

# Clean Heat Accelerator PR and policy

# About Neil



NEILD AVIDSON  
LOW CARBON COMMUNICATIONS

- Well known, experienced operator in the low carbon arena
- Broad skill set covering PR, policy and online communications



# Low-carbon clients – big and small









# Zero carbon industrial heat

Caldera transforms intermittent solar power into reliable industrial heat, enabling manufacturers to sustain production, cut carbon emissions, and stabilize energy expenses.



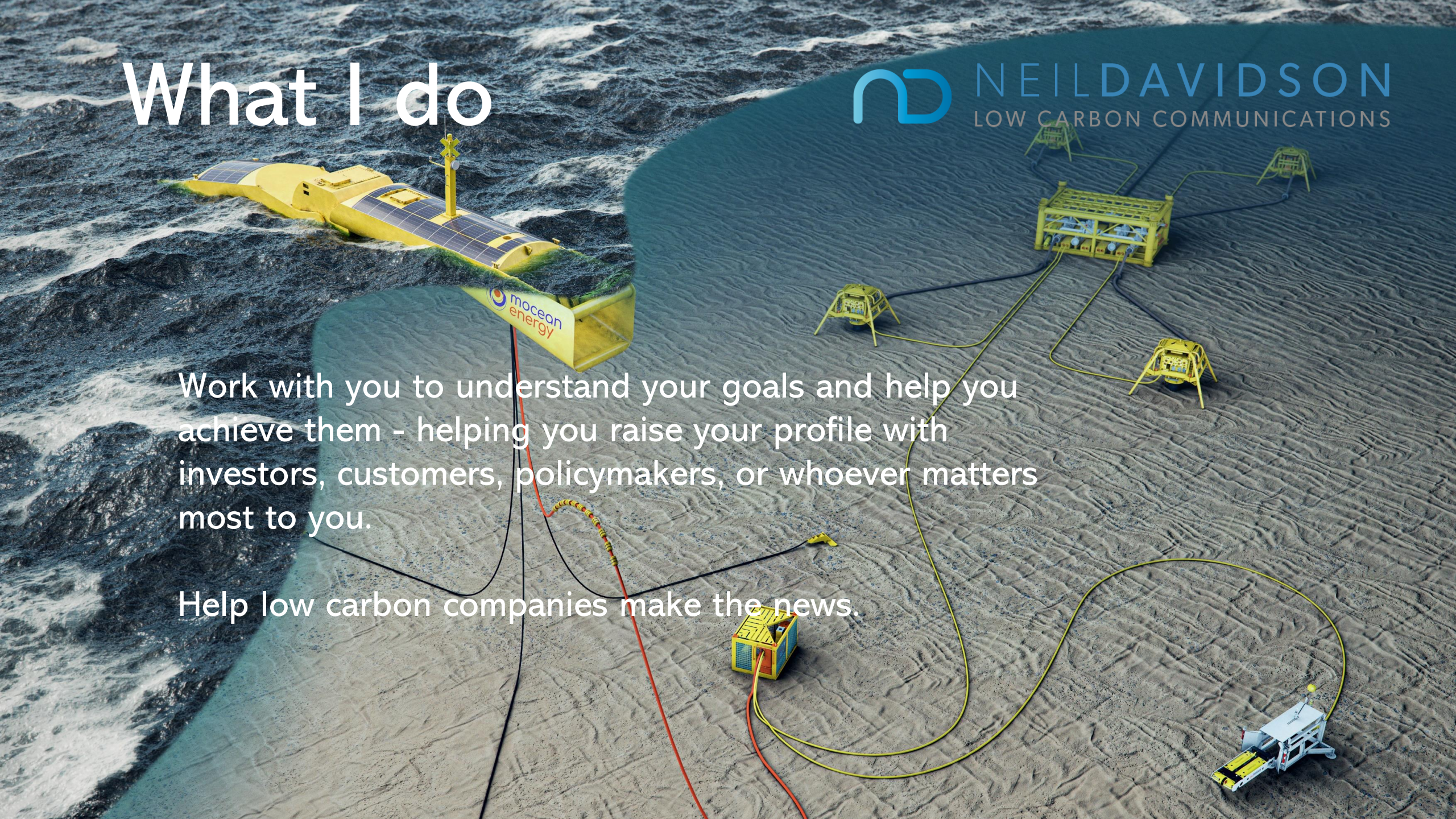


# What I do

 NEILDAVIDSON  
LOW CARBON COMMUNICATIONS

Work with you to understand your goals and help you achieve them - helping you raise your profile with investors, customers, policymakers, or whoever matters most to you.

Help low carbon companies make the news.





# What stage are you?



## Caldera Heat Batteries Ltd

A British-built domestic heat battery could help decarbonise millions of UK homes. Caldera has invented a hyper-efficient thermal store which automatically heats up when renewable electricity costs are lowest. This funding will accelerate the rollout of pilot schemes this year.

Amount raised (£)  
**£1,520,162.40**

Company number  
**11020413**

Incorporation date  
**18/10/2017**

Total investors  
**1,283**

### Online presence

 Website

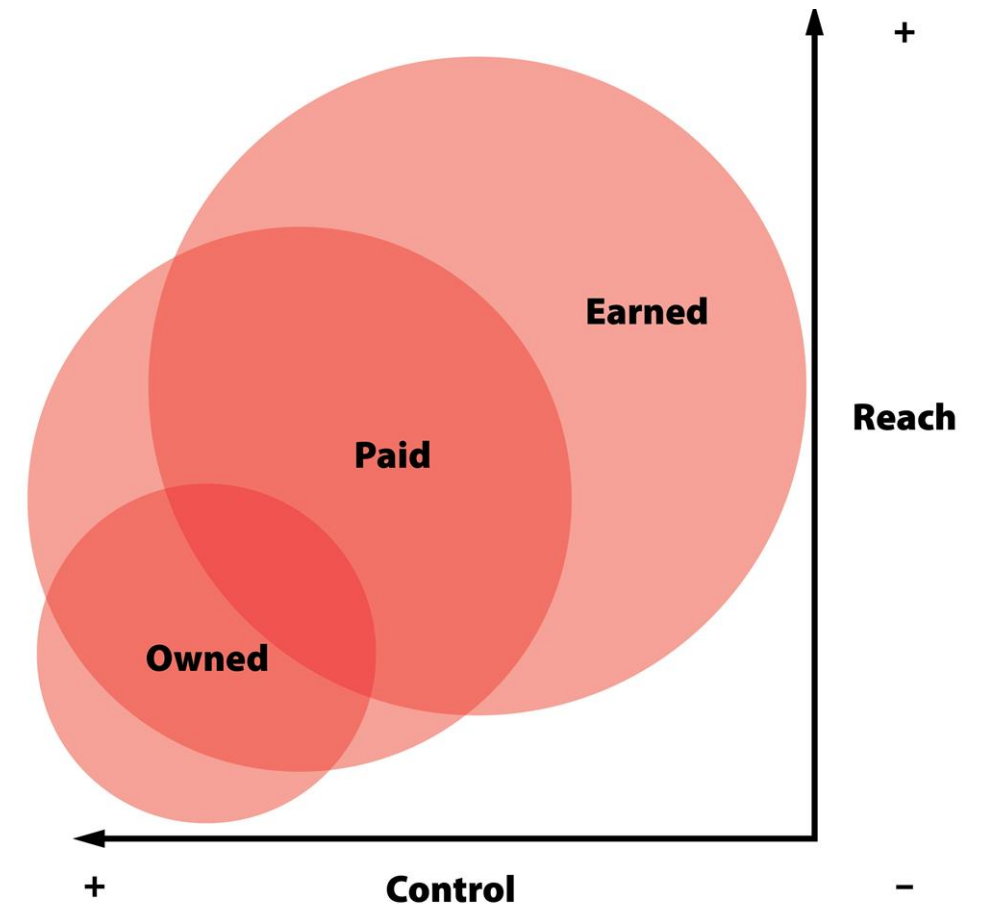
 LinkedIn profile

 Companies House

### Crowdcube Funding History

Date	Amount	No. of Investors	
11/05/2021	£1,520,162.40	1,283	<a href="#">View</a>

# Fundamentals





# Brand

Build your brand, and  
your website.



## Green Energy Out of the Blue

Mocean Energy is committed to designing and delivering wave energy converters to provide ocean equipment and the grid with clean, carbon-free, renewable energy.



# INVESTING IN SCOTLAND

The West of Orkney Windfarm has the potential to power more than two million homes and deliver long-term economic benefits to communities across the north of Scotland.





# Photography

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HYDRAMARINE



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Geo  
PROFICIENCY EXPERTISE

West of Orkney  
Windfarm

















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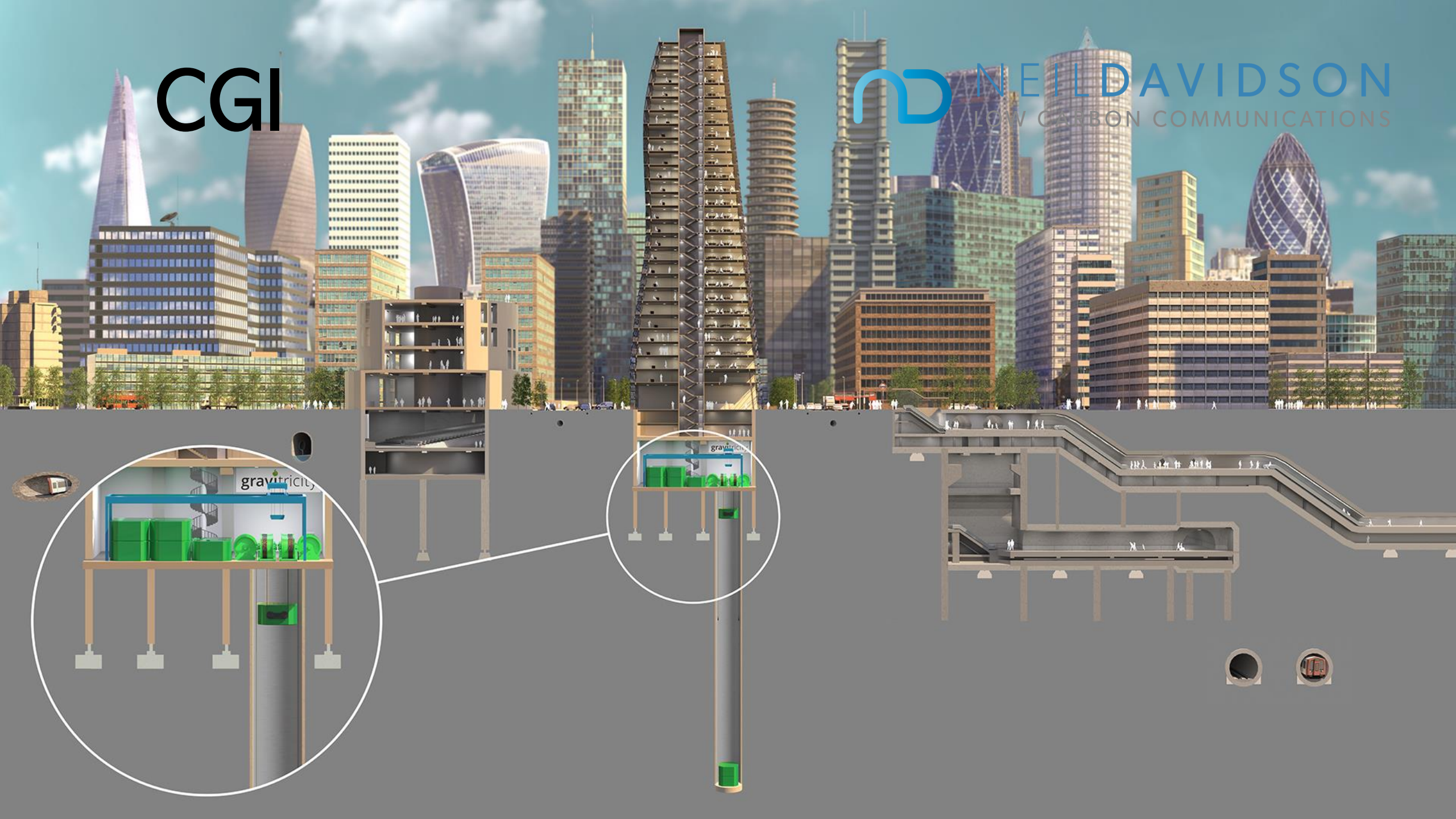






CGI

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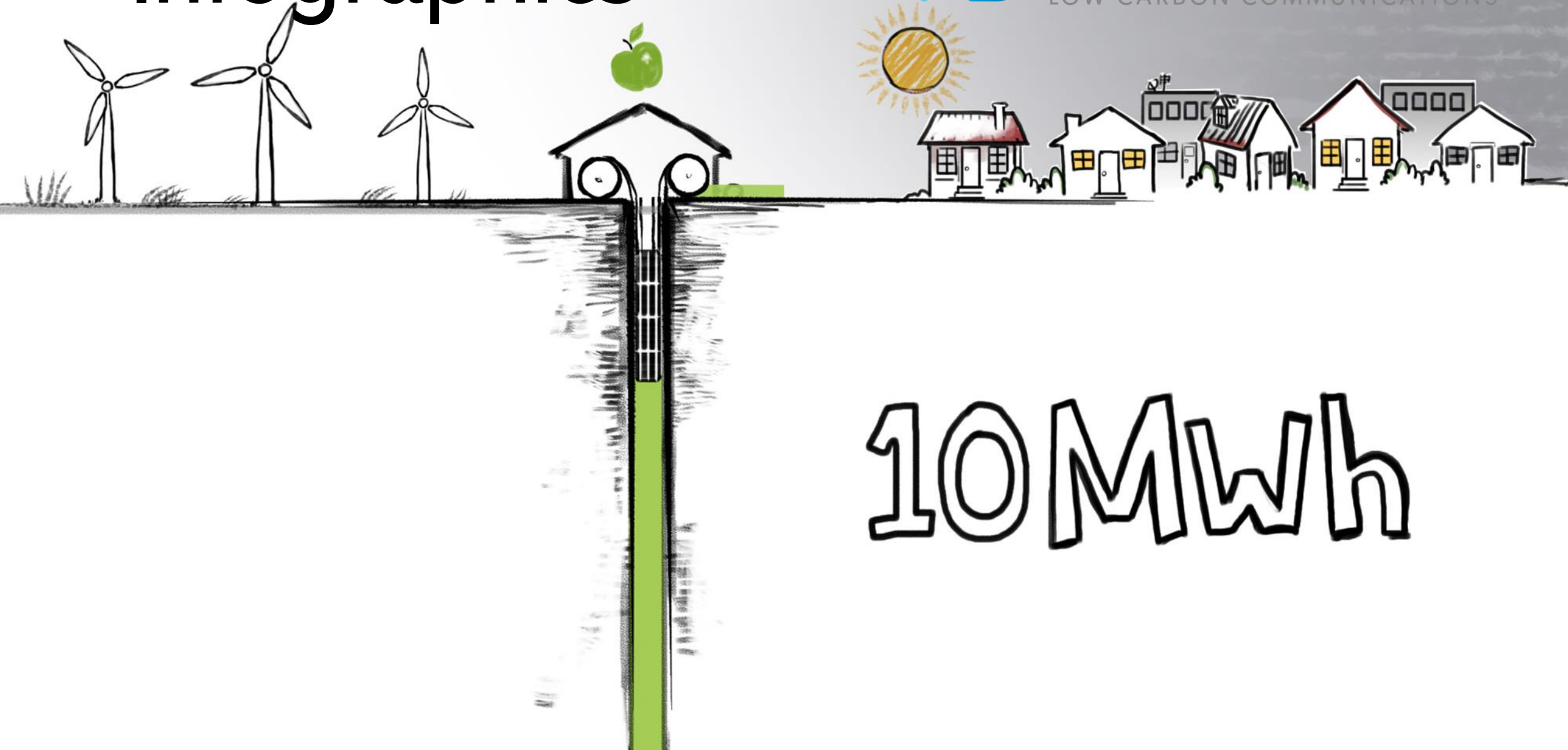






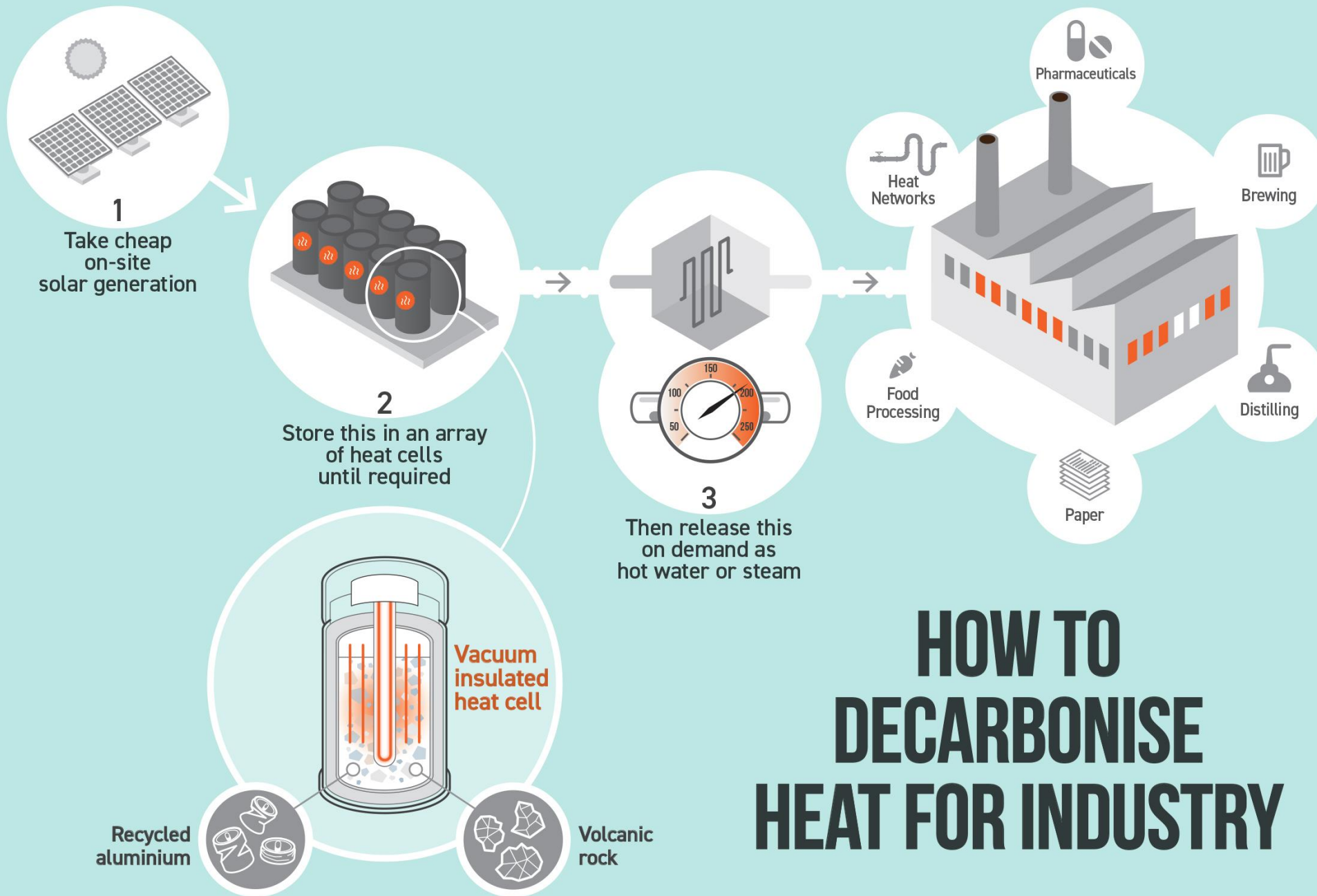


# Infographics



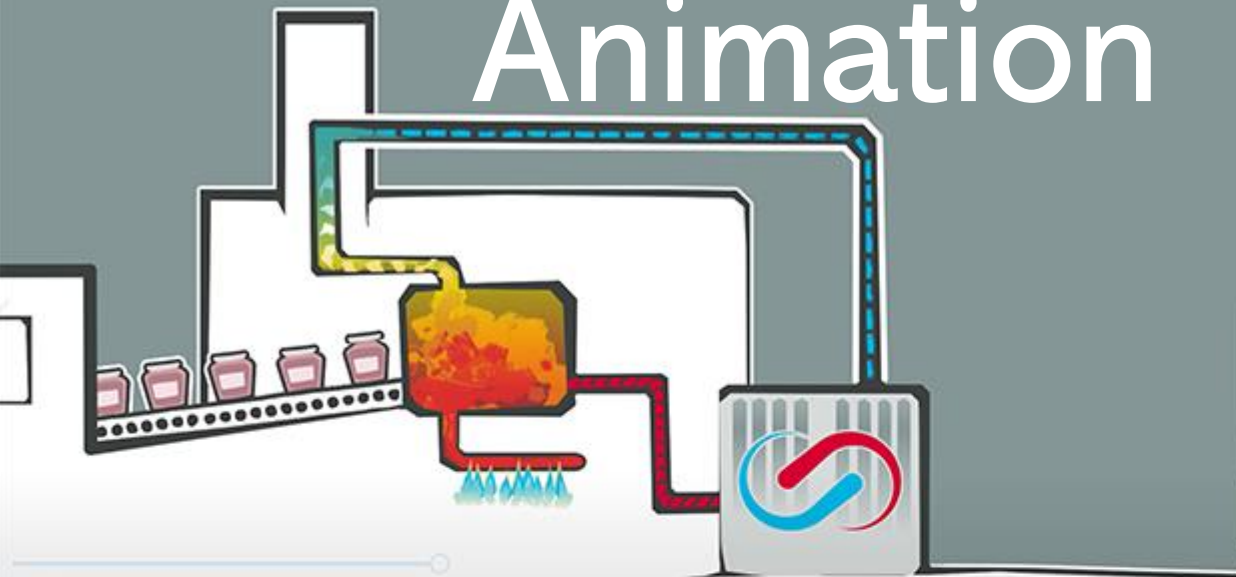
10 MWh







# Animation



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**WE CAN  
DELIVER UP TO  
200 °C  
AND MORE**



# Film



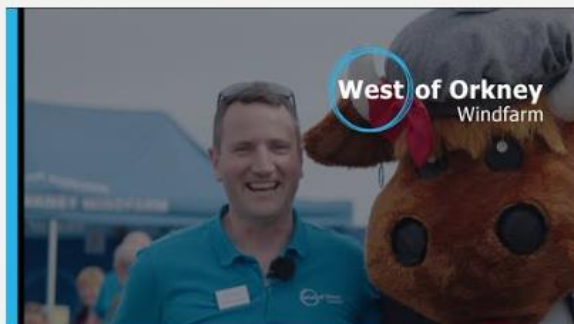
 NEILDAVIDSON  
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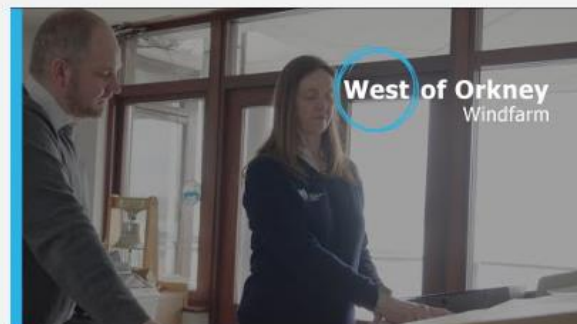


## WEST OF ORKNEY WINDFARM VIDEOS

Welcome to our video gallery, where you can view just some of the people who are working with the **West of Orkney Windfarm** to make our project a success.



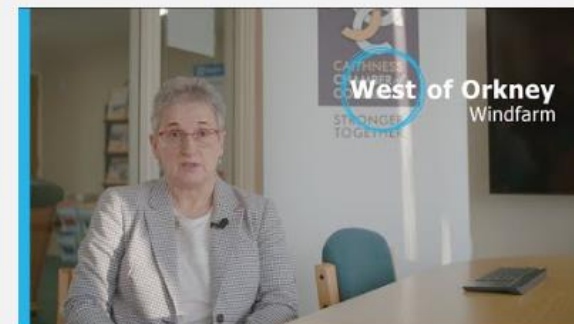
Jack Farnham talks about the summer shows and the useful feedback from local communities.



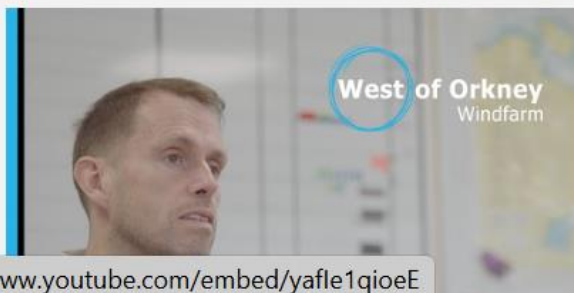
Joanne Allday on the key role The Port of Cromarty Firth will play in the rollout of offshore wind.



A Scottish Parliament event showcasing the opportunity of offshore wind in the north of Scotland.



Trudy Morris, CEO of Caithness Chamber of Commerce, on the potential impact offshore wind can bring.



<https://www.youtube.com/embed/yafle1qioeE>







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## Explore



## Futraheat

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Pioneering ground-breaking TurboClaw® high temperature heat pump technology for the ...more

[futraheat.com](https://www.futraheat.com) and 1 more link

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## Videos



Turboclaw Compressor Technology

965 views · 9 months ago



Greensteam High Temperature Heat Pumps

269 views · 9 months ago



Greensteam 360 High Temperature Heat Pump...

421 views · 9 months ago



Futraheat - Behind the Scenes

602 views · 9 months ago



Futraheat TurboClaw Compressor Technology

719 views · 3 years ago

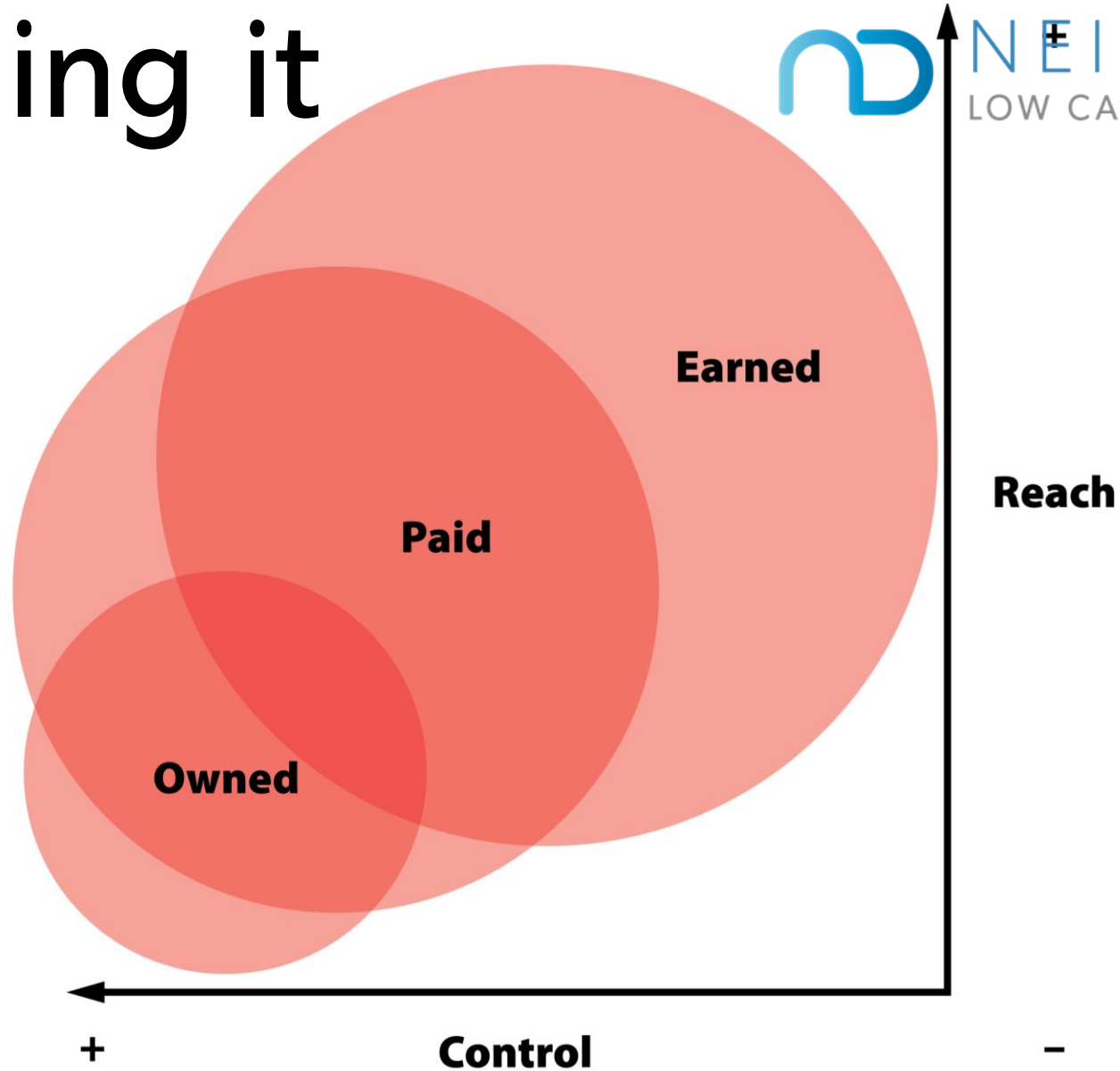


Futraheat High Temperature Heat Pump Explainer...

24 views · 3 years ago



# Earning it





# Trade press

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## PRODUCT

### British brewery first to trial high-temperature heat pump that produces steam up to 130°C

09:41, 3 October, 2024

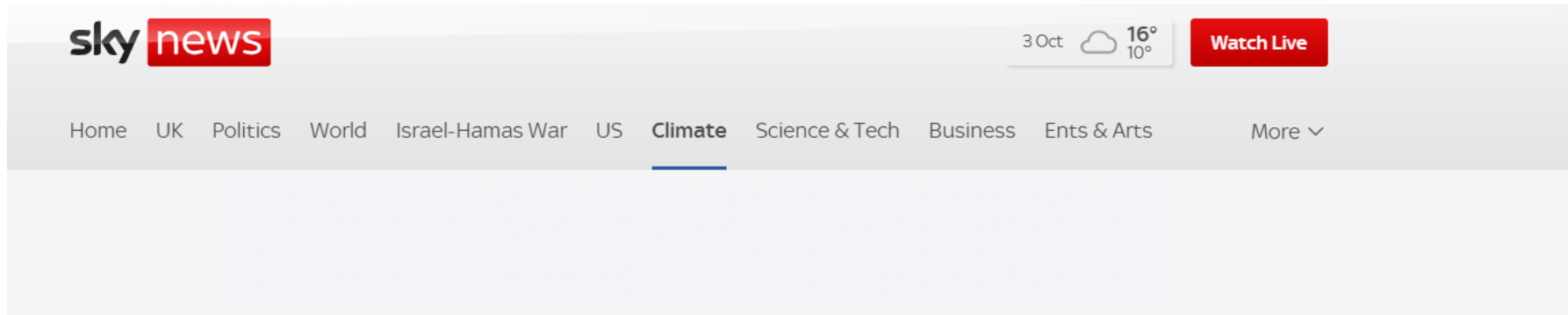
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RECYCLE





# Mainstream press



## Molten aluminium and gravel could prove helpful on how to store and decarbonise heat

Two components - available cheap renewable energy and a rechargeable heat battery - are needed to ease the climate impact of heat in the UK. And now, a growing company based in Hampshire believes it has the answer to both.



**Tom Heap**

Climate presenter @tomheapmedia



# Increasingly ....



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## Turning An Old Engine Block and Lava Into A Heat Battery!



**Everything Electric Show**  
102K subscribers

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1.5K



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From Everything Electric Show



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available at select c  
across Edinburgh.

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Everything Electric  
15K views · 6 mon



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DOCUMENTARY

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### Building the Ulti | Mega Projects

Free Documentary ·  
28K views · 5 days

New



FT

FT MORAL MONEY  
THE HYDROGEN  
ECONOMY

Supported by Bain & Company

### Can hydrogen he reach net zero? |

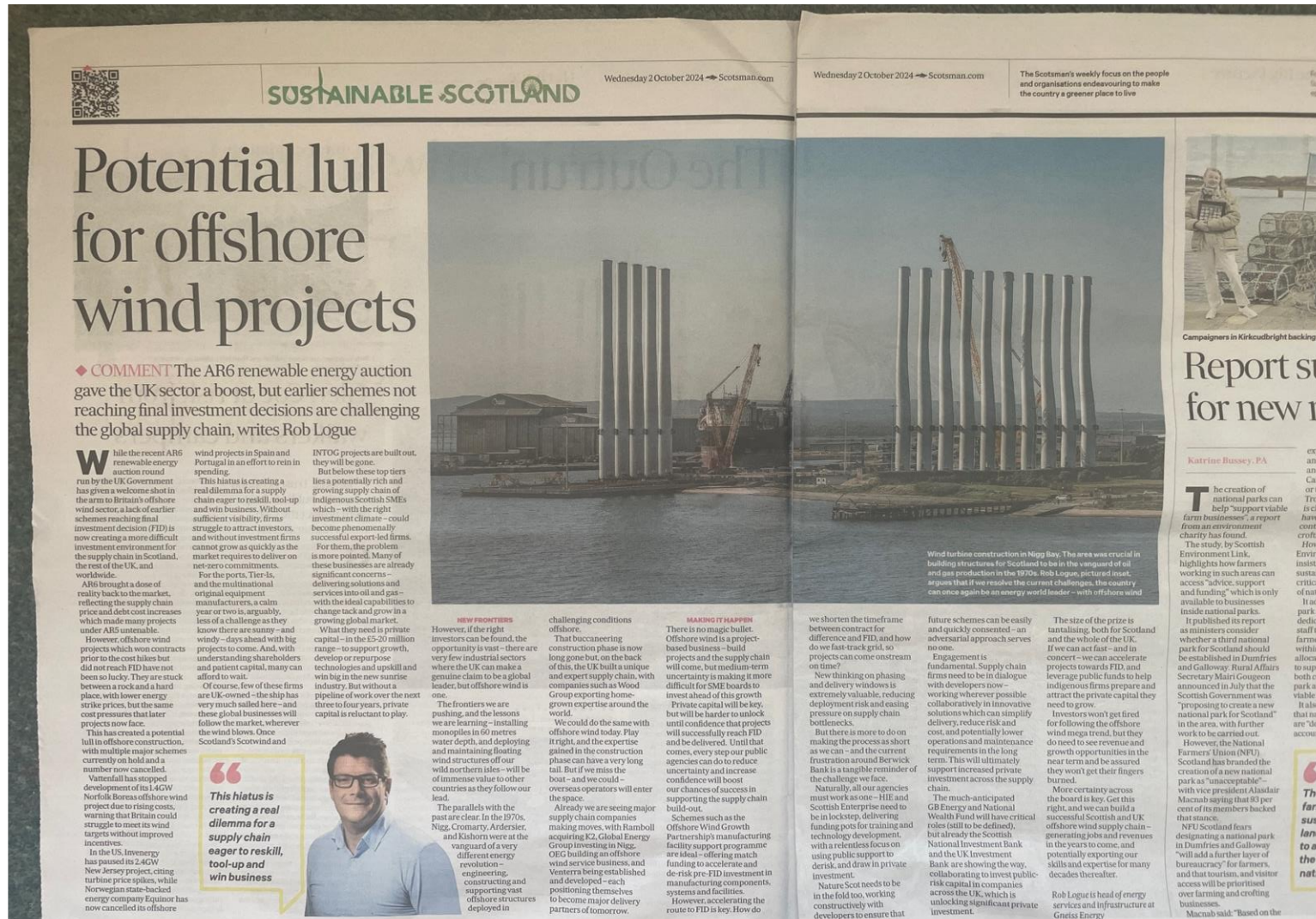
Financial Times



# Thought leadership



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For Business



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Death Valley, USA

## First of a kind funding - helping Scotland's climate tech cross the valley of death



Gneiss Energy | Cleantech & Renewables

293 followers



August 23, 2024

Scotland's climate technology pioneers face specific challenges in crossing the investment 'valley of death'. Solutions exist, but companies seeking investment need to go beyond their home markets and expand their investor reach to win big in the race to net zero. First of a kind (FOAK) funding will be key, writes **Andrew Coull**,

### Comments

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Insightful



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Most relevant



Neil Davidson

Expert in low carbon communications

1mo



Spot on. FOAK funding is a clear gap in the innovation landscape.

Like · 2 · Reply



Elena Maksimovich

Founder, CEO, Climate AI/ML Scientist, ...

1mo



Successful #climatetech company with #femalefounder - Weather Trade Net : #physical #climate risk assessment for professional and serious risk management.

...more

Like · Reply



Manish Jhamb

Founder @ Firstthing.earth | Ex-Acko | P...

1mo





India's climate tech sector faces similar 'valley of death' challenges. With the right FOAK funding and global partnerships, we can scale innovations that drive our transition to a low-carbon economy. Time to align with ...more




Messaging







# LinkedIn

 **West of Orkney Windfarm**  
4,677 followers  
6d • 

Last month members of the [West of Orkney Windfarm](#) leadership team and board visited the vessels used by two of our key offshore geoscience contractors, [Geo](#) and [GEOxyz](#), to understand their approaches to health, ...more








 Mike Hay and 149 others  
4 comments • 3 reposts

## Content engagement

Time range: Sep 18, 2024 - Oct 2, 2024 ▼

Show: 10 ▼

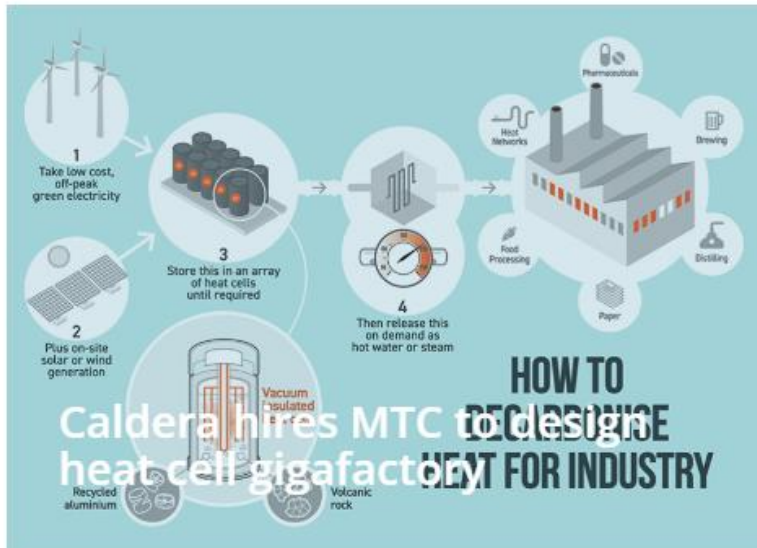
Post title	Post type	Audience	Impressions	Views	Clicks	CTR	Reposts
<a href="#">Orkney research to support West of Orkney Windfarm project</a> Posted by <a href="#">Neil Davidson</a> 10/1/2024  Get up to 8,700 more impressions by boosting this post.  <a href="#">Boost</a>	Article	All followers	3,163	-	114	3.6%	
<a href="#">Last month members of the West of Orkney Windfarm leadership team and board visited the...</a> Posted by <a href="#">Neil Davidson</a> 9/26/2024  This post doesn't qualify for boosting.  <a href="#">Boost</a>	Image	All followers	10,729	-	7,925	73.87%	
<a href="#">'Stronger together' is the motto of the Caithness Chamber of Commerce, and this unity of purpose...</a> Posted by <a href="#">Neil Davidson</a> 9/23/2024  This post doesn't qualify for boosting.  <a href="#">Boost</a>	Image	All followers	5,855	-	1,888	32.25%	



# Examples here ....



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# Speaker opps...

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# Events, launches

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# Office openings ...



VENTIENT  
ENERGY









INVESTING IN SCOTLAND

West of Orkney  
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# Questions/ discussion





# Get in touch



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