

Impact case study

Institute of International and European Affairs

Maximising impact with policymakers

Brief

In late 2009 Bulletin Academic was approached by the Institute of International and European Affairs (IIEA), a policy research think-tank based in Dublin, to publicise its 'greenprint' for a plan to make comprehensive energy improvements to 1.2 million older homes. The IIEA suggested government investment of €14.5 billion would create tens of thousands of jobs in the hard-hit construction sector, address the challenges of energy security and climate change and create warmer, greener homes with drastically reduced energy bills. The 'greenprint' argued the plan could be achieved at little or no expense to the exchequer, since householders would gradually pay back the cost of the changes through their energy bills.

Strategy

Bulletin Academic took the IIEA's 83-page report and condensed it into a four-page policy briefing containing key information for policymakers and Irish MPs. This was circulated to every politician in the Irish parliament, including the Prime Minister and cabinet members, and on the same day we released a press briefing and sent a Bulletin Academic representative to Dublin to support the IIEA in dealing with the media.

Impact

The report earned coverage in every major national newspaper in Ireland and the author was also interviewed on both radio and television. Amid this intense media interest, the policy briefing enjoyed a high profile in parliament, leading to a large take-up of the full report. The Irish Labour Party – now part of the coalition government – was particularly interested and ultimately used the 'greenprint' as a basis for much of its policy paper on energy.



National Energy Efficiency Retrofit Programme Report which was circulated to the Taoiseach and government ministers.



Joseph Curtin, Senior Researcher, Institute of International and European Affairs

"Bulletin's contribution went beyond helping us achieve coverage for our work in the national press and helped to maximise its impact with policymakers."

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