



Shout it From the Mountaintops: Communicating Energy Efficiency Success Stories

Tuesday, May 16

11:15 AM – 12:30 PM

Panelists

- Bryan Cohen, C+C
- Anne Cosgrove, Facility Executive magazine
- Amy Poszywak, Smart Energy Decisions

Moderator

Bryan Cohen, C+C



- With over 19 years experience creating campaigns that draw media to clients, Bryan has worked for a diverse clientele that includes utilities and government organizations
- C+C is a “Swiss Army Knife” among marketing agencies, with capabilities in everything from public relations to advertising to social marketing

Panelist

Anne Cosgrove, Facility Executive magazine



- As editor-in-chief for Facility Executive magazine, Anne Cosgrove writes and edits extensive information on quality operation, design and maintenance of facilities.
- Cosgrove works with a large community of facility management experts who explore and analyze issues that affect facilities and their environments.

Panelist

Amy Poszywak, Smart Energy Decisions



- Amy generates and manages all editorial content for Smart Energy Decisions.
- Through years of reporting focused on M&A, IPOs and corporate restructurings, Amy gained first-hand knowledge of communications efforts within the U.S energy industry, including the rapid expansion of renewable energy into the country's generation mix.

Better Buildings Challenge SWAP

What is the Better Buildings Challenge SWAP?

- The “Wife Swap” of corporate energy management
- The Task
 - Reinvigorate Better Buildings Challenge partners on their commitments to increase energy efficiency by 20 percent in 10 years
 - Entice prominent non-partners to join the Better Buildings Challenge



Better Buildings Challenge SWAP

How has SWAP helped promote Better Buildings Challenge through earned media?

- Season One, featuring energy teams from Hilton and Whole Foods, launched with Bloomberg, Fast Company, the Guardian and trade outlets
- Season Two launched with Huffington Post, Fast Company, Weather Channel and trade outlets
- Seasons 1-3 combined garnered 97 million+ media impressions, 8.7 million video views and 30 media stories
- 60 new Better Buildings Challenge partners joined since Season One launched in Feb. 2016



Better Buildings Challenge Communications

- What can Better Buildings do to support your communications efforts?
 - Aside from legendary energy savings, Better Buildings Challenge partners benefit from DOE's PR services to promote their successful energy projects



Chesapeake College partners with DOE



Canterbury Towers in Worcester reaches new heights in energy savings



DoE Launches Financing Navigator

Better Buildings Challenge Communications

- What can Better Buildings do to support your communications efforts?
 - To promote energy successes, the Better Buildings PR team works directly with partners to secure coverage in relevant trade publications, local news outlets and even national media!



Green Building

Better Buildings Challenge Helps Owners Improve Their Buildings' Energy Efficiency

New tools and resources for benchmarking your properties' energy usage yield better building upgrades and cost savings.

ENERGY DIGITAL

Inside the US Department of Energy's Better Buildings Initiative

Better Buildings Challenge Communications

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Green Building

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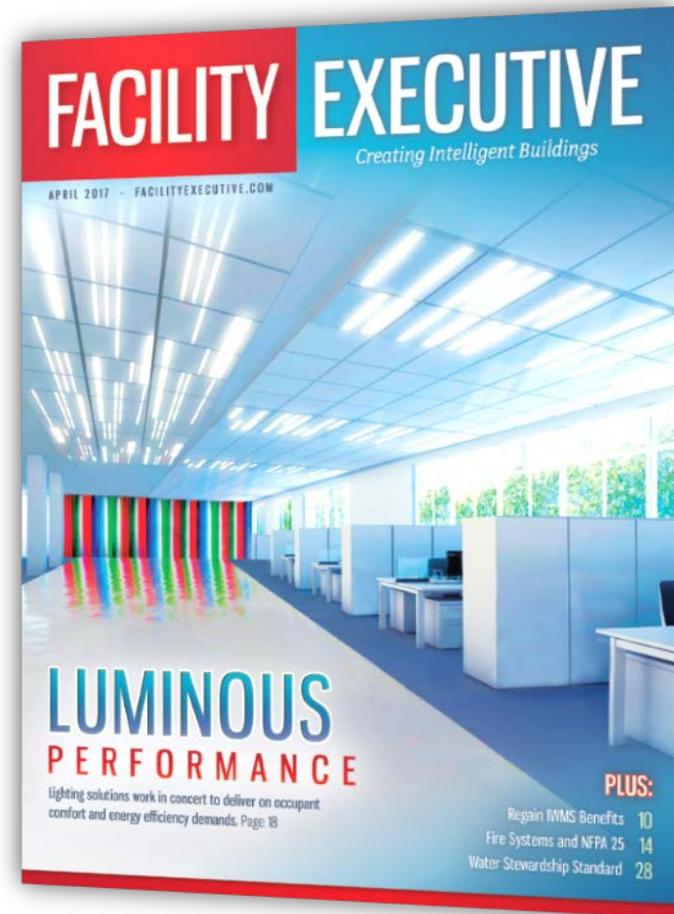
New tools and resources for benchmarking your properties' energy usage yield better building upgrades and cost savings.

ENERGY DIGITAL

Inside the US Department of Energy's Better Buildings Initiative

Facility Executive magazine

- Anne Cosgrove, Editor-in-Chief
 - Facility Executive is a one-stop resource for information on effective design, operation, and maintenance of buildings and sites. With content aimed at facility decision-makers, the magazine addresses the diverse demands facing facility management professionals in various industry sectors. Formerly Today's Facility Manager, the magazine has been published since 1988.



Facility Executive magazine

■ Trends We're Seeing

Specific Areas of Improvement	Broader Approaches
Lighting Retrofits (LEDs seem to have gained confidence.)	Reducing energy consumption via operational improvements
HVAC Improvements (e.g, variable frequency drives)	Creating energy “master plan” toward specific goals; telling a story over time
Renewable Energy (Solar most common)	Applying financial savings to finance next energy project, or other area of FM
Technology to track energy use and impact of initiatives	Peer networks, whether formal or informal

Facility Executive magazine

■ Pitching the Story



Factors That Add Up To A Useful Article

Understand the audience

Be flexible in story format or specific angle

Present clear problem/solution/goal

Provide energy and related data

Access to in-house stakeholders

Insight into impact on facilities team

Facility Executive magazine

Energy Stories That Stand Out

As would be imagined, we receive many pitches touting energy initiatives. Organizations that stand out to our editorial team are those that offer the items discussed in previous slides.

A few examples...

- University in the Midwest: Goal to operate fossil-free by 2020
- Major corporation in New England: Continuous improvement
- Manufacturing plant in Southwest: Identified operational inefficiencies that significantly reduced energy usage

Smart Energy Decisions

- Smart Energy Decisions mission
 - Help industrial and commercial customer improve their profitability and reduce their carbon emissions by adopting best practices in energy efficiency and renewable energy sourcing.



Smart Energy Decisions

- Innovative B2B media
- Uniquely focused on serving C&I executives
- Helping executives answer four key questions
 - What strategy should we implement?
 - What technologies should we utilize?
 - Who should we partner with?
 - How should we finance our programs?

Smart Energy Decisions website

- Original content
 - News
 - Research
 - Expert columns
- Content partners
 - DOE Better Buildings
 - EPA Energy Star
 - EDF
 - Ceres
 - IMT
 - CRS

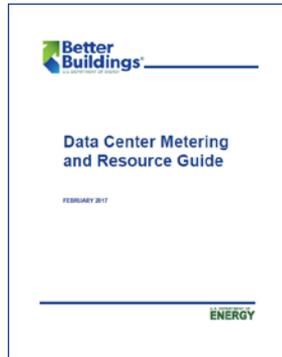
The screenshot shows the homepage of the Smart Energy Decisions website. At the top, there is a navigation bar with links for Home, Join, and Contact, along with social media icons for Facebook, Twitter, and LinkedIn. Below the navigation bar is a banner for EnterSolar with the text "Yes, there is a money tree. It's called your roof. Turn overhead into profit." and the EnterSolar logo. The main content area features a search bar and a sidebar with navigation links: Energy Management, Renewable Energy, News, Research, Columns, Participate, and About. The main content area displays three news articles: "Current, AT&T team up on IoT for smart cities" (Energy Efficiency - February 28, 2017), "Solar, LEDs help Iowa library reduce costs by \$27k" (Energy Efficiency - February 28, 2017), and "New York-supported solar grows 800% in 5 years" (Solar - February 27, 2017). On the right side, there is a "Get Our Free Newsletter" form, a video player for "EnterSolar Photovoltaic system built for Zwilling's facility in New York state", and a "Most Popular" section listing "NC lawmakers ask Trump to halt Amazon wind farm".

Smart Energy Decisions eNewsletter

- In every issue
 - News
 - Research
 - Columns
 - Most popular

The screenshot shows the homepage of the Smart Energy Decisions eNewsletter. At the top left is the logo for SMART ENERGY DECISIONS, featuring a globe icon. To the right of the logo is a green button with the text "Join »". Below the logo is a green horizontal bar containing the date "March 7, 2017". Underneath this bar is the section "TOP STORY". The main headline is "Target continues solar spree with 5 rooftop projects" in green text. Below the headline is the date "March 6, 2017" and a short paragraph: "Continuing to increase the amount of solar capacity used to power its operations, Target Corp. has announced plans to install rooftop solar projects on five of its Colorado stores. ...read more". To the right of the text is a small image of a rooftop solar array. Below the top story is a yellow and black banner for enter solar with the text: "Is your roof lazy, just sitting there, catching rays? Put your roof to work for your business ►". Below the banner is the "NEWS" section. The main headline is "Green bond funds helped finance Apple Park's energy efficiency, renewable energy features" in green text. Below the headline is the date "March 3, 2017" and a small image of a building.

Smart Energy Decisions Offerings



White Papers



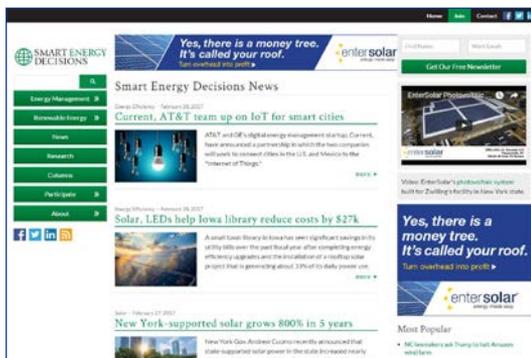
Events



Case Studies



SMART ENERGY DECISIONS



Website



Webinars



eNewsletters

Smart Energy Decisions – News Coverage

What are commercial and industrial companies doing in renewable energy and energy efficiency?

- HVAC/lighting upgrades
- Data analytics systems
- Energy storage projects
- Microgrids (emerging)
- Renewable energy PPAs
- Other clean energy procurement announcements (setting 100% re goals, utilizing green tariffs, etc.)

Smart Energy Decisions – News Examples

Wal-Mart to turn stores into 'hybrid electric buildings'

April 12, 2017

Under the first phase of a new agreement, Wal-Mart will see the installation of 40 MWh of advanced energy storage systems at 27 stores in Southern California....[read more](#)



Iron Mountain data centers now 100% wind powered

April 3, 2017

Storage and information management services company Iron Mountain has a new selling point for its data center customers: The business is now 100% powered by renewable energy.[read more](#)



Petco realizing enterprisewide savings from adopting new, analytics-driven energy management program

February 15, 2017

Within the first year of embarking on the deployment of a standardized, analytics-driven energy management program, Petco is seeing operational energy savings of 3% to 5% and higher, besting its expectations.[read more](#)



TigerPress installs 654 kW solar project using SRECs

May 5, 2017

Customer printing company TigerPress on May 4 celebrated the completion of a rooftop solar installation at its facility in East Longmeadow, Mass., that is expected to generate 65% of its electricity needs.[read more](#)



LED lighting rollout to save GM \$2.3M per year

March 30, 2017

General Motors Co. is expecting to achieve energy savings of about \$2.3 million a year going forward following the installation of more than 45,000 LED lighting fixtures across 32 of its global facilities.[read more](#)



REI, Starbucks, Target opt in for PSE green tariff

April 18, 2017

A number of large corporate and municipal energy consumers, including REI, Starbucks and Target, have signed up for a new green tariff offering from Puget Sound Energy.[read more](#)



What makes a good media pitch?

“Is this news?”

- When a dog bites a man that is not news, but when a man bites a dog that is news. - Charles Anderson Dana, American journalist (1819-1897)
- News is what somebody somewhere wants to suppress; all the rest is advertising. - Lord Northcliffe, British publisher (1865-1922)
- Put it before them briefly so they will read it, clearly so they will appreciate it, picturesquely so they will remember it and, above all, accurately so they will be guided by its light. - Joseph Pulitzer, American publisher (1847-1911)

What makes a good media pitch?

- What is your story: What's the bigger picture and why does it matter?
- Consider the publication (i.e. general media or trade publication, who is their audience?)
- Think about what their audience wants to know and include or highlight relevant information
- Ex. - SED readers generally want more technical information, whereas readers of your local newspaper want the news translated into terms they understand
- What is unique about your announcement?

Successful Pitch Example

Hi Amy,

I have some renewable energy news that I think you and the Smart Energy Decisions readers may find of interest.

Today, [Ricoh](#) unveiled a new solar array, the size of 1.3 football fields, to power its West Caldwell, NJ, facility. The milestone is one of the most recent in Ricoh's growing commitment to renewable energy.

Through collaborative work with [EnterSolar](#), the array is expected to generate more than 790,000 Kwh per year, providing more than 50 percent of the facility's electrical needs. That translates to approximately 1.3 million miles driven by an average passenger vehicle, 555 fewer metric tons of CO2 produced per year and \$1.9 million in energy savings over the next 10 years.

Additionally, it was also recently [announced](#) that Ricoh has become the first Japanese company to join the [RE100](#), a collaborative, global initiative of influential businesses committed to 100% renewable electricity, working to massively increase demand for - and delivery of - renewable energy. By joining the RE100, Ricoh has committed to using a minimum of 30% renewable energy by 2030 and 100% by 2050.

Furthering its commitment to a more sustainable environment, Ricoh was recently [named ENERGY STAR Partner of the Year for the second year in a row](#). This achievement, received for the second year in a row, combined with the solar array and additional milestones is truly part of Ricoh's DNA. You can see just that in this video: <https://www.youtube.com/watch?v=5mwpWI6I9Nw>

If you'd like to learn more about this news, I am happy to arrange an interview with a Ricoh executive.

Please let me know of a time that works for you, I would be happy to get a call set up.

Please find the full press release below my signature.

Examples/Success Stories

Kilroy Realty leverages the power of Twitter, drives energy reductions beyond 2015 target

June 1, 2016

Can Twitter help a corporation reduce its energy use? It just may have for Kilroy Realty....[read more](#)



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Thank You

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