

Storyteller the myth maker

*Stromness, "The First
Town Powered by the
Moon" - General Electric*

*EMEC images displayed in
Times Square, New York.*

*"doing missionary work
amongst the heathens"*



It is not always EMEC itself that the media are interested in. They are often interested in Orkney as a place. "With international media, Orkney is a big part of the story," it was explained. So, a German film crew visited making a documentary about the 'islands of the future', and General Electric made a documentary about Stromness, as 'the first town powered by the Moon'.

The story of EMEC is inseparable from the story of Orkney—the media endlessly demonstrate this. Orkney is memorable, and that makes EMEC memorable. The islands' dramatic landscape and archaeology, its unique histories and people, are magnetic to media. EMEC travels around the world as part of Orkney, and vice versa. Managing this mythic story of EMEC/Orkney is therefore essential work to make EMEC travel around the globe, and to

increase its reach and influence.

Orkney is said to "put on a good game face" for EMEC visitors, through close collaboration with the Orkney Renewable Energy Forum (OREF), which includes the supply chain. Further cross-marketing EMEC with other local sectors makes sense. For example, postcards of renewable energy sites, or electric car hire for visitors. Making a world-wide myth of Orkney as "the energy islands" makes a world-wide myth of EMEC.

Making Orkney travel is also crucial policy work. Ministers and other influential politicians visit, and are photographed in the marine energy landscape, their connection to EMEC recorded and made memorable. They carry the EMEC/Orkney story back with them into their organisations. Those who have not visited EMEC

often lack an understanding of the issues, which only comes from embodied experience. Visiting Orkney, visiting EMEC, are moments of influence within a fast developing industry. As someone said they "did not want EMEC to be a boring footnote in the history of marine energy, but the exciting centre of an expanding story." And that story is also Orkney's.

*Nobody will ever say -
"I don't know if I've
been there"*

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