

# **CREEC**

**Centre for research in energy and energy  
conservation**

**Making renewable energy a  
reality in East Africa**

# The what and the how

**Your purpose**

**Your approach**

Making renewable energy a  
reality in East Africa

What adjectives describe  
the way you work?

# **Principles for good communication**

# What is communication?

- Dialogue
- Interaction
- It gets results

# Who are your audiences?

- 1) Give an example of CREEC comms.
- 2) Who was it aimed at?
- 3) Do you know if reached it's audience?

# First things first

- Decide and define your audience
- What do you want to achieve by communicating?
- What is your call to action?

# Get to know your audiences better

- Why would they want to hear from you?
- How do they consume information?
- How will you know if you've reached them?

# Everyone is a communicator

- All your interactions tell a story about CREEC
- Different messages can still tell the same story
- What do your communications say about CREEC?



# Tone of voice exercise

- Speaking with one voice
- What you do
- How you do it

# What readers want

Clear,  
concise,  
comprehensible  
sentences,  
that mean something  
to them.

# You serve your reader

- Make it easy for them.
- Touch their lives, find common ground.
- Entertain/inform them.



# Plain English

- Good writing
- Equality and accessibility
- Writing for the web

# What is an active voice?

- It adds impact and clarity.
- It compels us to take action.
- It easy to read and absorb.
- It is accessible.

# Shorten your Sentences

What is the average number of words in a well written sentence?

**17-20 words**

5 minutes to  
shorten 5 sentences

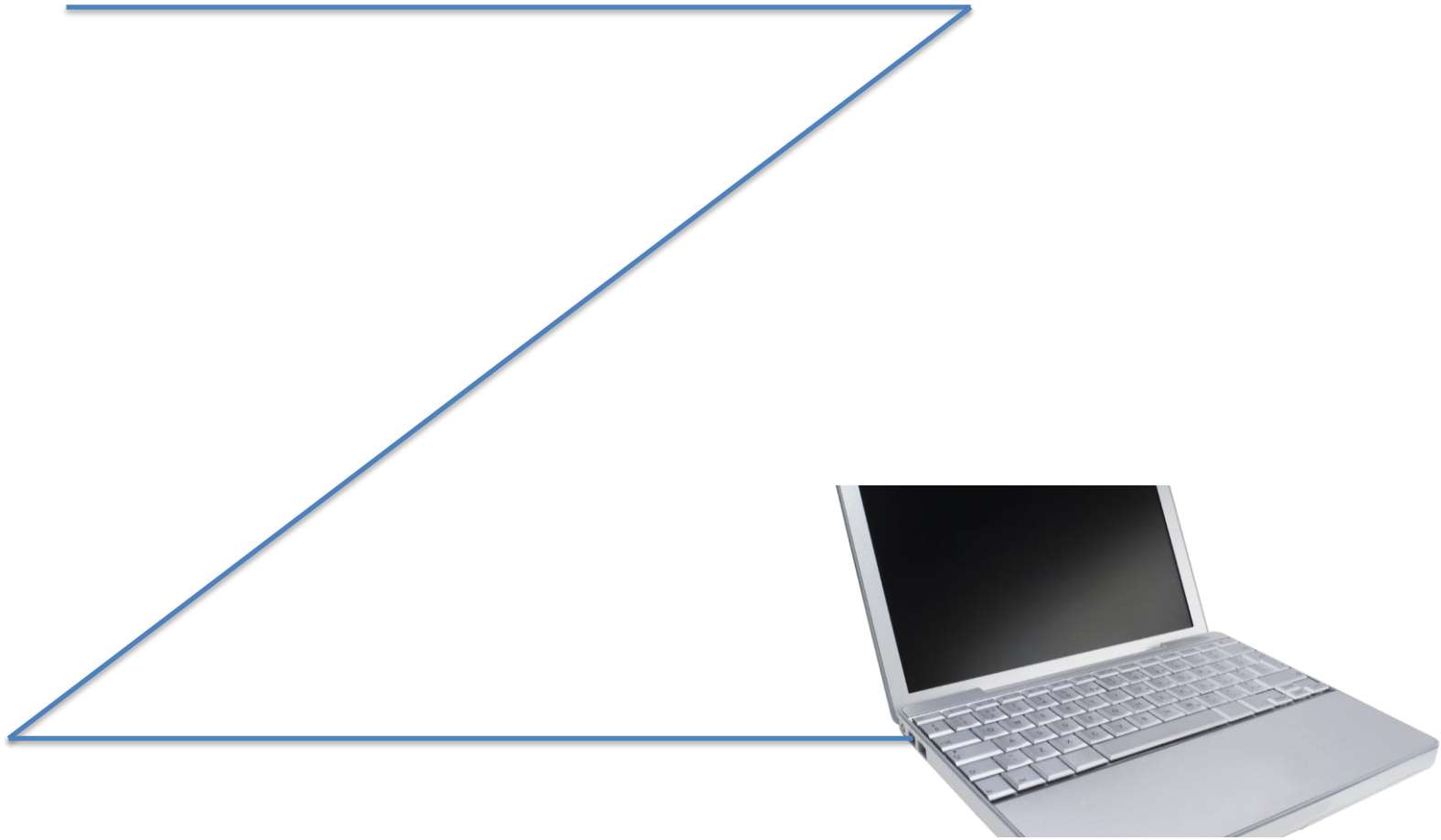


# Recap

## Three rules of plain writing

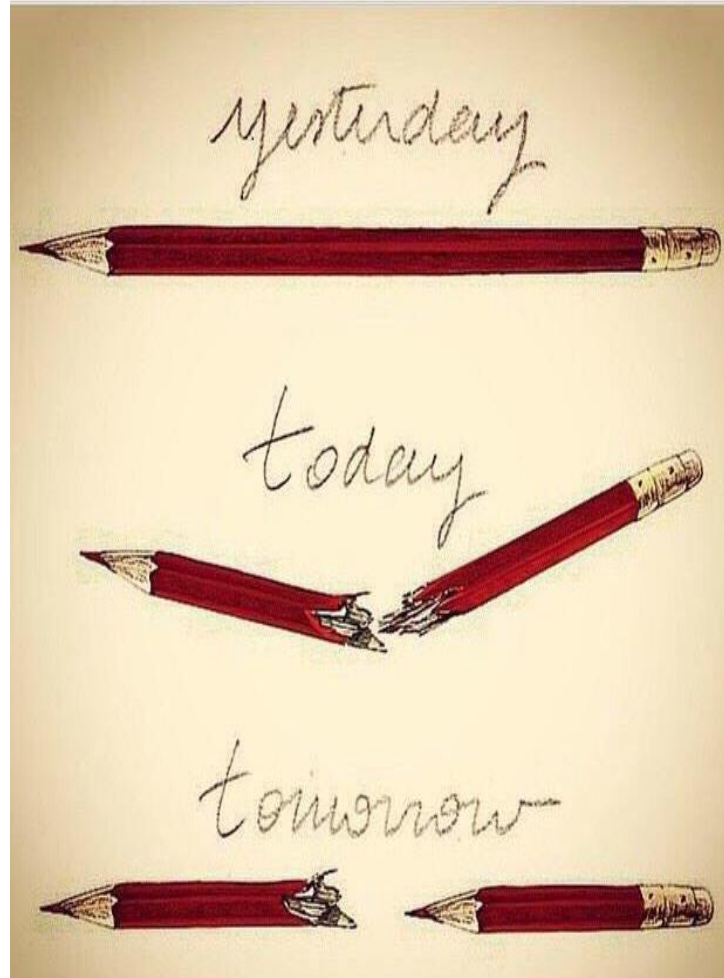
- Active voice
- Short sentences
- Clarity

# Reading and writing online





# A picture paints a thousand words



# **Accessibility**

- Subtitles and captions.
- Use Arial font.
- Use black on white.

# Tips and Tricks for writing

- Readability score.
- Read out loud.
- A second pair of eyes.

# Key messages

- What is a key message?
- How does it fit the purpose and approach of CREEC
- Your tone conveys as much as what you say

# What is CREEC?

Practice

Practice

Practice

“What is are CREEC, and why do we do what we do?”

# In summary

- Know your audience
- Rule of three
- Keep it short

**Any questions?**

Make a note of  
three changes  
to improve the  
way you  
communicate



**Thank you!**

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