



A REIMAGINED ENERGY GUIDE

How to Explain Your Project to People Who Aren't Experts

(Without Losing Their Trust)

A plain-language playbook for renewable energy companies bringing offshore wind, hydrogen, EV, and solar projects to Atlantic Canada — and trying to win public support along the way.

5 GW

of offshore wind alone entering public conversation in Nova Scotia this year

1

bad explanation is often all it takes to lose a room's trust

3

simple shifts in this guide that change how people receive your message

The Gap Nobody's Talking About

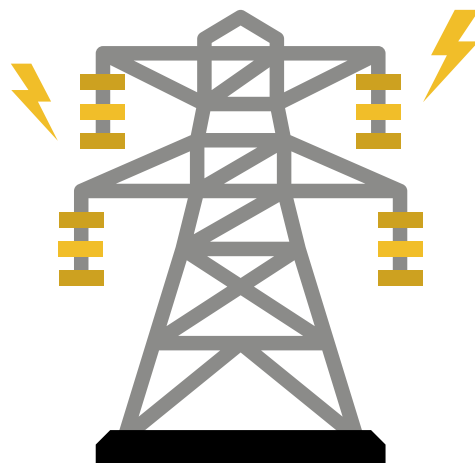
Right now, offshore wind developers, hydrogen producers, and solar installers across Atlantic Canada are having sophisticated, highly technical conversations — with each other. Engineers talk to regulators. Regulators talk to investors. Investors talk to lawyers.

Almost nobody in that chain is talking to the fisher whose gear runs through a proposed lease area. Or the homeowner trying to decide whether solar is worth it. Or the town councillor fielding angry calls from constituents who don't understand what's being built near them.

That silence doesn't stay empty. It fills in — with rumour, fear, and misinformation. And by the time a project actually needs public support, it's often too late to walk that back.

"Uncertainty doesn't stay neutral. It turns into misinformation — and misinformation is much harder to undo than it is to prevent."

This guide is a starting point: a handful of practical, low-cost shifts that help you talk about your project in a way that builds trust instead of confusion — whether you're explaining a wind lease, a hydrogen facility, an EV rollout, or a community solar array.



Three Things That Quietly Undermine Public Trust

None of these are malicious. All three are common — and all three are fixable.

1

Jargon Overload

If your project update needs a glossary, most readers stop at the first term they don't recognize — and quietly assume you're hiding something behind the language, even when you aren't.

2

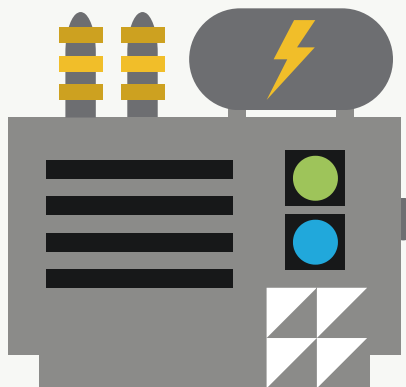
One-Way Communication

Press releases and info sessions that only broadcast — with no real chance to ask a question — read as "we've already decided," even when that's not true. People trust conversations, not announcements.

3

Silence During Controversy

Going quiet the moment questions get hard is the fastest way to lose a room. When a company stops talking, people don't assume "no comment" — they assume the worst-case explanation is true.



A Simple Framework: The 3-Sentence Rule

Before you publish anything public-facing, run it through three plain-language questions.

- 1 What is this?**
One plain sentence, no acronyms, no unit a stranger wouldn't recognize.
- 2 What does it mean for them?**
Jobs, bills, land, water, view, traffic — name the thing your audience actually cares about.
- 3 What happens next?**
Timeline, who decides, and — critically — how someone can weigh in if they want to.

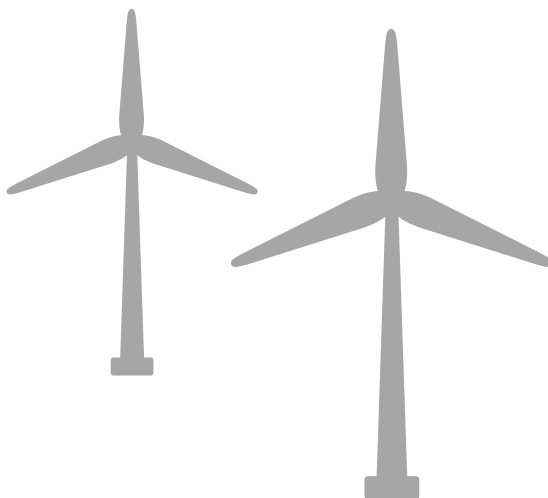
If a piece of content can't answer those three questions in plain language, it isn't ready for a public audience yet — even if it's perfectly ready for a regulator or investor.

BEFORE – TECHNICAL LANGUAGE

"The proposed 300 MW offshore wind facility will utilize fixed-bottom turbine foundations within the designated Call for Bids area, subject to environmental assessment under the Impact Assessment Act."

AFTER – PLAIN LANGUAGE

"We want to build wind turbines in the ocean off the coast, generating enough electricity for roughly 150,000 homes. Before anything is built, the project has to pass a federal environmental review — and that review is where your feedback matters most."



Five Quick Wins You Can Apply This Week

None of these require a rebrand or a big budget—just a different starting point.



Translate your fact sheet.

Rewrite your top public-facing document using the 3-Sentence Rule. Keep a technical version for regulators; keep a plain-language version for everyone else.



Publish a "Top 5 Questions" page.

Answer the five questions you get asked most, in plain language, before someone has to ask you directly.



Show, don't just tell.

One good diagram, map, or before/after photo does more work than three paragraphs of description ever will.



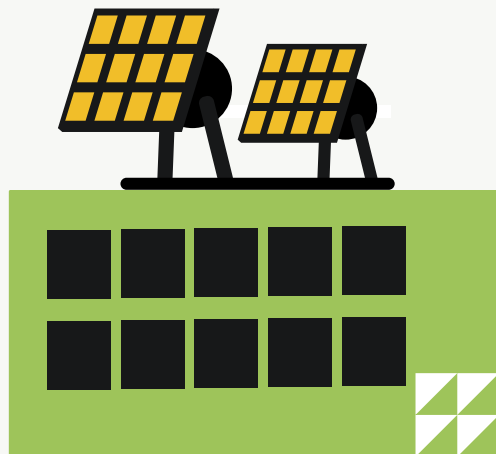
Use a real, local reference point.

"Enough power for 150,000 homes" lands better than "300 megawatts." Translate scale into something local and human.



Host a real Q&A, not just an info session.

Let people ask hard questions publicly, and answer them honestly — even the ones you don't love getting. Be transparent, open, and human.



What This Looks Like, Side by Side

A hypothetical community solar announcement—two ways to tell the same story.

VERSION 1

Technical & One-Directional

- Press release announcing project approval, written for a trade audience.
- One in-person info session, presentation-only format
- No follow-up content between announcement and construction

Result: Rumours filled the six-month gap. Council meetings grew tense before construction even began.

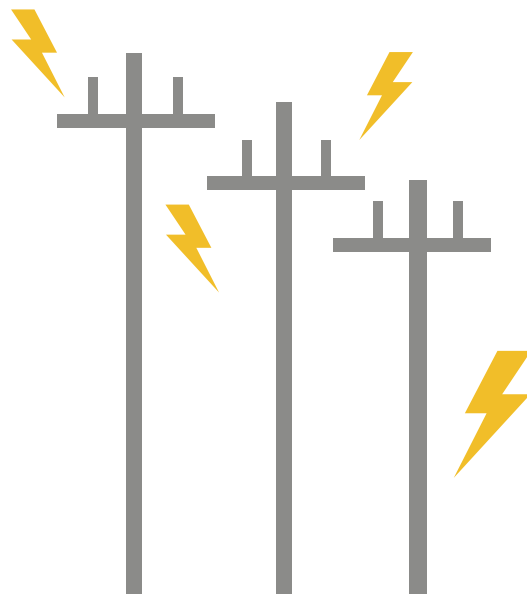
VERSION 2

Plain Language & Two-Way

- Plain-language FAQ published alongside the announcement
- Three short videos posted to social, each answering one top concern
- A moderated Q&A thread kept open through construction

Result: Council support held, and local pushback dropped once people had somewhere to actually ask questions.

The project didn't change between these two versions. The only thing that changed was whether the public had a plain-language way in — and somewhere to ask what they were actually worried about.



NEXT STEPS

When It's Time to Bring in Outside Help

This guide gets you started. Here's when it's a sign you need more than a framework.

- You're heading into a public consultation or approval decision and don't yet have plain-language materials ready.
- You're fielding the same hard questions from different people, with no consistent answer across your team.
- Your team knows the technology deeply, but nobody owns translating it for a public audience.
- You need a real presence across video, social, and community channels — and don't have the bandwidth to build it alone.



We help renewable energy companies across Atlantic Canada — offshore wind, hydrogen, EV, and solar — turn technical projects into stories the public actually trusts. From a single explainer video to a full public-trust campaign.

EPISODE SPONSORSHIP

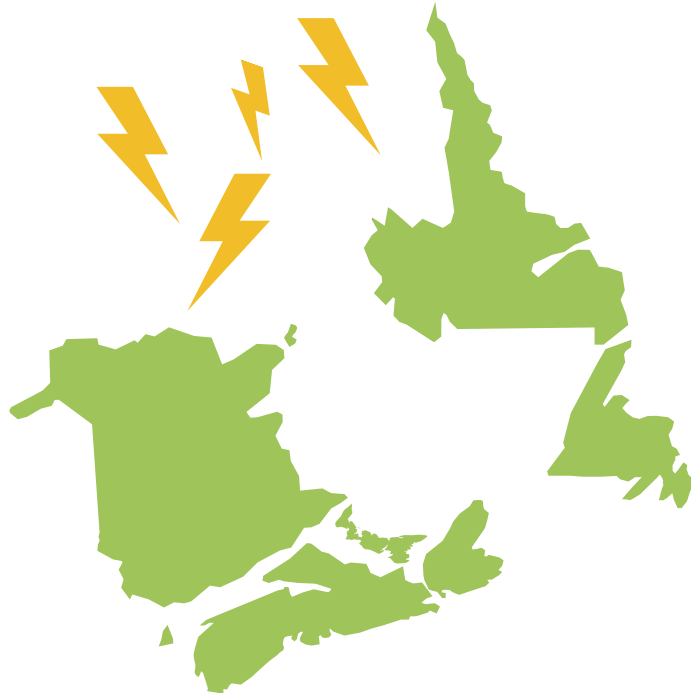
Feature or sponsor a dedicated podcast episode.

CO-BRANDED SERIES

A multi-episode series, cross-promoted across your channels.

FULL COMMS PARTNERSHIP

Ongoing strategy and content through approvals and buildout.



**Let's help people understand what
you're building – before uncertainty
does the talking for you.**

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