

Making a communications plan for energyhubs

How to involve companies with a new solution to fight netcongestion

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Date: Jan 16

Introduction

Energy hubs are an environmentally friendly solution to net congestion now and in the future. KOP is an organization for companies in the region the Kempen near Eindhoven. KOP wants to start multiple energyhubs in the region. An energyhub is quite new and there are no examples on how to communicate with the companies that want to join. My research is focused on the behavior and attitude of the participating companies and how KOP can involve the companies with the project.

ENERGYHUBS



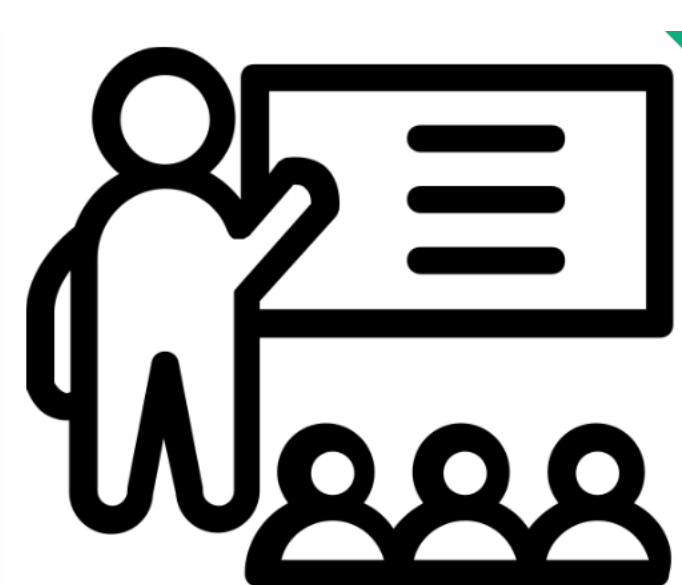
Method



Interviews



Observation



Presentation

Conclusion

- Necessity, the companies will be in trouble if the energyhub fails. At the moment they can't expand their company and sometimes need to shut down the production.
- Enexis, Enexis is the provider of energy in the region. The companies blame Enexis for causing the problem and for their lack of communication in this project.
- Uncertainty, there is still a lot of uncertainty about the actual use of an energyhub. The companies still have questions about certain things regarding the last stage of an energyhub.
- Good communication, the companies praise KOP about their communication at the start of the project and during the project. Without KOP they wouldn't be so far.

Advice

Behavior change

The companies need to change their behavior on how they look at Enexis and how they view the problem. With behavior being a key factor for the success of any project, it's wise to change the behavior of the companies.

Participating strategy,

KOP needs to set up a participating strategy for future projects. With the steps in Factor C they can better involve companies to the project. With interactive meetings and sessions, they can improve the involvement with the main companies.

Creating certainty

KOP needs to create certainty for the final stage in this project and future projects. Resources have been created for this advice like an infographic and a website page dedicated for the project.