

23/01/2024

Dear

ATISN 20044

Information requested:

Thank you for your request which I received on 2 January 2024. You asked for:

1. The source of information contained within the posters relating to the proportion of Welsh electricity consumption produced from renewable sources.
2. How many posters were printed and displayed.
3. What the total expenditure relating to the posters including designing, printing and displaying the posters.

Our response

Regarding your first question, the source of the claim “59% of our electricity consumption is from renewable sources” is the report [Energy Generation in Wales: 2022 \(gov.wales\)](https://gov.wales/energy-generation-in-wales-2022).

For your second question, no posters were printed as they were all in a digital format. The poster advertisement was displayed at a maximum of 16 sites across Wales.

In response to your final question on the total cost of designing, printing and displaying these posters, the costs for showing these adverts at sites across Wales was £16,000. They were shown during two periods from week commencing 4 December and week commencing 11 December. There were a total of 8.6 million impacts from these adverts being shown. Impacts means the number of times an advert is seen. This will include if one person has seen the advert multiple times. We are unable to accurately separate out the costs for the company to arrange the design of these posters as this formed part of a larger design project.

Next steps

If you are dissatisfied with the Welsh Government’s handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government’s Freedom of Information Officer at:

Information Rights Unit,
Welsh Government,
Cathays Park,
Cardiff,
CF10 3NQ

or Email: Freedom.ofinformation@gov.wales

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely