

# Turning challenges into opportunities - reputation strategy for the energy industry

*Milka Kortet, Finnish  
Energy Industries*



Energiateollisuus

# Background to Mainetalkoot reputation project

## **Energy sector public image survey autumn 2007**

- Many challenges in improving public image and reputation
- Sector conservative, slow to react to environmental changes

## **Reputation project preliminary study and strategy work launched autumn 2008**

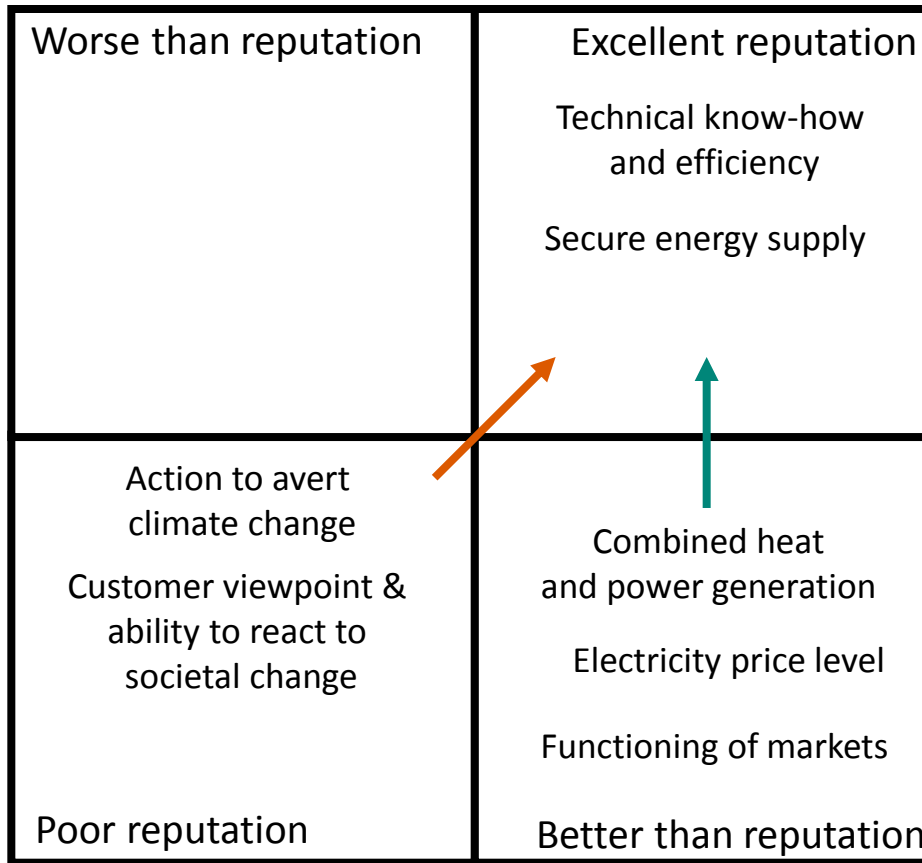
- Collaboration with Management Consultancy Pohjoisranta
- Closer analysis of available research information and further interviews (current-state analysis)

## **Mainetalkoot subprojects launched 2010**



Energiateollisuus

# Essence of reputational challenges in energy industry



**Operational challenge:**  
Practices contain problems that must be changed, if want to improve reputation

**Images** +  
-  
**PR challenge:**  
Operation is good, but images negative

- **Reality relative to expectations** +

# Conclusions of the present state analysis

- Energy industry is an increasingly common topic in the media. The public strategy must be made more proactive and interactive.
- Conflict between the energy industry and society has gained strength. Dialogue with customers and other stakeholders must be developed.
- The poor reputation of the industry will not improve by means of communication alone. Confidence must be increased with practical measures.



# Strategic reputation goals in the industry

## Companies in the energy industry

- as forerunners in sustainable development
- as excellent providers of customer service
- as credible energy-efficiency players



Implementation requires operational changes and new kind of communication

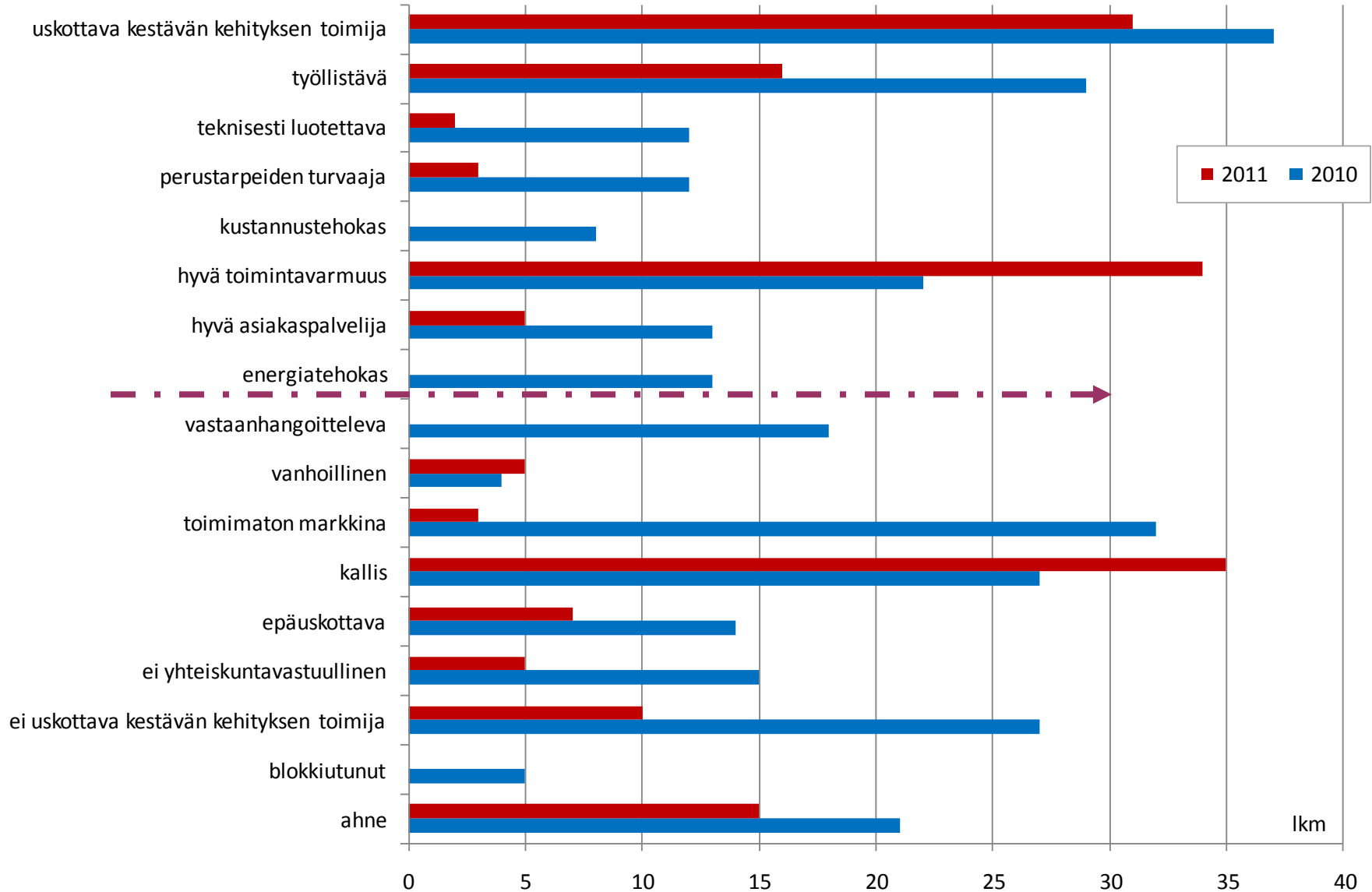


# Goal: common reputation alliance for sector

- Through the Maine project, ET offers framework for common reputation management across sector and provides 'tools' for member companies
- Role of companies *'to put own house in order'*
  - commitment to goals and development of own operation
  - emphasis on good practices and provision of feedback

Challenge is making reputation-building a part of daily activity

# Images associated with sector in printed and social media February-March 2010 and 2011





## **Climate Achievement of the Year Programme launch and development**

- Finnish Energy Industries Sustainable Development Forum
- Prizes for the best and making use of suggestions (publications, stories, fairs, internet)
- Alongside 2011 writing competition for young people
- Suggestions 1.9.-31.11.2011 [www.vuodenilmastoteko.fi](http://www.vuodenilmastoteko.fi)

## **Sustainable development PR programme and infobank**

- Core messages, gathering supporting stories and indicators, regularly produced positive news (website, FEI's PR, ensuring commitment of member companies)

# Excellent customer service 1/3

New, improved and common customer satisfaction survey model for sector



Kuluttajatutkimuskeskus  
Eva Heiskanen ja Mika Saastamoinen

Energiateollisuus ry  
Mainetalkoot-hanke



**Laadukas  
asiakaspalvelu on  
tilaajan ja  
urakoitsijan  
yhteistyötä**

Mainetalkoot –hanke 2010  
Kortet



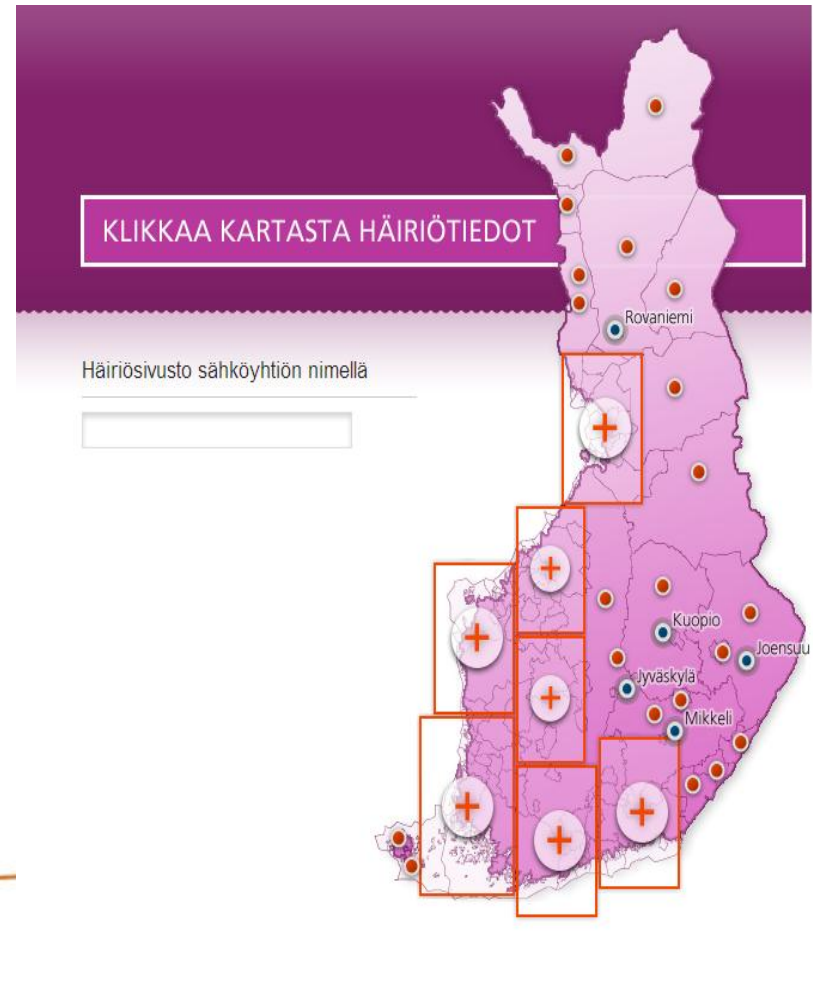
# Excellent customer service 2/3

Foolproof models and article templates on price



## Excellent customer service 3/3

- Network companies' 'breakdown site'
- Best practices of customer communications on fault and breakdown situations – research and recommendation
- Projects on understanding added value brought by smart grid and possibilities of remote-readable district heating meters



# Credible energy efficiency player

- Wattitalkoot project in Turku
- Common energy efficiency induction materials for companies' staff
- Topical Day and basic training for people involved in energy advisory work
- Model articles on energy efficiency issues



# Strategic measures 2012 and 2013 (1/2)

## **Improving PR resources in energy sector**

- Commitment to common messages across sector and continuous media coverage of measures
- Management and anticipation of reputational risks
  - Creation of standard procedure and directions on meeting reputational risks and creation of forum for continuous risk analysis
- Media coaching of experts and management
- Journalist visits in accordance with energy lifecycle thinking

# Strategic measures 2012 and 2013 (2/2)

## **Improving stakeholder group dialogue**

- Energia-akatemia (Energy Academy)
- Energy meetings for municipal residents and decision-makers

## **Improving customer dialogue**

- Marketing to members of tools and training programmes designed for customer dialogue

## **Improving internal dialogue in sector**

- Ensuring commitment of reputation contact persons
- Sector's internal benchmarking to forerunners in reputation

Reputation development is long-term work  
and evidence of results is delayed

Thank you for your interest

Wishing every success for the ICT sector reputation  
project!