GREEN ENERGY IN EUROPE

oanaandreescu.com

February 2025

The report leverages social listening data to create a snapshot of what's new in green energy in Europe.
The goal of the report is to inspire marketers and their teams to create value driven campaigns and content.

Mentions	Authors	Country	Topic
184,764 +5% vs Jan '25	**61,549** -4% vs Jan '25	**United Kingdom** 65% (+9% s Jan '25)	**Economics** (+4%) vs Jant '25

Highlights

UK focus

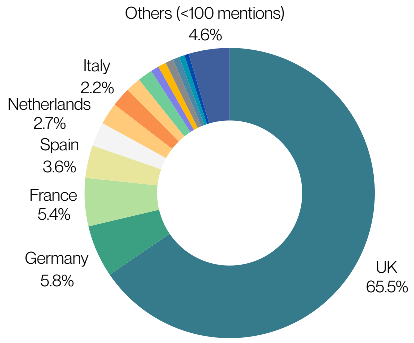
The UK is positioning itself as a clean energy superpower:
1) The UK government is reforming renewable energy schemes to decarbonize the electricity grid by 2030, including a new Contracts for Difference scheme to incentivize investment in renewable power. This is part of a broader push for decarbonization in the UK.
2) The positioning is beneficial for shipping companies servicing the offshore wind sector.
3) A new gas field was discovered in Lincolnshire, which could meet the UK's energy needs for a decade and create numerous jobs. The government pledges not to touch the £110bn gas field and faces controversy over the decision.

Companies in focus

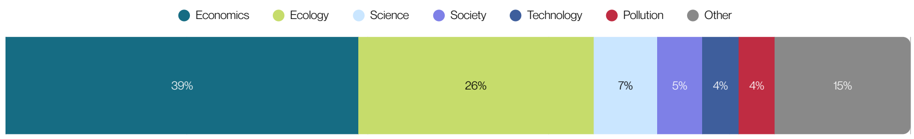
- **BP is facing scrutiny and potential strategy changes following a significant investment from Elliott Investment Management,** which may influence its direction, an even further move away from renewable energy
- The Grangemouth facility in central Scotland is transitioning to become an import terminal due to massive losses reported by Petroineos at the refinery. **A report on the feasibility of Grangemouth becoming a low-carbon energy hub is to be published soon.**
- **Octopus Energy experienced a significant decline in annual profit due to multiple arguments, including renewable energy installations.** Despite this, the company has grown its customer base to 7.3 million, making it the largest energy supplier in the UK.

Country Breakdown

Mentions by country



Topics



United Kingdom
Top 3 Subjects:
- Economics (45.4%)
- Ecology (23.28%):
  - General (12.3%),
  - Sustainability (10.97%)
- Science (6.3%)

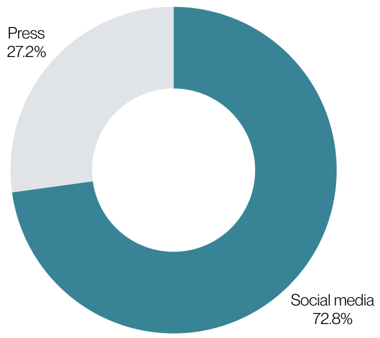
Germany
Top 3 Subjects:
- Ecology (36.13%):
  - General (19.06%),
  - Sustainability (17.07%)
- Economics (24.8%)
- Science (8.94%)

France
Top 3 Subjects:
- Ecology (30.7%):
  - General (15.3%),
  - Sustainability (15.4%)
- Economics (29.9%)
- Science (8.8%)

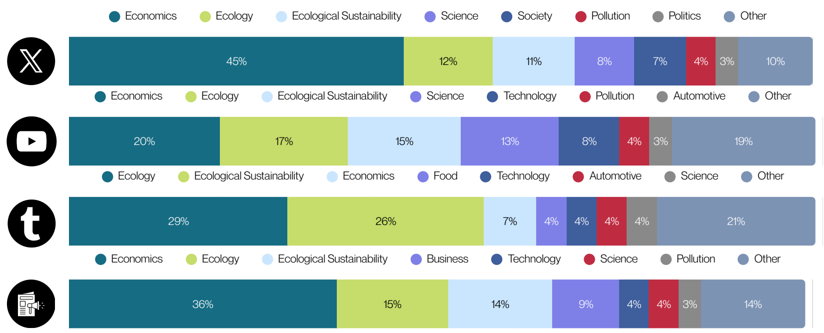
Spain
Top 3 Subjects:
- Ecology (39.8%):
  - General (20.1%),
  - Sustainability (18.8%)
- Economics (24%)
- Science (8.5%)

Source Breakdown

Mentions by source type



Topics by source



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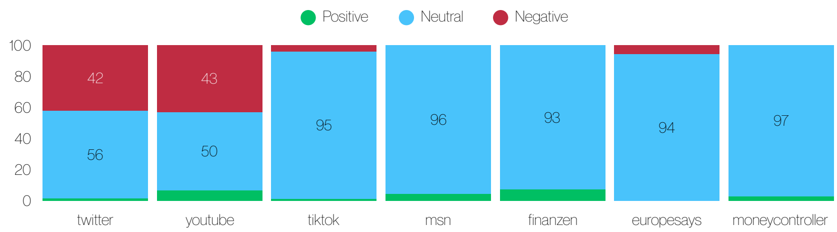
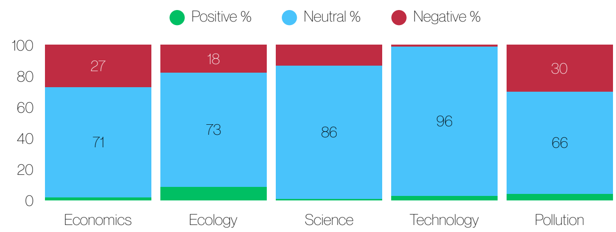
Sentiment breakdown

By source

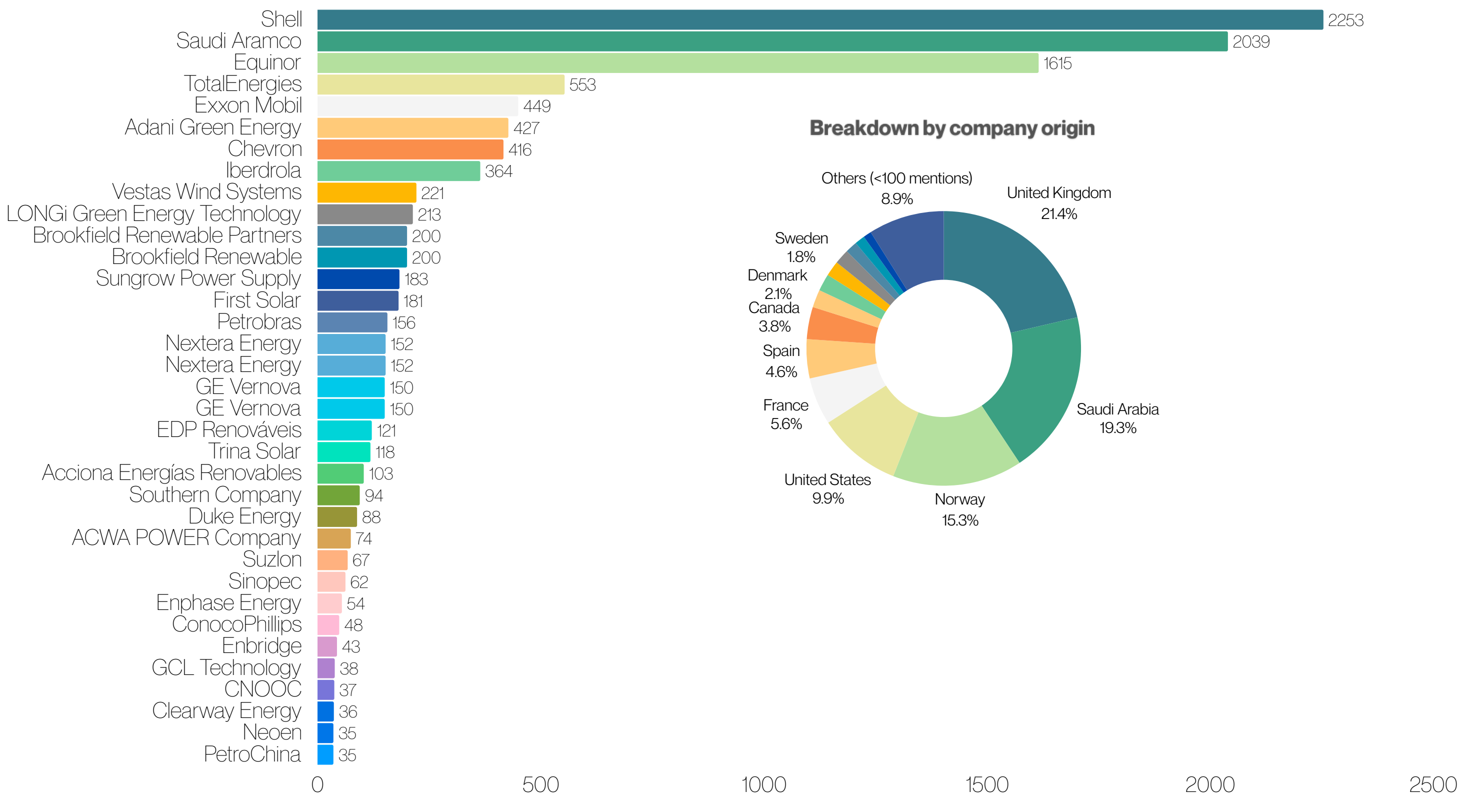


By topic



- Overall sentiment is neutral with some sources that drive more negative comments, Twitter and YouTube.
- In terms of topic, pollution and economics drive more negative sentiment while the ecological aspect of the conversation continues to drive more positive mentions compared to others.

Company Leaderboard



Shell is shifting its focus back to traditional fossil fuels, such as oil and gas, and biofuels, while reducing its emphasis on renewable energy projects. This move is part of a broader trend among major oil companies prioritizing profitability over sustainability. There is notable disappointment and criticism from the public regarding Shell's decision.
Despite the shift back to fossil fuels, Shell is also exploring the development of a competitive electric vehicle charging network, potentially offering a subscription model to enhance accessibility for users.

Aramco's direct air capture unit is highlighted as a significant innovation in response to rising global CO_2 levels, emphasizing the importance of such technologies for sustainable energy.
Saudi Arabia's tender for 3GW of desert solar at $13/MWh is described as a transformative move for renewable energy, indicating a shift towards dominance in this sector.There is a general sentiment of optimism regarding Saudi Arabia's role in renewable energy, with calls for oil-producing countries to lead in the transition to sustainable energy.

Equinor recently scaled back its climate ambitions, facing challenges in meeting its energy transition goals, which include difficulties in investing in renewable energy and low-carbon technologies. The company had previously set a target to achieve net zero emissions by 2050, but it has now abandoned specific investment pledges towards these goals, indicating a shift in its strategic priorities.
Despite these setbacks, Equinor is actively engaging in international collaborations to advance carbon capture and storage . The partnership with Orlen focuses on developing expertise in CO_2 capture and storage, This collaboration includes plans for the transportation and storage of carbon dioxide in Poland.

GREEN ENERGY IN EUROPE:
THE CLEAN INDUSTRIAL DEAL

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Clean Industrial Deal

The Clean Industrial Deal is a European Commission initiative to boost the EU's industrial competitiveness and resilience while advancing decarbonisation. It includes a €100 billion investment in clean tech and emissions reduction.

As part of a broader strategy to position the EU as a leader in clean energy and technology, the initiative seeks to enhance global competitiveness, particularly against the US and China. It aims to mobilize investments, support clean manufacturing, and create quality jobs while balancing economic growth with environmental goals.

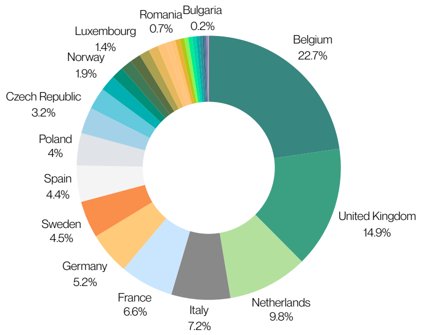
Key measures include support for energy-intensive industries and clean tech, such as the European Hydrogen Bank, which will drive investment in low-carbon technologies. The plan prioritizes lead markets, especially in renewable and low-carbon hydrogen.
However, critics argue it may weaken environmental standards and favor major polluters. Concerns also exist about the feasibility of maintaining a competitive industry without traditional energy sources.

The initiative is expected to incorporate carbon capture discussions, responding to calls for its inclusion. It also seeks to tackle high energy costs and global competition by making decarbonisation a growth driver.

A key motivation is the European steel sector's crisis, with rising costs and global overcapacity hampering investment in clean technologies.

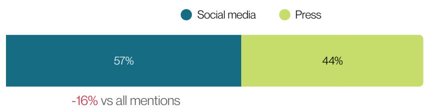
A strategic dialogue has been launched to address these challenges. Framed as a bold business plan, the deal aims to simplify regulations, lower energy costs, and promote technological openness. However, it faces criticism for inadequate worker and environmental protections.

Mentions by country

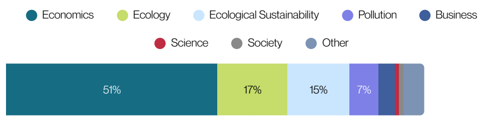


Mentions by source/topic

Source type



Topics



Company highlights

There are no specific top energy companies associated with the Clean Industrial Deal.

There are however, some mentions of energy-intensive companies receiving subsidies under the Clean Industrial Deal, but no specific companies are named.

The focus is on the need for funding and regulatory certainty for the energy transition, rather than identifying specific companies.

Top Authors* [Twitter]

*sorted by views

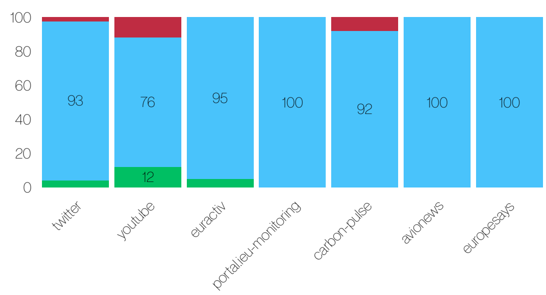
	Main info	Subscribers	Avg. views	Avg. engagement
	Climate Strategy	3,834	120,504	36
	Ondřej Venhoda	367	19,717	285
	Michal Půr news anchor, owner podcasts	28,105	17,755	139
	Martin Cvrček	2,554	15,337	125
	Zdeněk Hraba	6,663	14,891	334
	Henri Bontenbal	34,411	12,858	304
	Anna Bryłka	58,667	11,345	742
	Øetr Munck	1,924	9,579	389
	Albert Pinto essays	14,541	6,608	31
	POLITICOEurope politics	394,568	5,442	23

Top Authors* [Press]

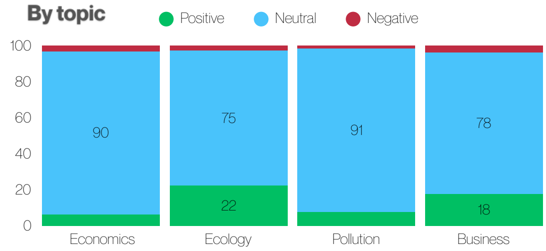
Main info	Mentions
Ieu Monitoring	17
CarbonPulse	8
Europe says	8
europalov.no	7
The European Sting	7
Eceee	6
MSN Ireland	6
Global Banking & Finance Review	5
Euractiv Press Release	5

Sentiment breakdown

By source



By topic



Twitter

- Climate Strategy, specialist strategy consulting firm
- Zdeněk Hraba, CZ Senator, against the Deal.
- Henri Bontenbal, Dutch political leader of the CDA
- Anna Bryłka, Polish politician, Member of the EU Parliament

Press

- Insight EU Monitoring - all EU related news
- Carbon Pulse, an online, subscription-based B2B service, provides in-depth news on carbon pricing initiatives and climate change policies around the world
- IndustriAll European Trade Union, a federation of independent and democratic trade unions representing manual and non-manual workers in multiple industries, including energy.
- eceee, the European Council for an Energy Efficient Economy, is a membership-based non-profit association, they publish the *Energy Efficiency Scoreboard*

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Opportunities For Energy Companies

01 Pay attention to UK

The report looks at EN coverage of the topic and therefore skews towards the United Kingdom for green energy and Belgium (with its capital city, Brussels, also being the EU capital) for the Clean Industrial Deal. If your focus is other European countries, a broader analysis is much needed.

02 Different markets, different topics

Align communication plans with the market specifics. While for some countries Economics are more important in the news cycle, for others Ecology is still driving the conversation. Also pay attention to the communication channel as Twitter is still driving more negative mentions than other channels. The same with the subject Pollution, it tends to trigger more negative sentiment.

03 Pay attention to the comms channel

Asses the channels and align communication according to the specificities of the channel. Twitter and YouTube, for example, are still driving more negative mentions than other channels, but is often used by EU parliament politicians especially when talking about the Clean Industrial Deal, while EU legislation and initiatives are more heavily discussed by press focusing on the EU.

04 Clean Industrial Deal

- Energy companies missed the mark on the Clean Industrial Deal, a big opportunity to communicate on the topic.
- Energy-intensive companies may be receiving governmental subsidies as part of the Clean Industrial Deal. Do a deeper dive to identify the focus industries and partner with said companies.

05 How green will the oil companies get?

Up for debate. With more and more legacy companies scaling down their green energy plans, the jury is still out. 100% renewable companies can take the lead in talking about green energy.

Methodology

To conduct the social listening report I employed YouScan, a social media monitoring tool, to capture and analyze relevant online conversations.

The primary Boolean query used to identify general mentions included keywords edtech or #edtech. This ensured a comprehensive collection of discussions related to the event. Data was collected from various social media platforms, news websites, and other online forums.

This report wouldn't be possible without access to YouScan Social Listening ✨ and their AI powered insights as part of their Ambassador program.

Author

Oana Andreescu
12+ years experience in Social Media Marketing,
my motto: "Results, not vanity metrics."

I employ high-quality research and analysis to develop actionable social media strategies that fuel lead generation, conversions, and revenue.
Proficient in social listening, I advocate for strategic planning and create compelling content and successful paid campaigns.

Let's connect!

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