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portfolio | **public relations**

World Energy Assessment report launch press release

Project summary: Suazion was engaged to conduct a United States public relations effort to publicize the launch of *World Energy Assessment: Energy and the Challenge of Sustainability*, the first-phase report of a multi-year study undertaken by the World Energy Council (London, UK) with the support of several UN system agencies. The following two pages provide an example of a Suazion-developed press release directed at US-based publications and journalists.

ADDITIONAL SERVICES PROVIDED TO THE WORLD ENERGY COUNCIL

Suazion also handled several other aspects of World Energy Assessment advocacy during the initiative's duration (1998–2004), including:

- Brand strategy development;
- Logo and program visual approach design;
- Message development, copywriting, and design of pre-launch media materials;
- Content development and design of an interactive website allowing editorial contributors from all over the world to review, comment on, and upload drafts of various components of the Assessment's summary report;
- Design and production management of the 500-page *World Energy Assessment: Energy and the Challenge of Sustainability*; and
- Design and production management of the final project component, *World Energy Assessment: 2004 Overview*, an update on the Assessment's progress.

MEDIA RELATIONS SERVICES AVAILABLE

Suazion offers clients the following public relations services:

- Media evaluation;
- Public relations strategy and message development;
- Media campaign management;
- Executive media training; and
- Press release and media kit preparation (content, copy, design, production).

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**WEC/UN-SPONSORED WORLD ENERGY ASSESSMENT RELEASES REPORT:
United States' environmental and security challenges revealed**

The global discussion and debate about sustainable energy has been going on since the launch of Agenda 21, a global program for achieving human-centered sustainable development and supported by some 150 countries. As a way to inform and support such discussion, the World Energy Council had launched the World Energy Assessment, a global initiative that has now completed its first phase. Supported by the United Nations Development Programme and the UN Department of Economic and Social Affairs, the World Energy Assessment has released the findings and recommendations derived from three years of extensive research and analysis in a report entitled *World Energy Assessment: Energy and the challenge of sustainability*.

The report highlights disturbing patterns in global energy use and includes findings particularly relevant to the United States' economic, environmental, and foreign policy agenda, such as:

- **Current energy generation and use are accompanied by demonstrably significant environmental impacts** at local, regional, and global levels, threatening human well-being now and into the future. Energy's link to global warming through greenhouse gas emissions is indisputable, and its effects continue to grow at unsustainable rates. Meanwhile, legislative structures of even the most industrialized countries—such as the United States—are failing to adequately address energy consumption's impact on the environment.
- **Current inequalities in the ownership of energy resources and access to energy use are creating a climate of economic and political uncertainty**, particularly evident in regions already prone to violent conflict such as the Middle East. If not addressed by energy-specific policy implemented at local, regional, and global levels, such inequalities are likely to play a major role in near-future political developments, with the potential of being the primary reason for violent conflict.

Energy-related issues and areas addressed in the World Energy Assessment report also include:

- Linkages between energy and major global issues, such as: the economy, social issues, the environment, and security;
- Energy resources;
- Sustainable technology options, such as: end-use efficiency, renewable energy technologies, and advanced energy technologies;
- Integration of options, such as: viable energy scenarios and rural energy; and
- Policy and legislative options for sustainable development.

The World Energy Assessment report is representative of both progress made and challenges facing the global energy community. Review copies of the report are available upon request, and interview opportunities with key Assessment executives are also available. Following are story ideas and additional resources for US-based publications and journalists.

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Story ideas

US energy policy inadequate, new legislation needed. “Current patterns of production and use of energy are creating a number of very real global problems,” said Professor José Goldemberg, Chairman of the World Energy Assessment Editorial Board. Despite its leading status in the global economy—or, perhaps, because of it—the United States ranks far below many European countries when it comes to legislating energy supply and use, thus contributing to the global problem of energy inequity. Such inequity is “unsustainable for humanitarian, political and environmental reasons,” according to Goldemberg. “The World Energy Assessment will examine these concerns and explore actions and policies needed to resolve them.”

Please contact us for ***USA Energy Legislation: A Fact Kit***, a media kit containing a summary of pertinent law, statistics, additional relevant data, and visuals to accompany your story.

Energy and security: Are “energy wars” inevitable? Affordable, modern energy supplies are not accessible by one-third of the world’s population—over two billion people. This not only constrains opportunities for economic development, but also threatens social stability. This is particularly in countries that demonstrate the largest gaps in energy “haves” and “have nots.” As many of these countries are in regions with volatile political climates—particularly the Middle East—the linkages between energy and violent conflict must be examined on local, regional, and international scales. The World Energy Assessment will examine the most vulnerable countries, assess the potential of regional and global conflict due to energy-related issues, and propose preventative measures in legislative and policy areas.

Please contact us for ***Energy and Security***, a media kit containing historical details on the linkages between energy and security, supporting data, excerpts from the World Energy Assessment report, and visuals to accompany your story.

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