



# Morrow

communications

A BETTER TOMORROW

PUSHING THE BOUNDARIES OF WHAT **CREATIVE COMMUNICATIONS**  
CAN DO FOR OUR CLIENTS AND WIDER SOCIETY FOR OVER 40 YEARS







## SUSTAINABILITY STORYTELLING

We are focused on helping create a better tomorrow. Tackling the climate emergency demands a sea-change in the way we do business and live our lives. It will radically alter how we power and heat our homes and businesses, how we travel, what we eat and what we buy.

The scale of the climate emergency means we need much more than a simple scientific or technological solution. It's a challenge that goes to the heart of humanity and requires a change in how we behave as individuals and as a society. Motivating change is not an easy feat and needs innovation, education and information sharing, using the science of behavioural change, and the art of communication. That is the nexus Morrow Communications operates within.

With a wealth of experience in behavioural change and energy and environmental communications, Morrow Communications recognises the complexity of the climate challenge. We have invested in expertise and in delivering communication services to clients who are focused on their sustainability agenda and on achieving net zero targets.

We have delivered results-focused campaigns across waste and recycling, public transport, sustainable food production and the crucial energy transition away from fossil fuels. Here we are supporting clients and projects in all the main technology areas including wind, solar, hydrogen and e-fuels, hydro energy storage and geothermal.

These and other such projects require collaboration on a scale never seen before. They also require leadership – political, sectoral and community leaders working towards a common goal. Building alliances, advocacy and action all require strong communication. Therefore, storytelling is a critical component in tackling the climate crisis. This is what we do best. We think carefully about what kind of story we are telling, creating a sense of shared hope, possibility and opportunity.

Keen to push the boundaries on environmental communications, we were recently awarded 'Sustainability Project of the Year' at the 2025 Business Eye Sustainability and ESG Awards and 'Best Environmental Campaign of the Year' at the 2023/24 CIPR PR Awards.



## OUR **NET ZERO** GOAL

Morrow Communications has committed to becoming Northern Ireland's first net zero communications consultancy. We have set out on an ambitious journey to achieve net zero across our operations by 2050 or sooner.

Our transparent and independently assessed Carbon Reduction Plan ensures we remain on track. Morrow Communications has registered with the global Carbon Disclosure Project and we have also signed up to the Business in the Community NI Climate Action Pledge which commits us to reducing our absolute scope 1 and scope 2 greenhouse gas emissions by 50% by 2030; and to work towards measuring and reporting our scope 3 GHG emissions.

## CLIENT EXPERIENCE

Our experience across the sustainability agenda includes projects within the energy transition space, sustainable travel, waste management, sustainable food and supply chains as well as green finance.



An Roinn Talmhaíochta,  
Bia agus Mara  
Department of Agriculture,  
Food and the Marine







## ENERGY TRANSITION BALLYLUMFORD POWER-TO-X

Based at Islandmagee, the project seeks to create a full-cycle hydrogen economy using 100% renewable energy sources. It has tested green hydrogen production, storage and its use in power generation at the site as well as distribution. It is hoped that this will support the decarbonisation of the transport sector in Northern Ireland. We acted as full-service communications partner, delivering all branding, events, communications and stakeholder engagement to support the project.

## ENERGY TRANSITION GEOENERGY NI

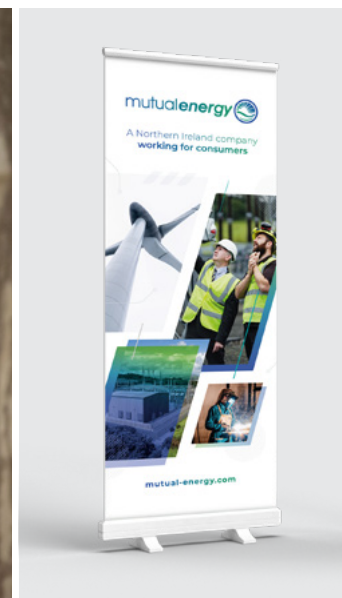
GeoEnergy NI is multi award winning geothermal demonstrator project delivered by the Department for the Economy. We acted as the communications partner managing all stakeholder and public communications around the project designed to showcase the potential for geothermal energy in Northern Ireland - as part of the energy transition in pursuit of net zero targets. This included brand development, website, media and stakeholder engagement, social media, advertising, video production and event support.



## ENERGY TRANSITION

### GEMINI GEOTHERMAL PROJECT

We have most recently supported the launch of a cross border Geothermal demonstrator project which has been funded by the EU PEACEPlus programme alongside both governments on the island. To date we have developed the project brand and launch materials as the project ramps up to deliver geothermal projects on both sides of the border.



## ENERGY TRANSITION

### MUTUAL ENERGY

We have been working with the team at Mutual Energy on all their comms and stakeholder engagement for over five years and in particular we have had a recent focus on the energy transition and the role of both hydrogen and alternative fuels across the gas network in the future.





## ENERGY TRANSITION

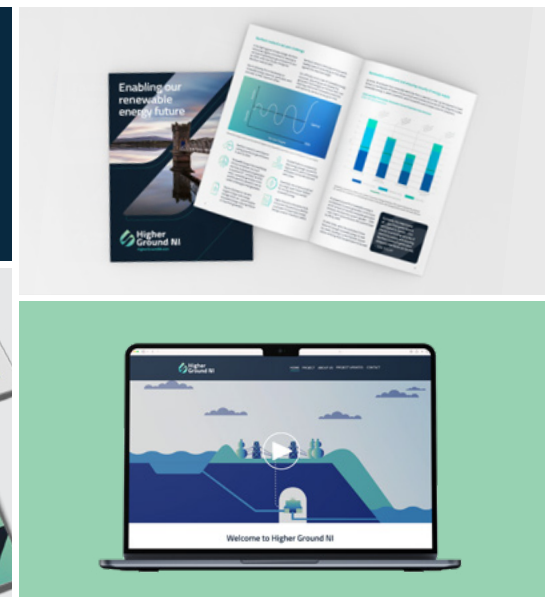
### MARITIME POWER-TO-X

We are supporting this unique consortium project with communications, stakeholder, events and social media support as it explores a solution to make truly net zero shipping corridors a reality. This will allow freight ferries to be powered by scalable green methanol with a carbon capture loop. The project is the most unique project of its kind in the world – using green hydrogen from excess wind power and captured carbon to create scalable green methanol to power freight ferries. Our delivery was recently crowned 'B2B Project of the Year' at the PRCA Awards 2025.

## ENERGY TRANSITION

### HIGHER GROUND NI

Higher Ground NI is another exciting consortium project which is being progressed by Mutual Energy alongside partners such as NI Water. It is exploring the potential for developing the first local Pumped Hydro Energy Storage (PHES) scheme in Northern Ireland. Already used successfully elsewhere in the world, PHES is a form of clean energy storage that is ideal for energy systems that are already harnessing wind and solar power. As communications and stakeholder partner, we support the project on all comms, engagement and branding requirements, helping tackle key sectoral challenges such as dispatch down.







## ENERGY TRANSITION WIND POWER

We have supported RenewableNI on several stakeholder, lobbying and media relations programmes, showcasing the importance of Northern Ireland's low carbon sector. We are also supporting ERG (an Italian owned European wind farm developer) on their wind farm expansion plans in Northern Ireland, including community engagement support.

## ENERGY TRANSITION ENERGY STORAGE

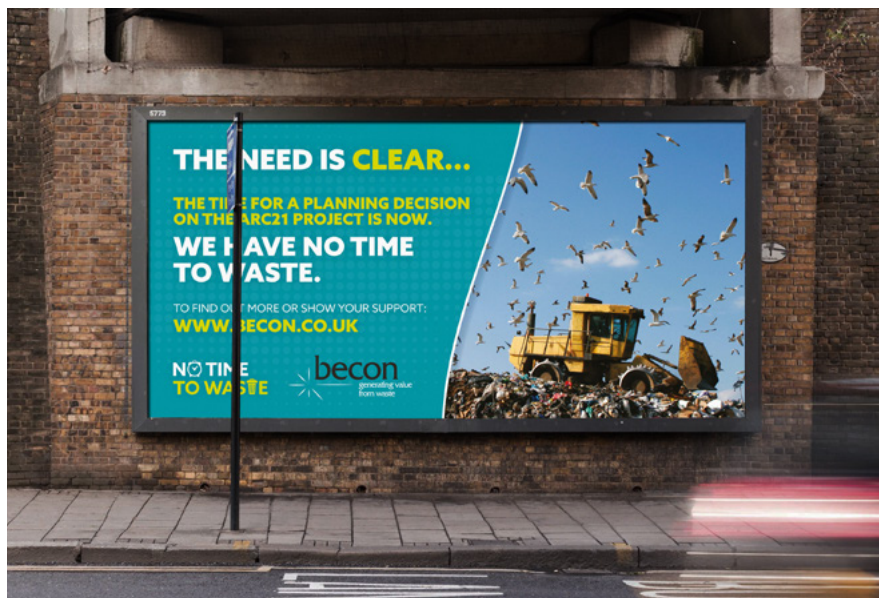
We have supported various battery storage and energy management companies including Energy Trading Ireland and Continu to help raise their profiles and expertise in the marketplace.





## CIRCULAR ECONOMY WASTE MANAGEMENT AND RECYCLING

We are experienced in delivering waste management programmes to encourage recycling and sustainable practices. This includes developing and delivering the 'Rethink Waste' public and stakeholder campaign for the Department of Agriculture, Environment and Rural Affairs. We also delivered a multi-layered campaign to support the introduction of the plastic bag levy for the first time. We have also supported various local Councils, including delivering the award winning #IRecycleRight campaign for Antrim and Newtownabbey Borough Council. We currently support Bryson Recycling as part of our work for the wider Bryson Charitable Group.



## CIRCULAR ECONOMY BECON/ARC21 RESIDUAL WASTE MANAGEMENT PROJECT

We have supported European waste management experts Indaver in their efforts to deliver an integrated waste management solution to meet the needs of six NI councils that make up the arc21 area. While primarily designed to manage NI waste more sustainably by maximising recycling and delivering energy recovery from non-recyclable waste (here in NI rather than abroad fuelled by NI waste exports), the project is also now exploring other decarbonisation opportunities via heat networks, hydrogen and e-fuels production facilitated by the energy created through the process. We continue to support the project as it seeks planning permission and as it develops its added value credentials in the net-zero race.





## SUSTAINABLE TRANSPORT TRANSLINK

For 18 years we supported Northern Ireland's public transport provider Translink on its communications and stakeholder engagement activities. At the centre of this was promoting sustainable travel and behavioural change resulting in modal shift away from the car to using public transport. In recent years this has included positioning sustainable transport investment and green fleet as key to helping NI meet its net zero targets.

## SUSTAINABLE TRANSPORT TRAVELWISE

We supported the Department for Regional Development's Travelwise NI initiative designed to encourage people to choose sustainable transport options such as walking, cycling, public transport or car sharing. This five-year project which targeted key audience groups including schools, commuters and the business community to embrace sustainable travel initiatives. We delivered a broad range of services including media and stakeholder relations, events, design and print services and digital communications.





## SUSTAINABLE FOOD AND FARMING

With strong credentials in agrifood, we also support clients such as Pilgrim's Europe, Dale Farm and Asda as they promote their own ESG credentials and efforts to deliver sustainability across their supply chains. As well as external and internal corporate communications, this support also extends to content creation and influencer engagement to reach consumer audiences. We also work closely with the Northern Ireland Food & Drink Association in the promotion of their sustainability agenda across its member base.



## GREEN FINANCE

We have worked with AIB NI for nearly 25 years. A key element of our delivery is supporting AIB's Sustainable Communities strategy, helping people embrace living more sustainably at home, at work and in their every day lives. From delivering award-winning events and digital campaigns on Green Mortgages to speech writing and stakeholder events, we are showcasing AIB's trusted ESG credentials.



## OUR SUSTAINABILITY SERVICES

As a full service, integrated communications consultancy we offer a wide range of services within the sustainability space including:



- Strategic communications planning
- Media relations and stakeholder engagement
- Behavioural change campaigns
- Thought leadership and expert positioning
- Community engagement and consultation
- Internal communication embedding
- Reputation and crisis communications
- Brand development and collateral
- Digital communications and content creation
- Social media and influencer campaigns
- Video production and animation
- Event management and experiential activations
- Audience research and benchmarking
- Sustainability impact reporting (delivered with key partners)
- Political monitoring

## GET IN TOUCH

Interested in finding out more? Please contact any of our specialist team who are very experienced at helping clients navigate the complex and fast-changing sustainability space. They will be able to draw upon our wider team's skills and expertise across creative services, video production and event management to support your sustainability communications.

### ADDRESS

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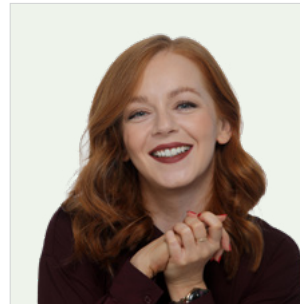
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