

## Why the Energy Transition Needs Communicators

In a world gripped by climate disruption, energy insecurity, and public mistrust, one truth is becoming clear: the energy transition will not be won in boardrooms or laboratories. It will be won in the public mind. That was the defining message at the [PRCAI](#) Dialogues with Hitachi Energy, hosted in October this year, where communicators from across industries came together to explore how stories shape the shift to clean energy.

The special global visiting international speaker [Luis Ramos](#), *EVP and Chief Communications and Government Relations Officer*, Hitachi Energy was joined by journalist [Shruti Verma Singh](#) who moderated the roundtable with 25 communication leaders and PRCAI members. More than a trade talk they wrestled with the moral and strategic challenge of telling the truth about sustainability in an age of doubt.

“Information is power,” Ramos reminded the room. “And we, as communications professionals, must wield that power with responsibility.” It was not a platitude but a warning. Around the table, communication leaders debated what that responsibility looks like in practice, when truth competes with influence and when advocacy must coexist with accountability.

[Neha Bahl](#) from SunLife Insurance noted that communicators increasingly stand at the intersection of policy and ethics. Their work is no longer about messaging but about meaning. Ramos agreed, reminding the group that communicators shape how societies perceive progress. With a smile, he added, “Even James Bond escaped from Turkey in a pipeline,” underscoring how deeply energy stories are woven into culture itself.

### From Pipelines to Powerlines

As the conversation turned to affordability, the tone became pragmatic. [Girish Balachandran](#) from On purpose observed that cost has become central to the sustainability narrative. Big brands, he said, are rewriting their messages to reflect economic reality, not just environmental aspiration.

[Amrit Ahuja](#), a global communicator, shared that her decision to install solar panels at home was driven as much by financial sense as by environmental conviction, shaped, she added, by family discussions about oil and gas. [Nandini Chatterjee](#) from Shree Cement agreed, pointing out that many organisations are moving to renewables primarily to cut costs. “Communicators must acknowledge this shift,” she said. “Sustainability has to make sense for the pocket as much as for the planet.”

## **Geopolitics, AI, and the Energy Transition**

The discussion widened to global forces. [Abhishek Gulyani](#) from Zeno raised how recent U.S. policy swings, particularly under the Trump administration, disrupted global energy narratives. Ramos responded that political turbulence may slow progress but cannot stop it. “The shift to electrification has its own momentum,” he said. “Technology, especially AI, is accelerating this change faster than politics can resist it.”

[Dr. Satish Srivastava](#) from Protiviti India pressed on how industries can transition from fossil fuels to renewables without pricing themselves out of competitiveness. Ramos’s answer was clear: communicators must frame this transition as intelligent adaptation, not costly sacrifice. “We need to show that renewable energy is not a burden but a smarter, future-proof investment,” he said.

## **Communication as Contract**

By the end, one idea resonated above all others: communication today is not decoration; it is duty. It is no longer about image but integrity. Communicators must bridge technical complexity and public understanding, transforming awareness into trust.

In a world wary of greenwashing, Ramos called on professionals to see every message as a public promise, renewed with every new project, policy, or partnership. True storytelling, he said, demands candour. “We must report setbacks as honestly as successes. Only then does progress mean something.”

## **A New Mandate for Communicators**

As the room emptied, the tone was reflective but resolute. Participants agreed that India’s energy future depends not only on innovation and investment but also on interpretation. Communicators must evolve from storytellers into system-building professionals who link economic realism with ethical responsibility.

The consensus was clear: PRCAI should continue convening these dialogues to push beyond slogans and cultivate trust through substance with Communicators as torchbearers of navigating narratives of today and for the future. The future of sustainability will depend on more than clean technology. It will depend on clear communication, shared responsibility, and collective belief.

Communicators, standing at the intersection of information and impact, will not merely describe the transition. They will help drive it, word by word, truth by truth.