U.S. EPA’s State and Local Climate and Energy Webcast Series
Presents:

Using Effective Communication to Showcase Program Successes

Telephone call-in number: (877) 506-7699
We will start in a few minutes. Thank you for joining us.
Using Effective Communication to Showcase Program Successes

December 18, 2013
1:00 PM ET – 2:30 PM (EST)
Telephone call-in number: (877) 506-7699
How to Participate Today

Open and close your control panel

Participants are on mute
Type in your questions and indicate the speakers

Audio is only available by telephone
Dial: (877) 506-7699

Hit “send” to submit your questions

Start Holding your Own Web Events with GoToWebinar
Webinar ID: 925-956-514

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Enter a question for staff

If you experience technical difficulties, please contact Lauren Pederson at: Lauren.Pederson@icfi.com
Webcast Agenda

- Welcome and Introduction
  Emma Zinsmeister, U.S. EPA State and Local Climate and Energy Program

- Showcasing Program Success: The CLEO Project on Climate
  Karina Castillo, The CLEO Institute

- Telling Your Climate Story with Carbon Math
  Eileen Quigley & Elizabeth Willmott, Climate Solutions

- CCI HEAL: An Employer Sponsored Energy Benefit Program
  Keith Canfield, The Clinton Foundation, Clinton Climate Initiative

- Efficiency Vermont: Demonstrating Success and Sustaining Impact
  Kelly Lucci, Vermont Energy Investment Corporation

- Panel Discussion, Q&A Session, Optional Feedback
Helping state and local governments reduce GHGs

- We use co-benefits strategies to achieve GHG and policy goals
  - Environmental, energy, economic, health benefits
  - Example: EE/RE/CHP can lower costs to comply with air standards
- We foster inter-agency collaboration
  - States – air offices, energy offices, PUCs
  - Locals – planning, environmental services, energy and many other related departments
- We help state and local governments make the case for action
  - Best practice-based policy approaches
  - Analytical tools and information
  - Communications resources including peer exchanges, lessons learned
- All our resources are available at:
  www.epa.gov/statelocalclimate
Three-part webcast series

Gaining Support and Attracting Participation through Communication
December 4, 2013, 1:00-2:30 PM (EST)

The Role of Communication in Ensuring Sustained Behavior Change
December 11, 2013, 1:00-2:30 PM (EST)

Using Effective Communication to Showcase Program Results – Today!

Files and audio recordings of all webcasts will be available at:
www.epa.gov/statelocalclimate/web-podcasts/index.html
Communications Framework

Define Objectives

Define and Understand Audience(s)

Identify and Address Challenges & Barriers

Establish Times to Engage

Develop and Test Key Messages and Frames

Consider and Select Creative Outreach Approaches

Identify Channels & Messengers

Use Trusted Sources

New website material in development

We need your feedback!

➢ Enter comments in the GoToMeeting control panel

➢ Respond to exit questions
Emma Zinsmeister
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State and Local Climate and Energy Program
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