

Caught in the Winds of Change: Navigating the High-Stakes PR Landscape of Offshore Wind Energy

Media Analysis Summary



Offshore wind energy, harnessed from ocean winds, is gaining media attention as a viable fossil fuel alternative for a sustainable [energy transition](#). Still, media debates show that the path to offshore wind adoption has challenges and controversies despite its promise.

As the media portrays offshore wind as crucial for the energy transition, energy companies like [Equinor](#) and [Shell](#) have utilised technological innovation narratives to establish their leadership role in renewable energy efforts.

Topics in the offshore wind debate by share of voice



32%

Energy transition



27%

Environmental impact



23%

Economic impact



12%

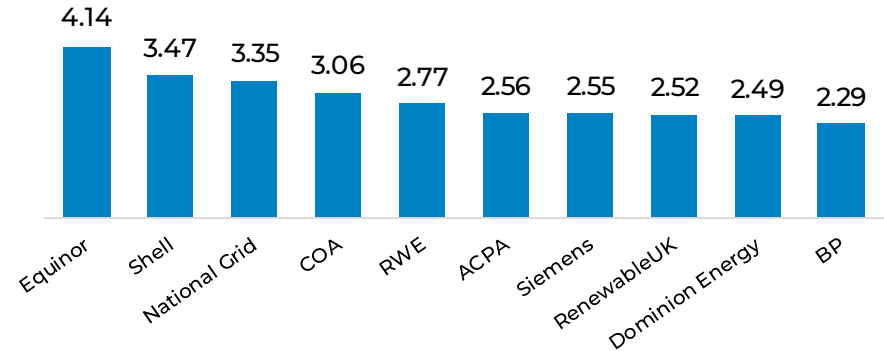
Regulation and policy



6%

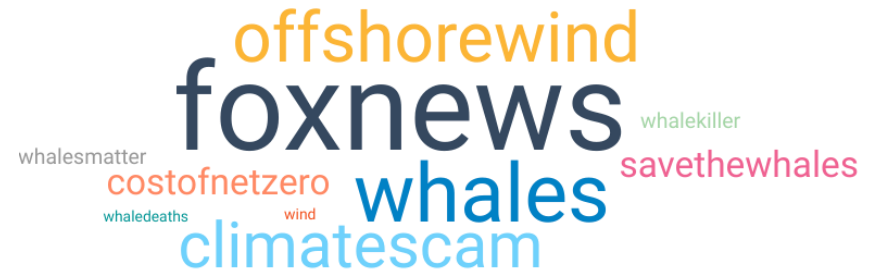
Grid integration and infrastructure

Top 10 organisations in the offshore wind debate by media impact score



[Equinor](#), [Shell](#), [BP](#), [Orsted](#), and [Eni](#) have received significant media attention recently by developing offshore power projects in Norway. Meanwhile, the Twitter debate was dominated by misinformation and erroneous concerns about whales.

Top hashtags in the offshore wind Twitter debate



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Read the whole analysis here:

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