



Energy and Environmental communications

True specialists

Freshfield's Energy and Environmental PR team was launched to help organisations tap into award-winning expertise of our senior consultants. The global low-carbon and environmental goods and services sector is a £3.2 trillion market, and the communications challenges facing companies looking to develop newer, greener sources of energy is just as great.

We have award-winning experience of implementing successful programmes helping companies with strategic communications planning, stakeholder engagement, government relations, online communications and media relations and training. We are specialists in this field and can support you through every stage of the process.

Services

- Audience Profiling
- Communications Planning
- Crisis and Reputation Management
- Event Management
- Media Relations and Training
- Message Development
- Online Communications
- Public Affairs
- Stakeholder Engagement

Where we can help

- Community Opposition
- Defining Local Opinion Formers
- Developing Marketing Literature
- Disseminating your Message
- Local Community Briefings
- Managing the Media
- Monitoring Press and Online Media
- Planning for a Crisis
- Planning Application Issues
- Political Briefings with MPs / Ministers
- Public Meetings and Events
- Social Media
- Website Development and Management

Experience

No matter what the challenge, however large or small, we have the experience and integrated communication skills to help achieve your objectives.

With increasing legislation applied at local level and with us living in a 24-hour media world, strategic planning, transparency and speed can make all the difference between communication success and failure.

Every project has its own unique challenges. To achieve the desired outcome, we devise tailored programmes in support of your specific objectives to reach key stakeholders whether through the media, local community groups, online or through opinion formers.

Our senior energy specialist Paul Tustin leads our team, with many years' experience managing national and international campaigns for organisations such as the United Kingdom Atomic Energy Authority at Sellafield, the government's National Nuclear Laboratory across the UK, British Gas Storage and LNG Storage.

For his successful, groundbreaking public affairs work at Windscale with UKAEA, Paul won a Chartered Institute of Public Relations Sword of Excellence Award and he and the team continue to devise programmes that meet the challenge of today's modern, diverse energy and environmental sector.

Key contacts



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Freshfield is a PR and marketing communications consultancy. Its mission is to help its clients communicate more successfully than ever before. It has sector expertise in Built Environment; Corporate Finance; Education; Energy and Environment; Government and Public Sector; Healthcare; Leisure and Tourism; Manufacturing and Engineering; Professional and Financial Services; Retail.

Freshfield is the only Lancashire member of the Public Relations Consultants Association (PRCA) and holds the PRCA's coveted Consultancy Management Standard (CMS). It is headquartered in Preston.

Members of

