

How digital tools can increase #Public Consultation?







INTERNET





A black and white close-up photograph of Kim Kardashian's face, looking directly at the camera with a slight smile. Her dark hair is visible around her face.

**How to get attention
When you're not as sexy as
Kim Kardashian ?**

Solution



Identify the right momentum
in user's journey



Lawrence Caird

8 mars, 18:50 · 🌐

This morning, I read that a local dispute in Kosovo is causing a disruption in the European power grid which has slowed down about 6-minutes. Curiosity got the best of me and I wanted more about the European power grid. I was surprised by what I discovered, because I had never seen it before.

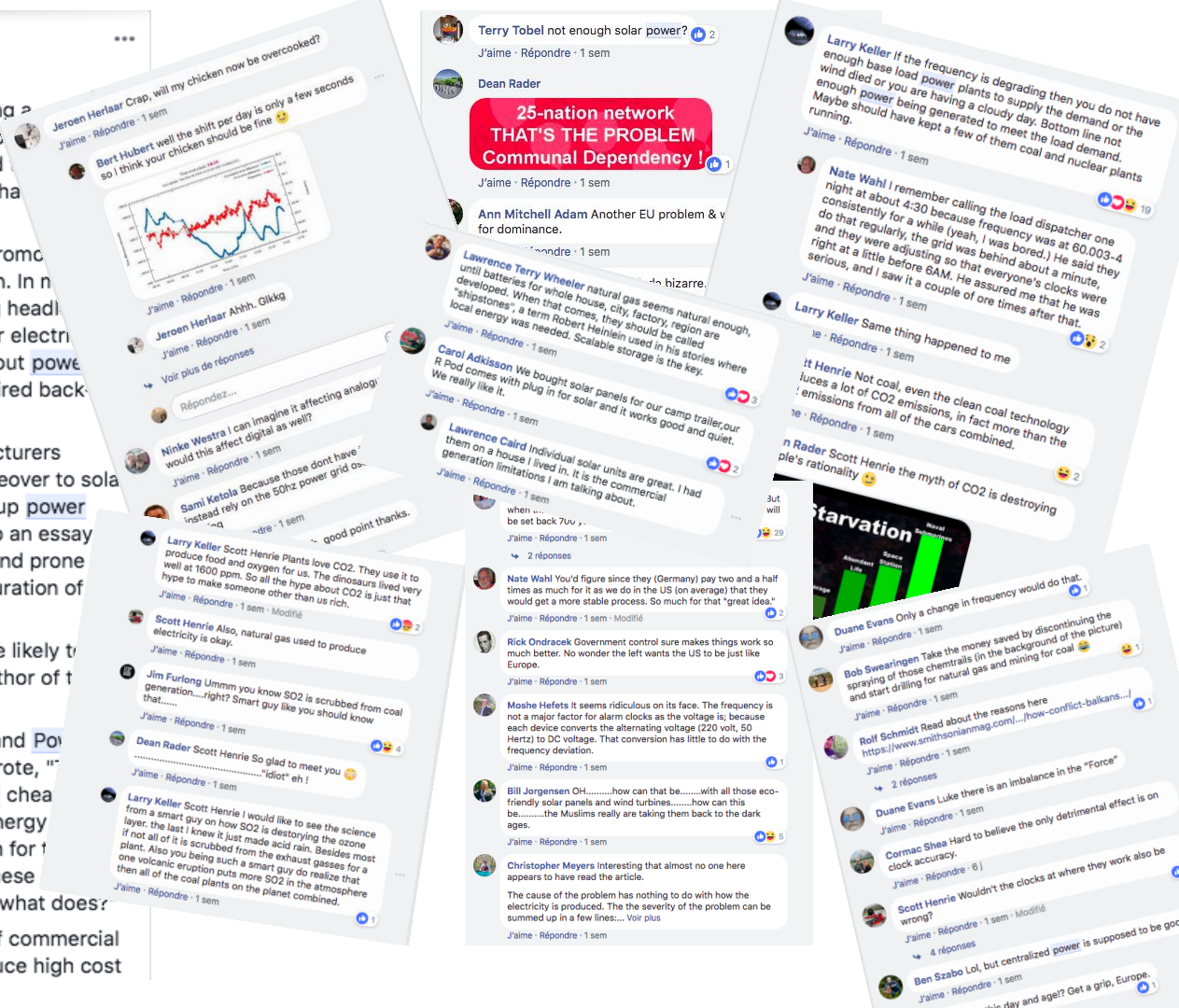
I have read article after article posted by my friends who promote solar as a viable alternative to conventional electricity generation. In fact, these days we are directed to the German model, which is going headlong into increased solar. In fact, Germans voted to pay more for electricity a few years ago, to accommodate this transition. But, what about power disruptions? Japanese solar plants rely, ironically, on coal fired backup generators.

The German publication Der Spiegel reported that manufacturers experienced increased disruptions of 29% since the changeover to solar. They acted in a typically German way. They installed backup power plants to their factories, rather than complain. According to an essay in Forbes magazine, "Backup generators are filthy, wasteful and prone to performance problems depending on the frequency and duration of electric grid outages."

Forbes is a business publication, so they are probably more likely to have fossil fuel industry sympathetic writers, right? The author of that essay was William Pentland.

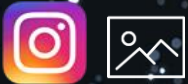
William Pentland is the Chair of the Northeast Clean Heat and Power Initiative. He supports alternatives to the status quo and wrote, "The mission of distributed generation is to make electric power cheaper, cleaner and more reliable than it is in today's centralized energy system. Like a three-legged stool, we should not support any vision for the future of our energy economy that does not satisfy all of these criteria equally. Backup generators do not meet these criteria, but what does?"

To be sure, solar is an exciting alternative. It is the future of commercial electricity generation. But, it does not make sense to produce high cost





Semantic Data platform to monitor & jump into conversations with Social Media Users



Instagram
70 M photos / Day



500 M Tweets / Day



1,3 Md
Users Facebook/ Day



#1

**Catch all the social conversations
about a specific concern
by location**



#2

Analyse conversations
Segment Users profiles
by concern & location



#3

**Use the favorite
Communication channel to monitor
Message to each user**

Use Case - EnR Project

North of France July 2017



French transmission system operator

Green energy Project Wind Turbines

One month & half
for public consultation
June - mid July 2017

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Welcome to RTE's website, the French transmission system operator

[About us](#) [Commitments and performance](#) [Our activities](#) [Data and analysis](#)

IFA2, as seen from across the other side of the Channel

A meeting with David Luetchford, from National Grid

[▶ READ MORE](#)

02.23.2018

OSMOSE: RTE and 32 partners are preparing the necessary flexibilities for the electricity system of tomorrow
[read more](#)

10.06.2017

Just a second, for the spark to pass!
[read more](#)

08.04.2017

PICASSO Project: Further development in integration of European balancing market
[read more](#)

[▶ ALL OUR NEWS](#)

A centric communication blueprint
properly build

Ads

+40 Local Newspapers

&

440 Local Radios Spots



Le réseau
de transport
d'électricité

**DU 1ER JUIN AU 13 JUILLET
CONTRIBUEZ À LA
TRANSITION ÉNERGÉTIQUE
EN HAUTS DE FRANCE
AVEC LE SCHÉMA RÉGIONAL
DE RACCORDEMENT AU RÉSEAU
DES ÉNERGIES RENOUVELABLES
(S3REnR)**



Facebook & Twitter Ads
6 June - 6 July



753 reactions

100 comments

264 retweets

29 000 visits

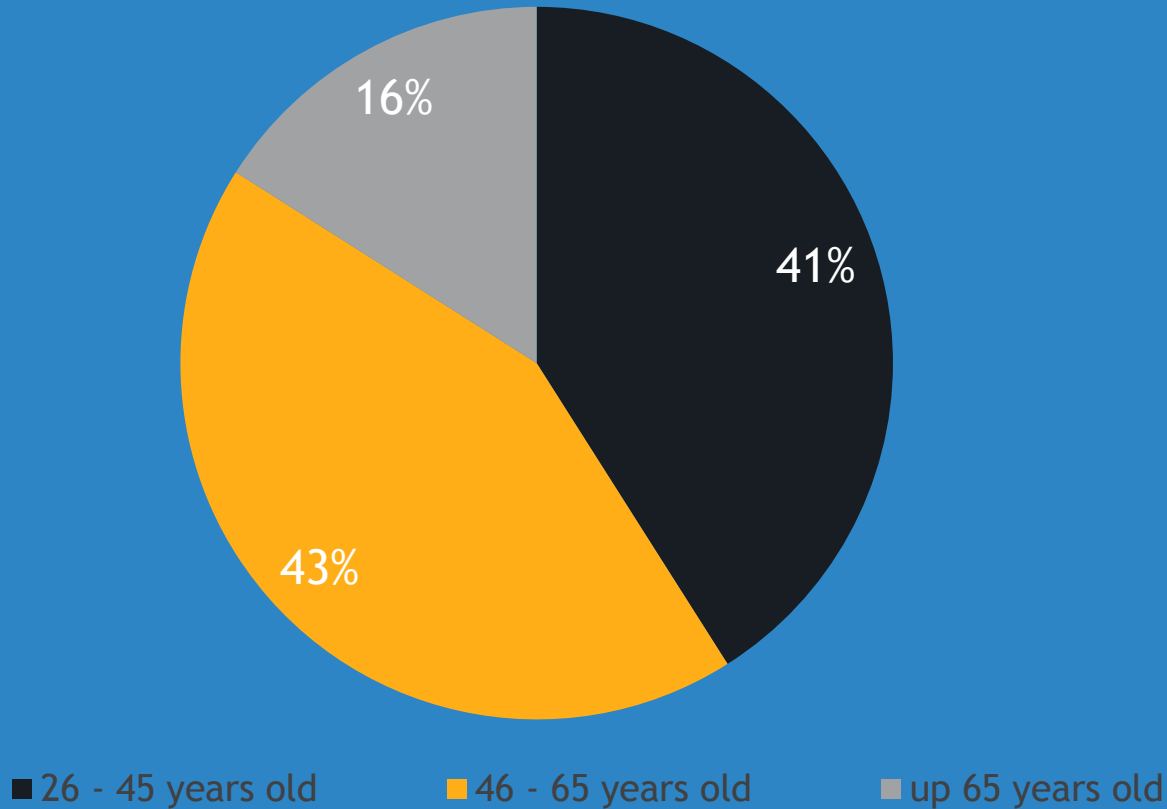
A close-up photograph of a person's hand clicking a white computer mouse. The background is blurred, showing a laptop keyboard. The text '29 000 visits' is overlaid in large white font at the top, and a series of 'click' words are arranged in a diagonal line at the bottom right.

click
click
click
click
click
click

Information Meetings :
140 participants

45 contributors

Age of contributors





#1

Semantic Data Analysis



GeoKaps

#2

Location filter



#36 217

Social
conversations

#21 053

Profiles Users



753 reactions
100 comments
264 retweets





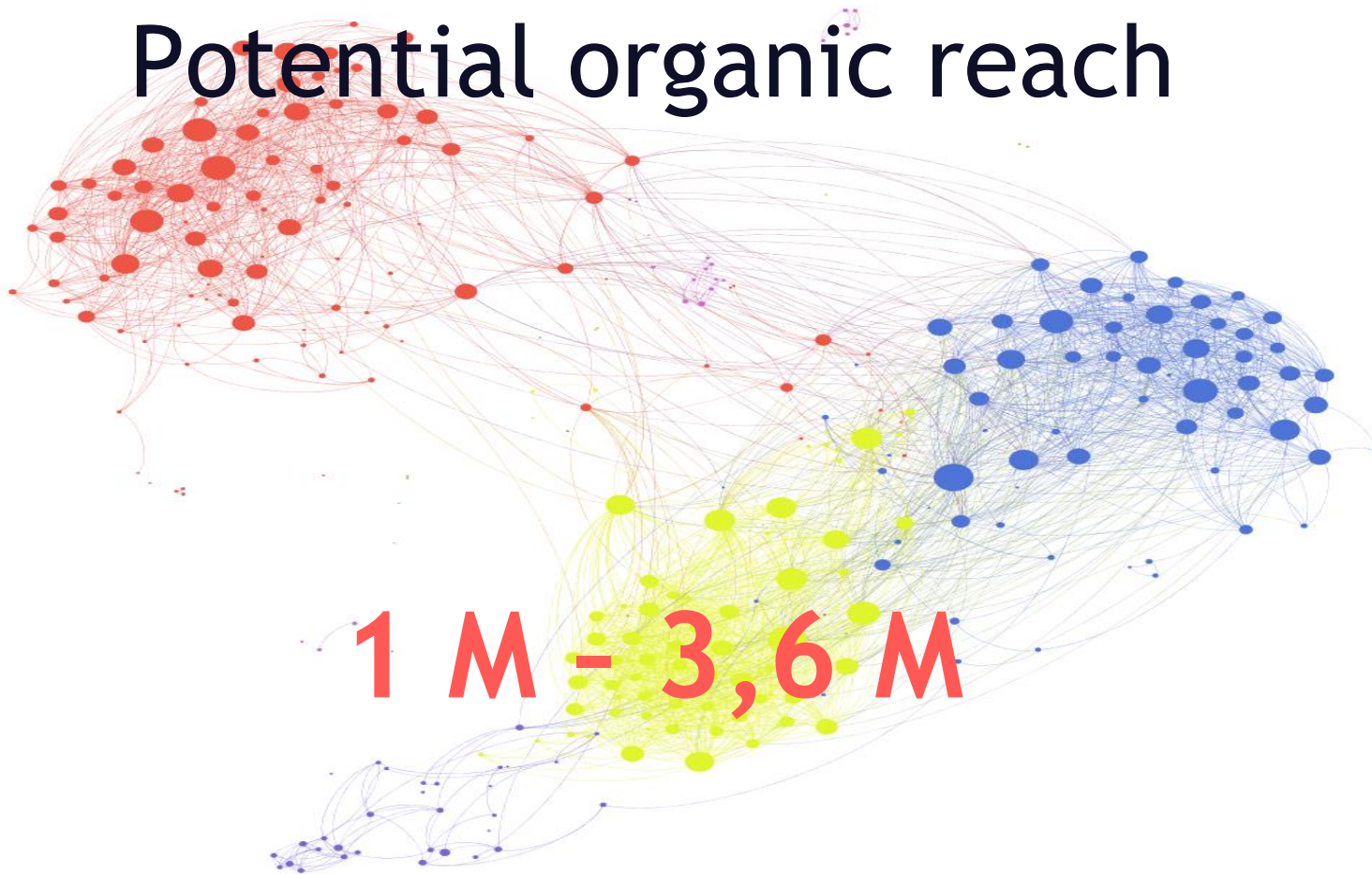
#3 Personae

Birds protectors

Anti nuclear

Political commitments

Potential organic reach



GeoLead

My Leads

Propriétaires Chats - Chiens

Message Templates



Social profiles Lists

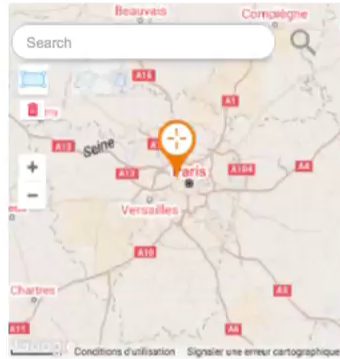
Overall Activity

Account Settings



Search

Search



REGISTER

Benefits

Better Knowledge of concerns

Precise segmentation of resistance groups & leaders

Identify local ambassadors & Rely on them

Monitoring Social Interactions

Change your perspective





Mail : helene@geokaps.com



@helenelucien



Helene Lucien



First Social search platform shaped for Brands to foster conversations
with Social Media Users



Awards



2017
2e Prix



2016
1er Prix

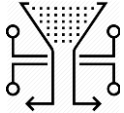


2015
3e Prix

ERDF Smart Grid Awards



“SocialMedia Users Knowledge” Data
interactive & ongoing updated



Social Media Sourcing



Machine & Deep learning



Text mining / Web semantic



Real time Analytics



Image Recognition



Social & conversational