

US EPA ARCHIVE DOCUMENT

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

**The Role of Communication in Ensuring
Sustained Behavior Change**

Telephone call-in number: (877) 506-7699

We will start in a few minutes. Thank you for joining us.



**State and Local
Climate and Energy Program**





The Role of Communication in Ensuring Sustained Behavior Change

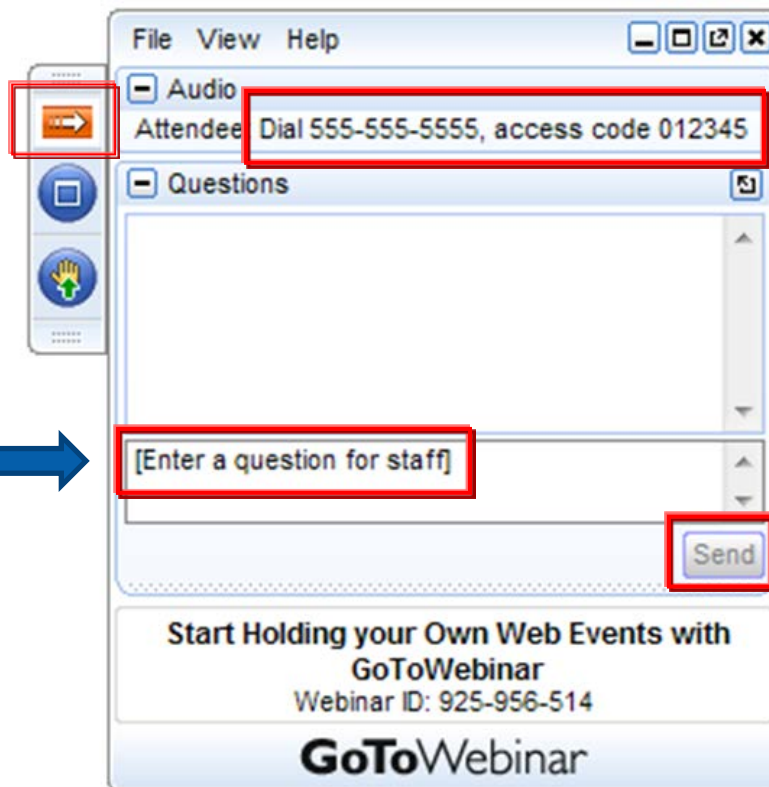
December 11, 2013

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



Audio is only
available by
telephone

Dial: (877) 506-7699



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



Hit "send" to
submit your
questions



If you experience technical difficulties, please contact
Wendy Jaglom at: Wendy.Jaglom@icfi.com

Webcast Agenda



- **Welcome and Introduction**
Emma Zinsmeister, U.S. EPA State and Local Climate and Energy Program
- **The Role of Communication in Sustaining Behavior Change**
Liz Schlegel, Institute for Sustainable Communities
- **Climate Communication and Behavior Change**
Cara Pike, The Social Capital Project of the Resource Innovation Group
- **SLCgreen**
Kate Lilja Lohnes, Salt Lake City Division of Sustainability & the Environment
- **Panel Discussion, Q&A Session, Optional Feedback**

U.S. EPA's State and Local Climate and Energy Program

Bridging the Gap Across Environment and Energy Decision-Making



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



Communications Methods for State and Local Climate and Clean Energy Programs



Three-part webcast series

Gaining Support and Attracting Participation through Communication

December 4, 2013, 1:00-2:30 PM (EST)

Files will be posted soon

The Role of Communication in Ensuring Sustained Behavior Change – Today!

Using Effective Communication to Showcase Program Results

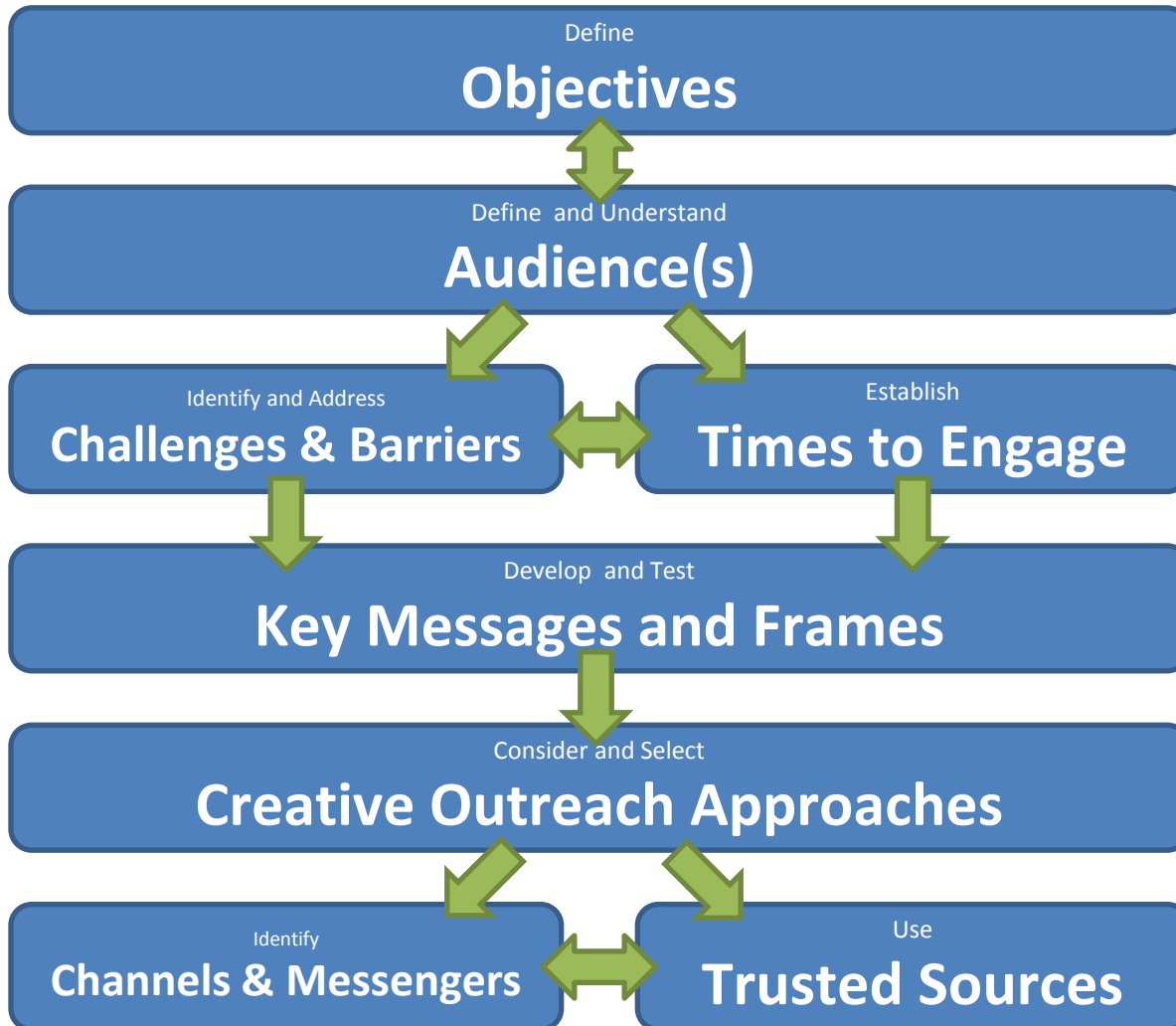
December 18, 2013, 1:00-2:30 PM (EST)

Register at: www2.gotomeeting.com/register/844180762

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



Communications Framework



New website material in development

We need your feedback!

- Enter comments in the GoToMeeting control panel
- Respond to exit questions

Contact Information



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State and Local Climate and Energy Program

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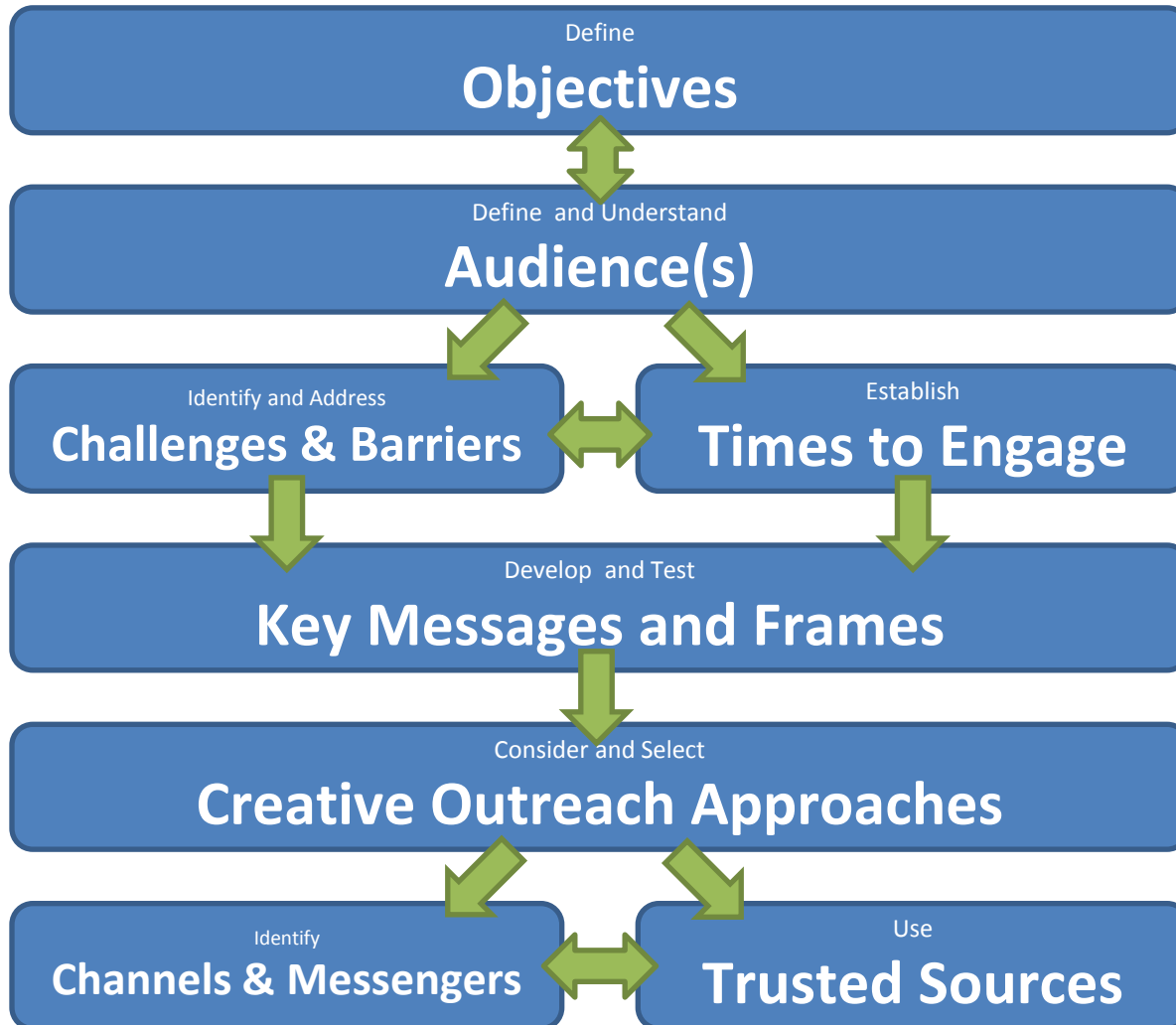
202-343-9043

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