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# RENEWABLE ENERGY SURVEY REPORT

HOW MUCH ARE WE  
EDUCATING?

**2022**  
LINKEDIN SURVEY





# ABOUT A.R.

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We're on a mission to support Renewable Energy companies that want to educate as a way to grow and improve communications on essential energy topics. By creating and disseminating renewable energy content, we bridge the knowledge gap necessary for converting new adopters - bringing value to B2B and B2C renewable energy companies by educating business decision-makers, consumers, as well as employees, and staff.

A.R. Marketing House is a woman-owned business that offers a coupled solution for renewable energy companies that want to make their products and services mainstream and market with integrity.

## THE OBJECTIVE

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This report is intended to help gain an understanding of the educational efforts of renewable energy companies. Educational content marketing is a key strategy for renewable energy companies. Discussing energy topics help companies maintain integrity and professionalism in the industry, providing leads, customers, and employees with new information they are inclined to engage with, share, and make important buying decisions from.

It's challenging for generalized marketers to create content that brings a multipronged approach backed by science that will educate, engage, and nurture your leads in your community. We believe through understanding key market efforts, a range of educational tools can be created to support the industry in earnest educational strategies.

The following report helps us continually improve environmental literacy on renewable energy. These insights help us deliver highly desired outcomes like employee buy-in, conscientiousness, company loyalty, and improved success rates for sustainability initiatives on renewable energy.

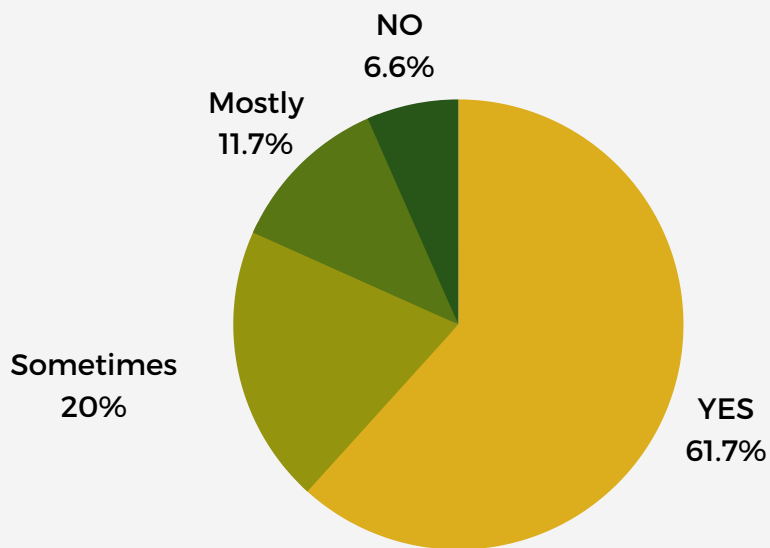
# SHARING RENEWABLES KNOWLEDGE

## How much educational information do renewable energy professionals say they share

100% of the professionals surveyed said it's vital to share educational information about renewable energy and energy topics with their community. However, in our survey of energy professionals, only 61.7% are educating their leads, customers, employees, and communities on vital renewable energy and energy topics.

The world needs more professionals in the renewable energy field to educate on essential energy topics with science-based resources. Our team thrives on helping renewable energy companies fill the knowledge gap.

### Do you currently share educational information with your community on renewable energy and energy topics?



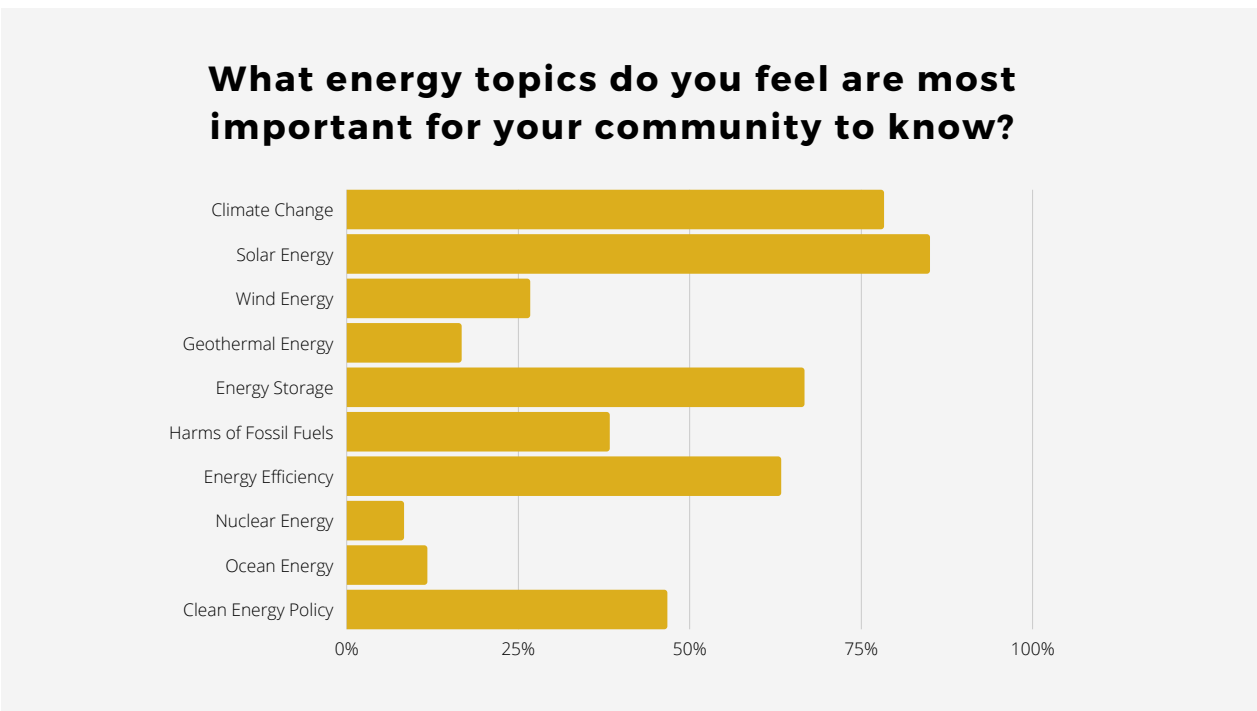
# IMPORTANT RENEWABLE TOPICS

**Topics Renewable Energy professionals feel are most important to discuss.**

Professionals in the Renewable Energy Industry strongly believe that some of the most important topics for their community to know about include Solar Energy (85%) Climate Change (78.3%), and Energy Storage (66.7%).

It's challenging for generalized marketers to create compelling content that is backed by science, educational, engaging, and that nurtures your leads in your community. We call this a multi-disciplinary approach as it incorporates not just business and marketing but science and deep industry insights.

Sharing short and sweet facts that are correctly broken down after studies have been evaluated into easy-to-implement mini infographics support marketing efforts and helps companies maintain integrity and professionalism in the field through elevated communication efforts.



# REASONS TO EDUCATE

## Why Renewable Energy Professionals are interested in improving community knowledge on energy issues

Renewable energy professionals are passionate about the reasons for educating on energy topics. From improving voter literacy on energy to clearing up misconceptions, there are endless reasons why they feel it's important to educate on energy. Here's a snapshot of some of these reasons:

“Clarifying energy misconceptions and present information in an unbiased manner.”

“Greater understanding leads to better action within the community.”

“Only an educated community can vote on changes in Energy Policy at the State level.”

“This is my life's work - I run a solar company.”

“To create a sense of proactiveness and taking responsibility towards climate action using already available local solutions.”

“Energy literacy is extremely important.”

“Education is the first step to reduce our reliance on fossil fuels and seek alternative sustainable energy sources.”

Whatever the reason, adopting an educational strategy for your renewable energy company can help tackle many objectives and lead to brighter outcomes for all.



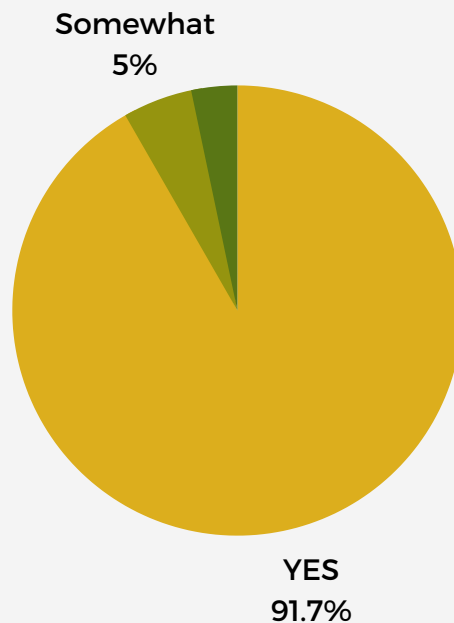
# TRANSPARENCY

## Commitment to renewable energy transparency

91.7% of professionals surveyed said they're firmly committed to being transparent on energy topics.

Content is supposed to inform, entertain, inspire, educate, and engage. Consistent content that does just this gets the attention and builds relationships.

### Is your company committed to being transparent on energy topics?



# SHARING FACTS

## Sharing 100% fact-checked, science-based informational content.

Only 63.3% of companies surveyed definitely said they share fact-based content. There's a lag for the remainder who said they sometimes plan to or would like to do more fact-based informational content. This means there's room for improving communications and streamlining factual content creation and sharing.

Sharing fact-checked, science-based informational content clears up misconceptions and busts myths repeated by bad actors. Ultimately this encourages adoption and industry growth.

### Does your marketing team share 100% fact-checked, science-based informational content?

