

JOURNALISM: ARTICLE BRIEFS:

Publication details

Title: **Future of Energy**

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Article 1: **Why is no one talking about long-duration energy storage?**

Word count: 950 words

Writer: Jim McClelland

Brief: Energy storage is typically only spoken about in terms of the small-scale short-duration batteries. But the real focus of interest, innovation and investment is arguably in long-duration energy storage.

Initial questions for the article to address are:

- What exactly is long-duration energy storage?
- What is the state of funding and development initiatives for this technology, at present?
- What levels of advancement and sophistication have been reached, so far?

The article should then go on to discuss:

- What the growth potential could be for the UK;
- How these technologies can contribute to decarbonisation; plus
- What examples exist of its uses currently in real-life projects; and
- What the realistic expectations might be in the short- and medium-term?

Jim is seeking comment and insight in response to the questions posed above. In all, the piece should include contributions from up to four interviewees and experts.

Case study suggestions are also welcome.

In the first instance, please [contact Jim](#).

N.B. The intention is not to delve too deep into the technical details of how these individual projects or solutions work, or the differences between them – it is more about the current state of long-duration storage in general and the role it will potentially play in the future.

TONE: Informative, objective, and analytical.

AUDIENCE: Broad business readership, C-suite, and decision-makers.

* By way of background, you can view a sample archive of articles written by Jim McClelland for reports in *The Times* and *The Sunday Times* [here](#).