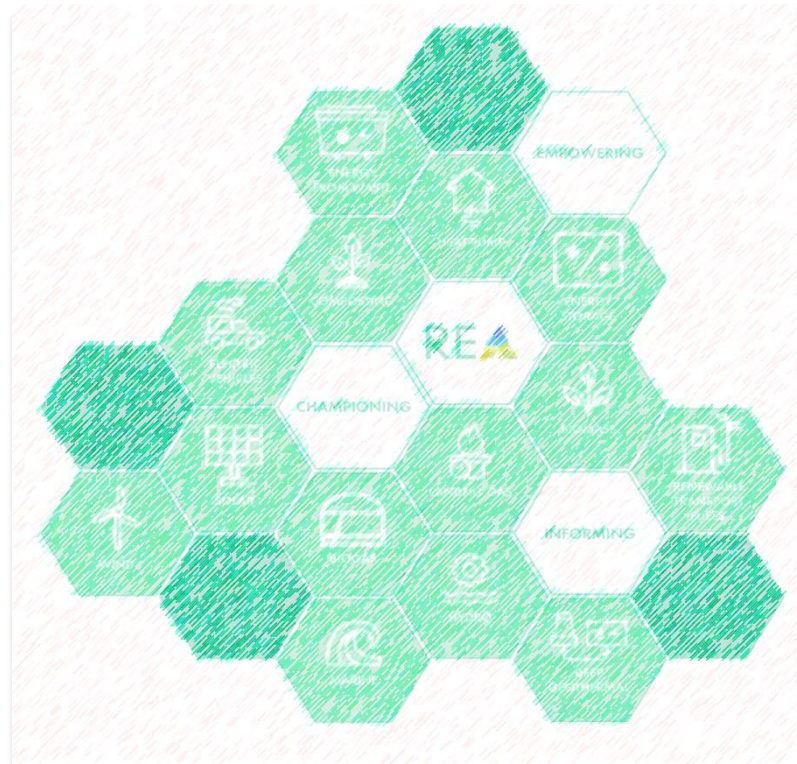
To establish REA as an ***authoritative voice*** and active campaigning organisation with the new intake of MPs.

Objectives



To *publicise and communicate our activities, engagement* and *successes* with members and prospective members through all channels.

Objectives



The REA is working towards
**a future built on renewable energy and
clean technology.**

Manifesto
Messaging
- high level

We represents over 500 members from across the
renewable, recycling, energy storage and
electric vehicle charging sectors.

We **champion, inform** and **empower our members;**
so they are profitable, sustainable and
commercial businesses.

Together we are **decarbonising the economy.**



Manifesto Messaging - our ambition

We want the **next Government to share our ambition to build a future on renewable energy and clean technology**, decarbonising the economy and achieving Net Zero.

To do this;

- Renewable energy and clean technology to be market competitive and supported by policy
- The high carbon economy to embrace renewable energy and clean technologies in order to become sustainable
- Renewable energy and clean technology to deliver jobs across the country and those in fading industries to be re-skilled.

The REA's strength is that we look at the resource and energy landscape *as a whole* and how this impacts our members, from those who deliver a specific technology or solution, or those engaged in multi technologies across multi sectors.

We know what needs to happen to achieve our ambition.



Currently, there are *too many examples* of policy being a blockage to the deployment of renewable energy and clean technologies across the UK.

- Heat and transport policies are in limbo and long-term direction is lacking
- Most renewable power including solar and onshore wind deployment has stalled
- A more 'flexible' energy sector is too slow to emerge
- Recycling and waste management is inconsistent across the UK
- Planning and consenting regimes are disorganised
- Building regulations do not fully incentivise energy efficiency, self-generation, and the low-carbon energy sector's vision of 'buildings as power stations'
- The economy and general public are yet to fully understand the value of the transition to renewable energy and clean technology

The level of growth and technical development in the sector is astronomical.

This is very exciting, but it is challenging for the public sector and industries that must re-organise and modernise very quickly to decarbonise. Especially when the system change needed spans across multiple sectors and Government departments.

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Manifesto Messaging - the problem



The next Government must:

Ensure that the funding, integrated planning and delivery of the wholesale systems change that's needed to decarbonise the economy sits with No 10 and the Cabinet Office. An independent body with strong enforcement capabilities should be appointed to ensure the Government produces policy that supports decarbonisation in line with the Carbon Budgets and advice of the Committee on Climate Change.

Manifesto
Messaging
- the solutions



Manifesto Messaging - the solutions

The next Government must:

Ensure that renewable energy and clean technology are central to a Net Zero Treasury test, as set by Committee on Climate Change and enforced by an independent body, for Government funding; and that the Treasury implements a more effective taxation system that incentivises these technologies instead of fossil fuels.



Manifesto Messaging - the solutions

The next Government must:

Reform Ofgem, in part by including decarbonisation as a central mandate, alongside consumer protection, and ensure energy network operators are sufficiently incentivised to modernise the energy systems so that they can deliver a major expansion of renewable energy generation capacity and meet the 5th Carbon Budget.



Manifesto Messaging - the solutions

The next Government must:

Help local authorities to reach Net Zero by providing ring-fenced funding for measuring and reporting on progress on the number of zero-carbon buildings, energy efficiency, effective waste management, decarbonising transport fleets while valuing soil quality and natural capital.



Manifesto Messaging - the solutions

The next Government must:

Deliver a just transition by developing a workforce strategy that supports the renewable energy and clean technology sector to provide high-quality skilled jobs for existing fossil fuel sector workers transitioning to the new economy, and future workers, across the UK.



3.1 Influencing the Manifestoes

Meeting our objectives

All major parties to include REA “Five manifesto calls” in their published manifestos, giving REA the opportunity to further our policy goals in the next Parliament.

Activities

- Stakeholder mapping, we have identified who in each party we need to get our calls in-front of to get them in the manifesto's.
- Make contact immediately and get them in front of these people using existing channels.
- Call in favours with influential political friends, share our manifesto and make the case for them being included.
- Launch manifesto



3.2 Renewable Energy & Clean tech 'moment'

Meeting our objectives

To achieve coverage of renewable energy & clean tech in a climate change 'moment' (a day on the grid) positioning our industry at the forefront of decarbonising the economy.

Activities

- Create REA election campaign themes and assets, tie in with our new Brand and strap line.
- Stakeholder mapping, identify who we need to speak to in each party and find out who is in charge of the grid
- Collaborate with other organisations who are working to achieve the same aim in the climate change sector to organise a hustings.
- Develop a media angle for our manifesto calls, can we repurpose the REView 2019 data, find some case studies to demonstrate that the sector needs concerted support?
- Visual stunts?



3.3 Local Campaigning

Meeting our objectives

To gain support of minimum 100 MPs in new Parliament, with 10 acting as champions of the REA.

To establish REA as an authoritative voice and active campaigning organisation with the new intake of MPs.

Activities

- Create list of constituencies and identify PPCs with REA members
- Desk based research to allow us to segment by local issues, aligning with manifesto calls.
- Identify possible champions
- Support members to contact their PPCs and ask them to support the REA manifesto calls/champion us in Parliament.
- Provide template press statements to PPCs about renewable energy & clean tech
- A Twitter *day of action*, aligning with national 'moment', for PPCs to show their support for renewable energy & clean tech



3.4 Informing our members

Meeting our objectives

To publicise and communicate our activities, engagement and successes with members and prospective members through all channels.

Activities

- Media stories for trades, about successful engagement with PPCs
- Social media campaign for REA election campaign
- Newsletter updates to members on our successes



Reminder
of
*Our
Vision*

A future built on renewable energy and clean technology

*A world that has surpassed fossil fuels;
where clean technologies & renewable energy
is accessible for all.*

We, the REA, are a coalition *built* to promote
renewable energy and clean technologies.

