

Tractivity Case Study:

EDF Energy

Tractivity®



In summary...

EDF is the UK's largest producer of low-carbon electricity and as such, have a range of projects that require the need to inform and engage with stakeholders.

"Tractivity is simply the best option for our stakeholder engagement and management."

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Communications Relations Executive,
Hinkley Point C

The requirements

1. One single system that could be used to both share and store stakeholder information.
2. A full communication suite to allow the team to send surveys, newsletters, updates and manage events for their projects all the way through planning to execution.

The results

- ✓ 100% response rate ensuring all stakeholder issues meet legal requirements, with nearly 30,000 issues and comments logged and tagged.
- ✓ 130,000+ stakeholder engagements made with over 70,000 contacts.
- ✓ Ability to access individual stakeholder insights contributing to the project's success and longevity.
- ✓ Reduced administration burden allows time for valuable face to face community engagement with over 650 events held or attended.



The situation

EDF is the UK's largest producer of low-carbon electricity and as such, have a range of projects that require the need to inform and engage with stakeholders.

Two of their projects with a high media profile are that of Hinkley Point C and Sizewell C, both of which represent long term construction projects that utilise Tractivity to manage and facilitate regular and effective stakeholder engagement.

In 2014 EDF approached Tractivity in response to an internal need for a system that would provide the most efficient way to manage stakeholder engagement and public consultation, prior to their submission for planning permission.

The task

It was key that EDF and the agencies who work with them (Newgate Communications for Hinkley Point and Newgate Communications for Sizewell) had one single system that could be used to both share and store stakeholder information, whilst also offering a full communication suite to allow the team to send surveys, newsletters, updates and manage events for their projects all the way through planning to execution. Tractivity's purpose built system offers a real solution for EDF who need to meet stringent legislation rules in their response to stakeholder questions and issues.

The action taken

As part of the onboarding process EDF had a database of thousands of diverse stakeholders to upload, a task that the Tractivity team undertook on behalf of EDF to avoid any downtime for the team.

Once uploaded onto the Tractivity platform, EDF were able to start coordinating communications across both their projects and collating valuable feedback whilst also mapping stakeholders and tagging known issues for easy reference.

During each stage of the project, regular updates are required for each stakeholder – but not each stakeholder wants or needs the same information. Using Tractivity, EDF group their stakeholders into smart categories relevant to their needs for information and interest levels allowing them to action a precision based communication strategy.

EDF also use Tractivity to create email dialogue by allowing stakeholders to respond directly to emails with their feedback. As the alternative is to use individual systems which would show fragmented feedback needing to be mapped across manually, this represents a significant time saving.

Tractivity links all digital and non-digital communications back to each individual stakeholder's record, allowing a precise 'one to one' communication chain for everyone, so no valuable information is ever missed, giving EDF the ability to track and log all interactions and responses for clarity across the projects. They also have peace of mind that they are meeting legislative guidance in response times and with GDPR related data requests. With one central data repository, keeping on top of KPI's is very simple, as is charting project progress and keeping accurate reports.



The results

The Hinkley Point C project is now in its construction phase, the Community Relations team continue to use Tractivity for Stakeholder Engagement. Sizewell have just finished their final phase of consultation prior to submission for planning approval on their latest reactor.

Tractivity's easy to use system has resulted in employees being engaged with the process of stakeholder management and has represented cost benefits for EDF over undertaking manual tasks such as collating reports and logging interactions.

By using Tractivity, EDF have significantly reduced administration costs and as a result, the EDF teams have more time to focus on their place in the community and their face to face engagement aims which has helped bring the community and EDF together.

- **100% response rate ensuring that all stakeholder issues meet legal requirements, with nearly 30,000 issues and comments logged and tagged.**
- **Over 130,000 stakeholder engagements made with over 70,000 contacts**
- **Ability to access individual stakeholder insights contributing to the project's success and longevity**
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Testimonial

“Tractivity allows us to easily work on projects from beginning to end with clear visibility at each point. It is designed specifically for stakeholder engagement which is why it is the best tool for EDF.

The ability to listen to stakeholders one on one is invaluable and we can't think of a better way to do this than through Tractivity. Handling so much data and sentiment would just require so many man-hours. Tractivity makes it so easy to build up a real picture of our stakeholders as individuals and respond in a way that meets their needs.

At the end of each phase of the project we send reports as proof we have adhered to the regulations. Having Tractivity allows us to not only gather this in minutes instead of days but also gives us such a comprehensive overview of the

project that we can even pinpoint in advance the need for any additional reports or data we might need to support our process during the audit.”

By taking away the manual administrative burden, EDF can focus on stakeholder engagement at the heart of the communities and get out there and listen to people. It means that we can be sure we are doing the very best we can for our stakeholders by hearing from them first hand.”

Our Account Manager and the technical support team are brilliant, they are on hand when we have questions and take the time to talk us through the system when we get stuck with something. Tractivity is constantly reviewing its system and increasing its capability.”

Get in touch

Discover the benefits Tractivity can bring to your organisation and daily activities. Contact us for a free, personalised demo:



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