

From: [Hepper, Fiona](#)
To: [Private Office DETI](#)
Cc: [Sterling, David](#); [Thomson, David](#); [McCutcheon, Joanne](#); [Clydesdale, Alison](#); [Baxter, Clare](#); [Hutchinson, Peter](#); [Stewart, Susan](#); [Aiken, Glynis](#); [Ross, Alastair](#); [Neth Energy](#); [Press Office](#)
Subject: COR 1033/10: FUNDING FOR RENEWABLE ENERGY & SUSTAINABLE ENERGY
Date: 07 June 2011 15:53:40
Attachments: [COR 1033 10 Funding for Renewable and Sustainable Energy.DOC](#)

Private Office

See attached for consideration

Fiona

Fiona Hepper

Senior Management

Department of Enterprise, Trade & Investment

Netherleigh

Massey Avenue

Belfast, BT4 2JP

Tel: 028 9052 9215 (ext: 29215)

Textphone: 028 9052 9304

Web: www.detini.gov.uk

Please consider the environment - do you really need to print this e-mail?



From: Fiona Hepper

Date: 7 June 2011

1. Andrew Crawford
2. Arlene Foster MLA

COR 1033/10: FUNDING FOR RENEWABLE ENERGY & SUSTAINABLE ENERGY

Issue: Diane Dodds, MEP, has written to you on behalf of a Mr McIntyre, seeking information on available grants for sustainable energy courses.

Timing: Routine

Need for referral to the Executive: Not applicable at this stage.

Presentational Issues: None.

Freedom of Information: Fully diclosable

Financial Implications: None

Legislation Implications: None

PSA/PFG Implications: None

Statutory Equality Obligations: Not applicable.

Recommendation: That you reply to Diane Dodds MEP, using the draft attached at Annex A.

Background

Diane Dodds, MEP, has written to you enquiring about available funding support for public promotion and education regarding renewable and

sustainable energy. The letter follows on from an enquiry from Mr William McIntyre who has a firm which runs courses on energy related issues. Mr McIntyre has asked Mrs Dodds if any funding might be available to support his business.

Sustainable Energy Messaging

2. You will be aware that DETI Energy Division, on behalf of the Sustainable Energy Inter-Departmental Working Group (SEIDWG), is seeking to appoint a marketing agency to be responsible for designing and communicating sustainable energy messaging in Northern Ireland. The Executive agreed to this approach in December 2010.
3. The appointed agency will work with each Department and/or Agency which has a responsibility for sustainable energy messaging e.g. DETI, DSD, Invest NI, NI Housing Executive, DoE etc in the development of relevant messaging. The agency will also be responsible for overall branding, designing consistent messaging, media buying and timing messages for maximum impact.
4. The first stage of the tender process is complete and five marketing agencies are scheduled to present to the evaluation panel w/c 18 July 2011 with successful agency to be in place by mid August. The first campaign, which will assist in brand development, will be led by DETI and focus on the need for increased renewable energy in Northern Ireland and the associated opportunities and benefits. I will update you on the process in a separate submission.
5. Mrs Dodds asks if there is any funding available to support Mr McIntyre for his business which is aimed at educating people about the benefits of renewable energy and sustainable. Unfortunately DETI has no such funding available.
6. In the draft response, attached at **Annex A**, it is suggested that Mr McIntyre contact DEL to seek clarification on funding for skills development and organisations such as Energy Saving Trust, the Carbon Trust and Action Renewables as they might be able to provide resources or information for his courses.

Recommendation

7. I would recommend that you respond to Diane Dodds, MEP, using the draft attached at **Annex A**.

(signed)

**FIONA HEPPER
(Ext 29215)**

Distribution List:

cc: Alistair Ross, APS
David Sterling
David Thomson
Joanne McCutcheon
Alison Clydesdale
Clare Baxter
Peter Hutchinson
Susan Stewart
Glynis Aiken
Neth Energy
Press Office

Draft letter

Diane Dodds, MEP
Garvey Studios,
Longstone Street,
Lisburn,
Co Antrim
Northern Ireland
BT28 1TP
Diane.dodds@europarl.europa.eu

Dear

FUNDING FOR RENEWABLE ENERGY AND SUSTAINABLE ENERGY

Thank you for your letter of 24 March 2011 in regards to Mr William McIntyre and his enquiry about funding for courses promoting the use and benefits of renewable energy and sustainable energy.

I was pleased to hear of Mr McIntyre's business and the courses which his firm runs to highlight the potential of renewable energy and sustainable energy in Northern Ireland. This is an important issue and one which supports the work that my Department is doing, not only in promoting and incentivising the uptake of renewable energy, but also in seeking to communicate the benefits of such technologies so consumers can understand these issues better.

My Department plans to undertake a marketing campaign in the near future with the objectives of promoting the use of renewable energy, explaining the need to develop renewable energy and highlighting the many benefits of doing so. In order to meet stretching renewable energy targets, 40% renewable electricity and 10% renewable heat by 2020, better communication

and education is needed as financial incentives can only go so far. To this end, Mr McIntyre's business is very welcome.

However, unfortunately my Department has no available funding to support Mr McIntyre's scheme. I suggest that he contacts the Department of Employment and Learning to ask if grants may be available as his project seems to involve training courses and education. He may also wish to contact organisations such as the Energy Saving Trust, the Carbon Trust and Action Renewables, which might be able to provide information and resources for his venture.

I trust this is helpful and I wish Mr McIntyre success in his proposed business.

ARLENE FOSTER MLA

Minister of Enterprise, Trade and Investment