

Mappa Mundi Consulting

SAMPLE MEDIA REPORT

PLEASE NOTE: THIS IS A MEDIA PROFILE DEMO - ALL FACTS AND FIGURES ARE ILLUSTRATIVE.

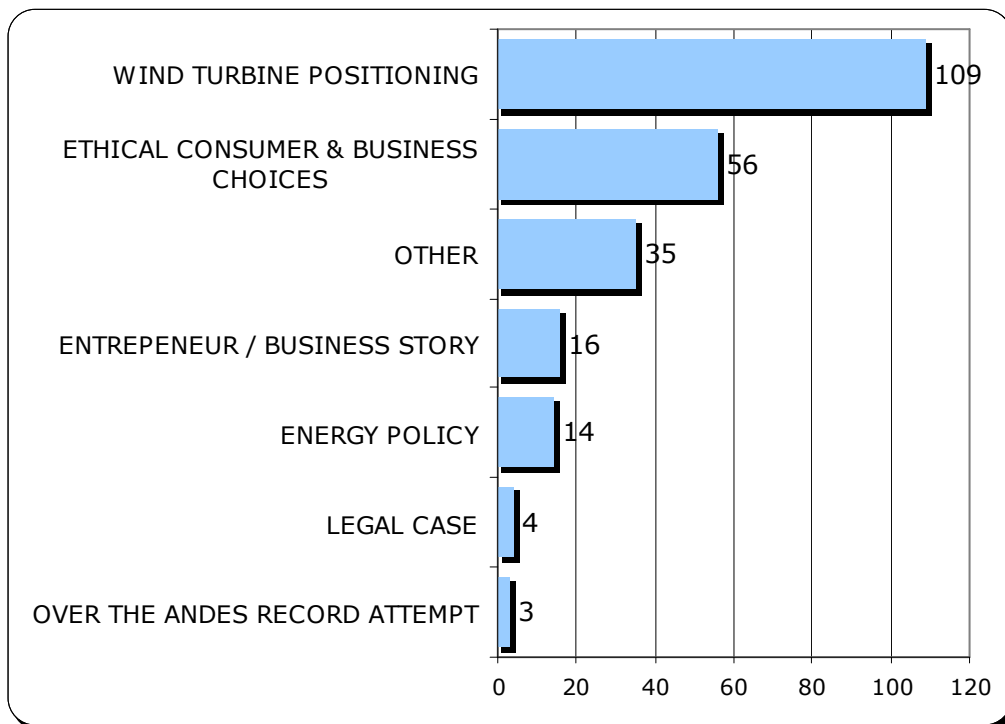
ECO COMPANY MEDIA REVIEW FOR A PR CONSULTANCY

The following press review provides a snapshot of the key themes found in articles which mention the Eco Company, a firm that specialises in wind energy. The review covers UK mainstream print media from the previous 12 months.

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ECO COMPANY PRESS REVIEW

This review took a sample of UK business, regional and trade press and searched for mentions of Eco Company. The articles were analysed and summarised into the following dominant topics:



KEY FINDINGS:

POSITIONING OF WIND TURBINES

The majority of coverage focussed on the positioning of wind turbines. Stories discuss proposals for new turbines, protests against proposed sites and performance of existing turbines, invariably accompanied with term 'controversial wind turbines';

Common complaints and fears are:

- Beauty spots will be ruined, they are an eyesore
- There will be a lot of noisy – horses will be frightened
- Dangerous to bats
- Jeopardise air safety and interfere with national security by blocking radars, the recent MoD announcement that it would be looking at solutions to these problems has featured.

ETHICAL CONSUMER AND BUSINESS CHOICES

The company regularly features in articles discussing ethical consumer and business choices. The partnerships with two high street banks, and a dominant online retailer, which provide alternative routes to market were all mentioned.

OTHER

The national advertising campaign showing wind turbines in the Welsh hills featured.



Madonna, George Michael and Lilly Allen have all spoken in support of the Eco Company.

The marketing partnership with the car company Audi to equip all of their car showrooms with wind turbines was mentioned.

Sponsorship of the national basketball team gained coverage during the annual tournament in Birmingham.

ENTREPRENEUR / BUSINESS SUCCESS

The charismatic CEO receives coverage for his entrepreneurial flair and the success so far of Eco Company (they were the fastest growing company in their region this year). There have been a number of feature articles with the CEO, they invariably discuss his unorthodox approach. He has also commented on The Apprentice and its representation of business ethics.

ENERGY POLICY

Eco Company often feature in articles which discuss government and EU energy policy in general. There were some articles which mentioned the relatively high dependence of their factories on nuclear energy.

*What **Eco Company** does not tell you is that it is also the company with far and away the highest percentage of nuclear in its energy mix. Strange, because there is a whole untapped market of pro-nuclear people out there who would switch to **Eco Company** like a flash.*

EARTHLOG

The Daily Telegraph, 26 October 2007, 707 words, By Charles Clover, (English)

LEGAL CASE

The ongoing legal case against the ex-employee accused of distributing design data has been picked up by the nationals, summarised in this snippet from The Guardian:

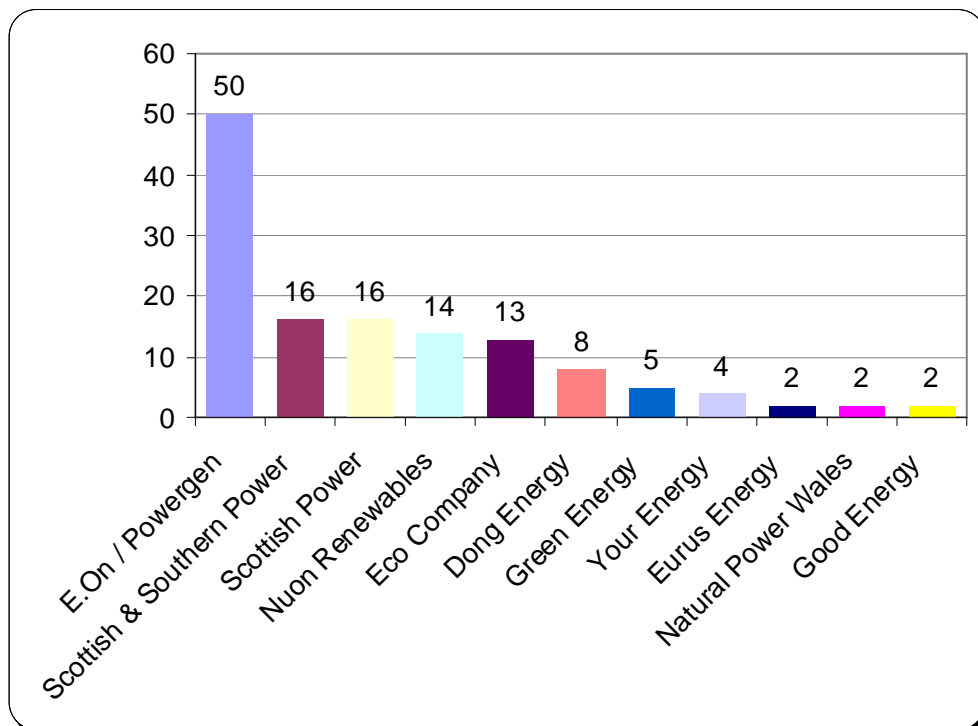
"Eco Company have shown that they are not going to back down in the case against their wayward ex-employee alleged to have run off with crucial design data, design data that fierce competitor Windy Energy are now making good use of. You can bet this will be hotly contested in the courts next month.." 4 June 2008

NB. John Vidal, Environment Editor at The Guardian frequently mentions the company.

'OVER THE ANDES' HOT AIR BALLOON RECORD ATTEMPT

The attempt to set the world record for the fastest crossing of the Andes in a hot air balloon is starting to get coverage.

COMPETITIVE COMPARISON



Search terms used were ([competitor company] and wind w/10 renewable*). Over the last 12 months. In UK Press with wires and market research profiles excluded.

OTHER INTERESTING NOTES

Support from the NFU for the government's strategy and their statement that farmers are 'ready and able':

"The NFU vision for farmers to be energy producers has been strengthened with the publication of the Government's draft Renewable Energy Strategy out today...[the NFU] called for a greater sense of urgency from Government in making renewable energy commitments both comprehensive and ambitious and reiterated its stance that farmers and growers are ready and able to help harness the UK's substantial renewable energy sources."

The potential for renewable energy to create jobs is discussed, but there are also references to the current skills shortages and the squeeze on existing materials and parts – Siemens are said to be unable to supply any more wind turbines until 2012.

There is a Royal Academy of Engineering report that gets mentioned, which states that "wind farms are two and a half times more expensive than other types of electricity generation."

The regional press invariably illustrate very strong feelings on wind turbine placement – Norfolk, Northumberland, Devon, Cornwall, Scotland. There are often very emotive letters.

E.ON seem to be putting out mixed messages as this selection of quotes illustrates:

*Paul Golby, the chief executive of power generator E.ON UK, has calculated that UK homeowners will be forced to pay an extra GBP 400 on their annual bill to meet the EU-imposed **green-energy** target. That would assume a total cost of GBP 4,700 per household up to 2020.*

Don't insult us with call for a national debate on wind farms

Bill Jamieson, 27 June 2008, The Scotsman

*Energy producer E.ON welcomed the Government plans and promised to develop technology to "keep the lights on" as well as protect the environment and manage energy bills. A spokesman added that **wind** power was "key" but stressed other **renewable** energy sources, along with new nuclear, coal and gas power stations were needed.*

Hand over the green stuff to fund green fuel

William Green Political Editor, 27 June 2008, The Journal, Newcastle

Wulf Bernotat, head of E.on, said Labour seems to have been swept way by a "romantic" belief in the magic of green power, neglecting to deal with the central threat, which is that over half of the UK's power plants will soon be obsolete.

ENERGY Brewing storm over Labour's dream of wind power future Today's long-awaited renewable energy strategy is already being blown away by industry experts

By Ambrose Evans-Pritchard, 26 June 2008, The Daily Telegraph

E.ON spokeswoman Emily Highmore said: "This [the government's green energy plan] is something we welcome. It's a good start if we are going to push forward with

renewable technologies. What we are interested to see is the practical implications.

Green energy plans set to take off

16 June 2008, Yorkshire Post

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PUBLICATIONS

TITLE	NO. ARTICLES
Bristol Evening Post	2
British Business Monitor	2
Burnham Times	1
BusinessWeek	1
Cornish Guardian	7
Daily Mail	1
Daily Post (North Wales)	3
Derby Evening Telegraph	1
Drapers	1
East Anglian Daily Times	1
Eastern Daily Press	1
Electric Power Daily	2
Electric Utility Week	3
EU Energy	1
European Daily Electricity Markets	3
Evening Times	1
Express and Echo	1
Farmers Guardian	1
Gazette Series	1
Global Power Report	1
Investors Chronicle - Magazine and Web Content	1
Leicester Mercury	1
Mirror	1
Morning Star Online	1
New Statesman	2
Newsday	1
North Devon Journal	3
Paisley Daily Express	1
Petroleum Economist	1
Platts Oilgram News	1
Power Engineering	1
Power in Europe	1
Power Market Today	1
Power Markets Week	1
Public Utilities Fortnightly	1
Renewable Energy Report	2
Sheffield Star	1
South Lincs Target	2
South Wales Evening Post	2
South West Farmer	1
Standard & Guardian	2
Stroud News and Journal	1
Sunday Herald	1
The Advertiser	2
The Daily Telegraph	3
The Energy Daily	2
The Evening Standard	1
The Globe and Mail	1

The Guardian	9
The Herald	2
The Independent	1
The Journal	2
The Journal, Newcastle	1
The Northern Echo	1
The Scotsman	6
The Sunday Times	4
The Times	2
The Wall Street Journal Europe	1
The Western Mail	3
Utility Week	2
Western Daily Press	1
Western Morning News	3
Yorkshire Post	3

STAKEHOLDERS

Alison McKean, head of environment at Scottish Power,
Andrew Garrad, managing director of wind energy consultancy Garrad Hassan
Brian Mark, director of sustainability at Fulcrum Consulting
British Wind Energy Association. "This is ridiculous. If it were true, why would Denmark now be raising the average wind share of its electricity from 20pc to 27pc in five years?" said the BWEA's director, Chris Tomlinson
Business Secretary John Hutton warned the era of cheap oil was over and now was the time to make "a decisive shift to a low-carbon economy".
Cambridge Energy Research Associates (Cera)
Campaign to Protect Rural England and the National Trust were cautious of the strategy
Charles Anglin, director of communications at the British Wind Energy Association (BWEA) said "The benefit to farmers is simple"
Consultants Pöyry Energy Consulting estimate the cost to the EU of meeting the 20pc target at a tentative euro18.8bn (pounds 15bn) and euro259bn (pounds 207bn) over the lifetime of the policy.
Dean Cooper, head of alternative energy at Ambrian, a London-based specialist investment bank.
Defence Minister Derek Twigg
Department for Business, Enterprise and Regulatory Reform
Department for Transport
Dominic Coupe, Northumberland chairman of the Campaign to Protect Rural England (CPRE) - : "I am struggling to see the benefit to ordinary people who are struggling to pay their fuel bills as it is."
Donnachadh McCarthy, author of Saving the Planet without Costing the Earth
Dr Dan Barlow, the head of policy at Friends of the Earth Scotland

Dr John Constable, director of the Renewable Energy Foundation. "This target is not feasible, we are talking about a phenomenal amount of energy. There are not enough machines or boats available to build it all."
Duncan McLaren, the chief executive of Friends of the Earth Scotland
E.ON welcomed the Government plans
Energy4all, a specialist in investing in and building wind farms in partnership with the local community. Chairman Andrew King
Enertrag http://www.enertraguk.com/ , company specialising on on and offshore renewable energy projects.
Gaynor Hartnell, deputy director at the Renewable Energy Association,
Graham Kerr, Energywatch spokesman, said: "Precautions should be taken to make sure that Scottish consumers aren't faced with higher premiums."
Green Energy UK has been investing in "new generation" wind turbines that operate silently. The company's Doug Stewart said: "They are quiet, look great and produce good amounts of renewable power."
Help The Aged spokesperson comments on effects on rising fuel prices.
Hilary Benn, environment minister
Jason Ormiston, chief executive of Scottish Renewables
Jim Mather, the Scottish energy minister
John Cridland, CBI's deputy director general, said the EU renewables target was neither pragmatic nor cost-effective and much of the additional cost "will fall on businesses and households".
John Sauven, Greenpeace executive director, said ministers needed to get serious about cutting energy waste from buildings, household appliances and cars.
John Sauven, executive director of Greenpeace, said: "If this plan becomes a reality, Britain will be a better, safer and more prosperous country."
Leonie Greene, spokeswoman for the Renewable Energy Association
Malcolm Wicks, the UK energy minister, said developing offshore wind on a large scale would be key to delivering the UK's share of the EU target.
Matthew Farrow, the CBI's energy chief, said Labour's dash for wind is misguided and far too expensive.
Paul Golby, the chief executive of power generator E.ON UK, has calculated that UK homeowners will be forced to pay an extra GBP 400 on their annual bill to meet the EU-imposed green-energy target.
Peter Atkinson, Tory MP for Hexham - concern about cost of wind farms
Phil Willis, chairman of the Innovation, Universities, Science and Skills select committee
Philip Wolfe, executive director of Renewable Energy Association gave a glowing thumbs-up. "This shows a new maturity in approach, getting away from soundbite policy-making."
Renewables Advisory Board
ROB ENTICOTT chairman of BETS - the Bristol Environmental Technology & Services Sector Initiative - explains how wind power must be central to reaching renewables targets.
Rob Hastings of the Crown Estate said: "The government has committed to challenging carbon

targets and wind energy is the only renewable technology that can deliver the required quantity by the required timescales."
Robin Oakley, the environmental group's head of climate campaign accused the Centre for Policy studies of being "one of the least credible voices speaking on energy in Britain today".
Robin Webster of Friends of the Earth said there were "worrying gaps" in the plans.
Robin Webster, of Friends of the Earth
Royal Society of Engineers
Shadow business secretary Alan Duncan said while the Government seemed at last to come round to the Tories' vision of a greener Britain, words must translate into action.
Sir Alan Beith, Berwick MP, warned local people would be excluded from major planning decisions.
Sue Ion from the Royal Academy of Engineering flatly describes the plan as "not achievable".
The Innovation, Universities, Science and Skills Committee blames a "lack of urgency" from the Government and expresses "frustration" that, despite warm words, detailed plans have not been put in place to ensure power generated from green sources can reach the National Grid.
Tony Burton from the National Trust said it would mean far-reaching changes to the UK's homes, countryside and seas.
Tony Lodge, energy analyst, author of 'Wind chill: Why wind energy will not fill the UK's energy gap, Centre for Policy Studies.'
Wulf Bernotat, head of E.on, said Labour seems to have been swept way by a "romantic" belief in the magic of green power, neglecting to deal with the central threat, which is that over half of the UK's power plants will soon be obsolete.
WWF, the National Trust and the Royal Society for the Protection of Birds commissioned Frontier Economics to analyses the effectiveness of a barrage

BYLINES

TITLE	BYLINE
BusinessWeek	BY ADAM ASTON
Daily Post (North Wales)	By SAM LISTER Parliamentary Correspondent
Drapers	By Drapers
Electric Utility Week	Lisa Wood
Electric Utility Week	Cathy Cash
Electric Utility Week	Paul Carlsen
Evening Times	By RUSSELL LEADBETTER
Gazette Series	Jeff Weaver
Global Power Report	David Jones
Mirror	BY JAKE MORRIS and MIKE SWAIN
New Statesman	Peter Hain
New Statesman	Mark Lynas
Newsday	MICHAEL R. EBERT
North Devon Journal	LAURA CHURCHILL
Platts Oilgram News	David Jones

Power Engineering	Blankinship
Public Utilities Fortnightly	Burr
Renewable Energy Report	David R. Jones
South Wales Evening Post	richard youle
Stroud News and Journal	David Wiles
Sunday Herald	By Steven Vass Deputy Business Editor
The Advertiser	MICHAEL OWEN
The Daily Telegraph	By Andrew Porter Political Editor
The Daily Telegraph	By Ambrose Evans-Pritchard
The Daily Telegraph	By Roland Gribben
The Dallas Morning News	DAVE MICHAELS
The Economic Times	Rituraj Tiwari
The Evening Standard	BY ROBERT LEA
The Globe and Mail	MARK SCHATZKER
The Guardian	David Adam
The Guardian	David Adam Environment correspondent
The Guardian	Terry Macalister
The Guardian	Terry Macalister
The Guardian	John Vidal
The Guardian	John Vidal
The Guardian	John Vidal Environment editor
The Guardian	Terry Macalister
The Herald	David Ross
The Herald	STEWART PATERSON
The Independent	By Nic Fildes
The Journal	By Dave Black
The Journal, Newcastle	William Green Political Editor
The News & Observer	Wade Rawlins
The News & Observer	John Murawski
The News & Observer	John Murawski
The News & Observer	John Murawski
The Northern Echo	By Rachel Wearmouth
The Scotsman	Bill Jamieson
The Scotsman	Jenny Haworth
The Scotsman	Lindsay McIntosh
The Scotsman	NO BYLINE
The Scotsman	Scott Reid
The Scotsman	Scott Reid Deputy Business Editor
The Sunday Times	Jon Ungoed-Thomas and Holly Watt
The Sunday Times	Brian Carey
The Sunday Times	Jessica Bown
The Sunday Times	Jonathan Leake
The Times	David Charter
The Times	Steve Hawkes
The Wall Street Journal Europe	By Guy Chazan
The Western Mail	David Emery
The Western Mail	David Williamson Senedd Correspondent
The Western Mail	By Sion Barry Western Mail
Utility Week	Roger Milne
Western Morning News	David Wilcock