



How and Where to Tell Your Energy Efficiency Story

Thursday, July 11, 2019

4:00 – 5:30 P.M.



Session Plan

Moderator: Bryan Cohen

- 4:00 Meet the panelists
- 4:10 Successful Comms: Recipe and Examples
- 4:40 Panel discussion and Q&A
- 5:00 Questions with the audience
- 5:30 The end

Panelists



Danielle Azoulay
*Head of CSR &
Sustainability*
L'Oréal



Bruce Condit
VP Marketing Comms
Connex
PRSM Association



Katie Breene
*Sr. PM, Energy &
Sustainability*
Starbucks

Communicating Energy Efficiency: What to Do (and What to Avoid)

Storytelling is...

- An interaction with your audience
- Useful information in a narrative
- Motivational for your team and audience
- What your brand stands for
- Emotional and engaging
- Context, problem, solution

NOT...

- 10,000 words
- Overly technical
- An advertisement
- Boring
- Just something that happened

Before you even THINK about writing your story...

Define your **audience** and **objectives**!

- Who do you want to reach?
 - This defines your content, tone, channels and more
- What do you want your audience to think, feel and do?
 - Are you raising awareness? Calling to action?



(Do your homework)

The Trifecta of a Powerful Communication

1. Find the story

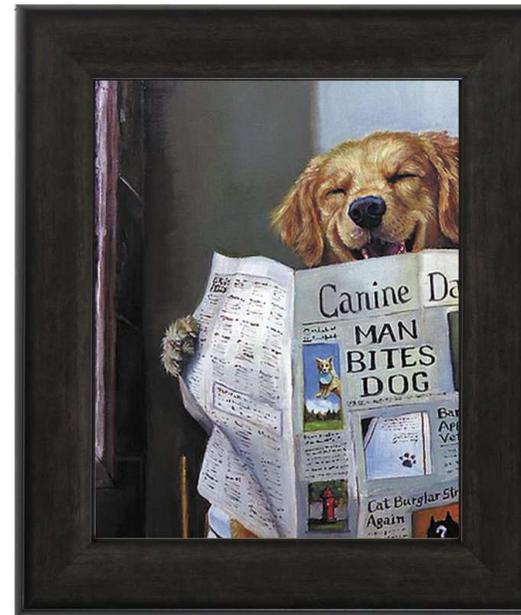
What's the bigger picture and why does it matter?

2. Get to the point

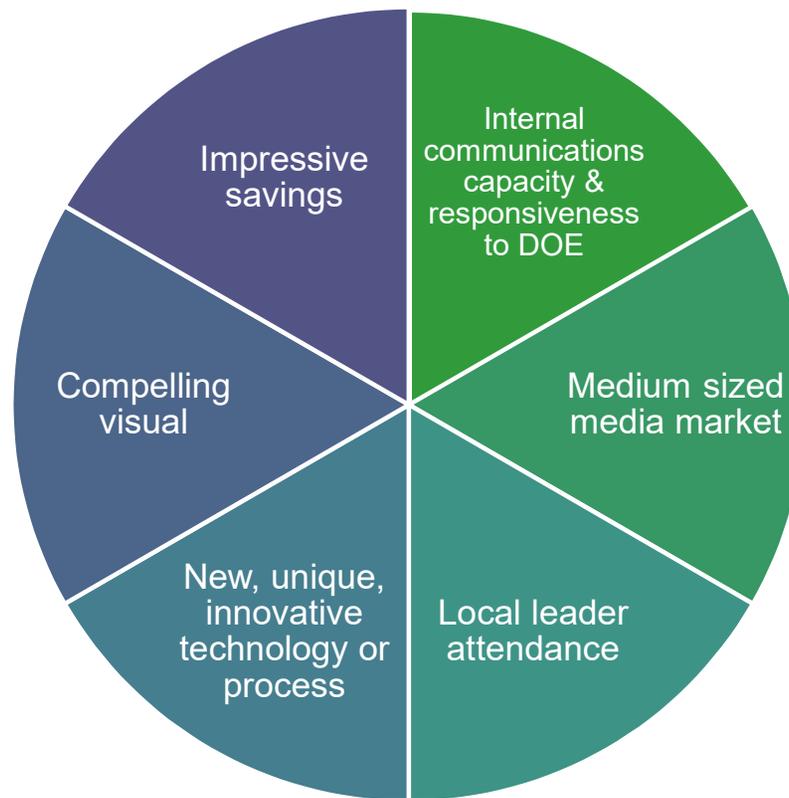
Lead with the info the audience cares about most

3. Differentiate

How is your story unique?



Six Keys to a Successful EE Story



Leverage Better Buildings

- Goals
 - Recognize partners for their leadership
 - Feature the most innovative, creative, and impactful partner solutions
 - Create a high-profile, publicly sought-after platform to amplify partner successes
- What can Better Buildings do to support your communications efforts?
 - Aside from legendary energy savings, Better Buildings Challenge partners with DOE to promote their successful energy projects



Panelist Examples of Successful Comms



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Starbucks



Going for Zero!

Bruce Condit
VP Marketing Communications
Connex

Target audience - Media Channels Objectives

Primary target audience

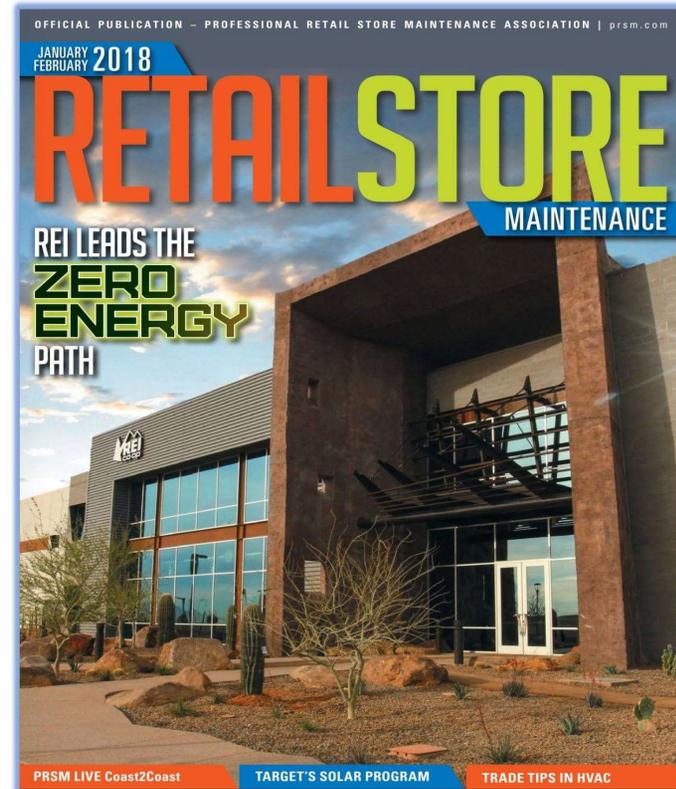
Facility Management Executives
Approximately 10,000 readers
Thousands on social media

Media channels

Print magazine
Website
Social media
E-Newsletters

Objectives

Raise awareness
Educate members
Educate media
Educate public



Media Strategy

Keep it simple

Highlight key points

Share in social media



COVER FEATURE

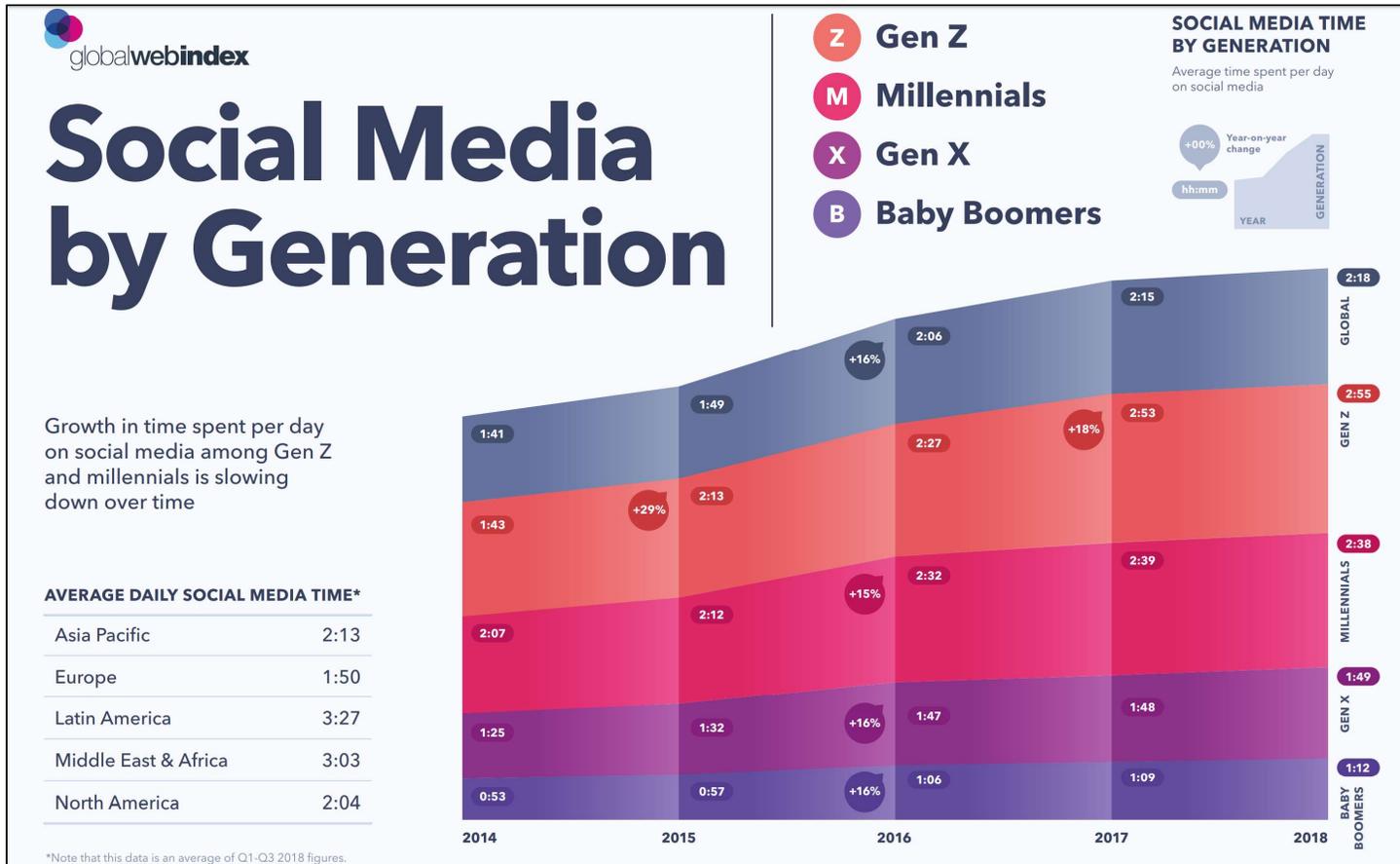
REI LEADS THE ZERO ENERGY PATH

REI OPENS A NET ZERO ENERGY BUILDING, AND SHARES ITS DESIGN PROCESS ON CONSTRUCTING A BUILDING THAT PRODUCES AS MUCH ENERGY AS IT USES

REI Distribution Center – the numbers behind zero energy

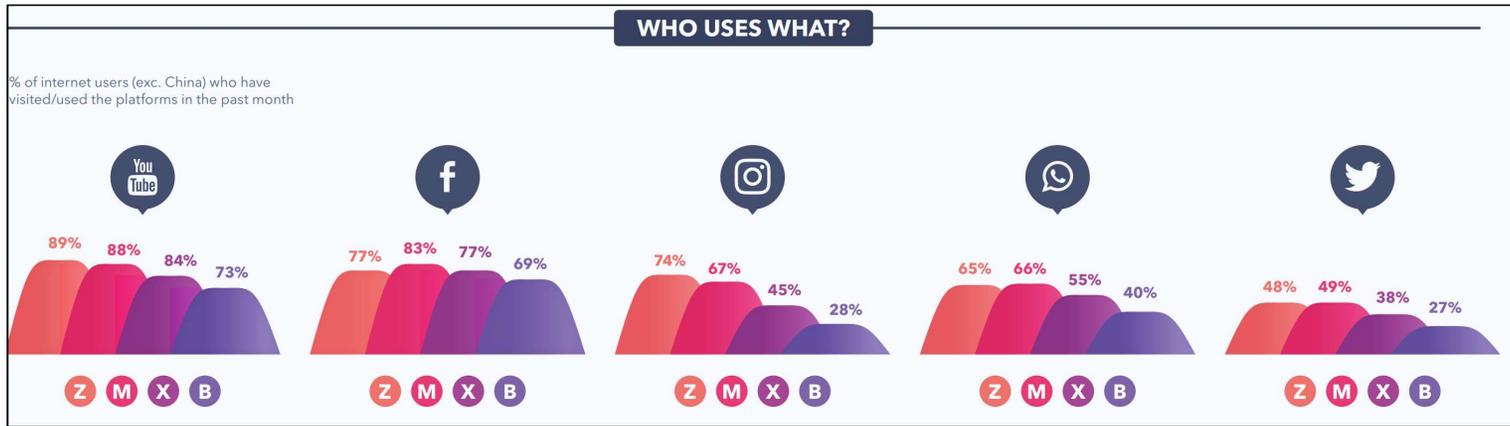
- The facility's 2.2 megawatt solar system produces renewable energy on-site, enough to power the entire facility annually. The system is expected to provide REI with 20 years of free energy and pay for itself in five years.
- REI and its partners have designed the industry's first omni-channel one-touch fulfillment system, enabling one person to process items eight times faster than the typical distribution center, meaning outdoor enthusiasts will get their gear faster.
- Despite being in the middle of a desert, the distribution center will help restore the nearby Verde River by enhancing water flows and recreation access.
- The distribution center features a non-evaporative cooling system to keep employees cool in the desert heat. The system is fully powered by renewable energy and saves millions of gallons of water every year.

How important is social media?



Media Targeting

To be effective – use the channel your target prefers.



Social networks have surpassed search engines as the go-to product research channel for Gen Z

HUB FOR ONLINE PRODUCT RESEARCH

% who use the following to find information about brands, products, or services online



Media Targeting

- **Key points to remember**

- Don't waste time using media channels your target does not use
- Mass media may pickup stories from social channels – use hashtags they follow
- Use Infographics to simplify complex stories – highlight key facts
- Short videos will enhance pickup of stories – do not have to be professionally done.



Suggestions to reach the right reporter

- Send it to the right reporter – understand what they cover
- Ensure the reporter hits your target audience
- Simplify complex topics
- Provide interesting, simple, creative graphics
 - ✓ Infographics – great for LinkedIn
 - ✓ Charts – great for social media
- Use easy-to-understand analogies
 - ✓ Compare to average house energy usage
- Use personal stories when possible
 - ✓ How did this impact someone personally
 - ✓ Humanize it



Contact Info

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Discussion and Q&A

Questions to get us started:

- *What communications methods have resonated the most with your audience?*
- *How important is employee buy-in to energy efficiency efforts?*
- *When have your storytelling efforts failed? How did you fix?*

It's Your Turn

Questions for the audience:

- *What kind of roadblocks have come up in executing successful EE communications, either external or internal?*
- *What are the story themes you're seeing within your organization?*
- *Anything else you're hoping to learn from our panelists?*

Thank You

Bryan Cohen

Partner, C+C

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