



Marine Current Turbines Ltd (2005-2014)

Sector: Marine energy / clean-technology

Services: Media relations, government affairs, stakeholder & community relations, financial and corporate communications, market intelligence

Appointed in 2005, Taylor Keogh were tasked to build awareness of the potential of marine energy (and thereby the firm's tidal stream technology) in UK and overseas waters; secure political, financial and wider stakeholder support for marine energy and crucially win greater backing from the UK Government for the sector.

Our initial work focused on building the environmental and long-term economic case for marine energy, and positioning MCT at the forefront of the industry, whilst at the same time supporting the company's efforts to secure planning consent for their SeaGen tidal demonstration project in Northern Ireland's Strangford Lough – a world first. Subsequently, our work, primarily using the media, focused on the performance of SeaGen and its scalability to attract additional private sector investment, enabling MCT to commercialise its technology. The company was acquired by Siemens in 2012.

RESULTS:

- MCT's achievements were widely reported in the UK and overseas media, for example, The Times, Financial Times, Sunday Times, the BBC, Al-Jazeera TV, National Geographic and Discovery Channel. MCT's technology was endorsed by UK civil servants, elected politicians and NGOs.
- DECC's proposal to give 5 ROCs to marine was announced in October 2011 and was a factor in Siemens decision to acquire MCT in February 2012.

LOCATION

Northern Ireland



GET IN TOUCH

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