

US EPA ARCHIVE DOCUMENT

**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.



**State and Local
Climate and Energy Program**





**State and Local
Climate and Energy Program**

Using Effective Communication to Showcase Program Successes

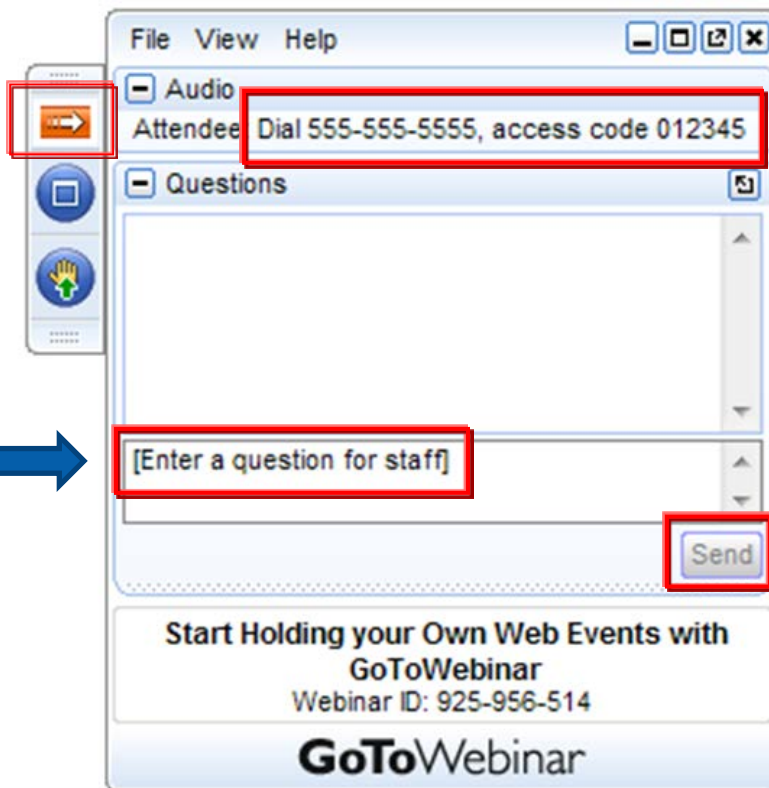
December 18, 2013

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



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
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



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)

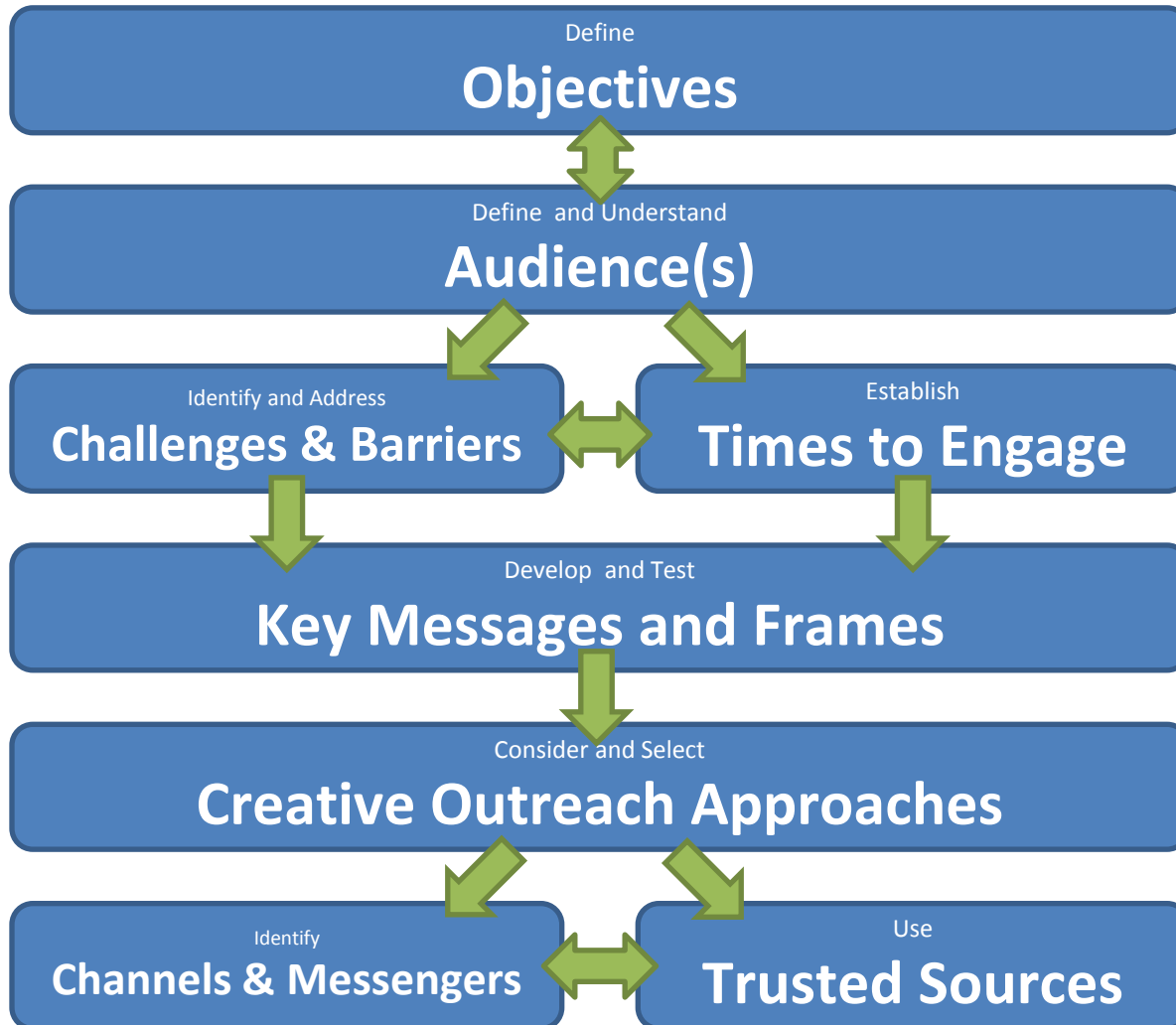
The Role of Communication in Ensuring Sustained Behavior Change

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



New website material in development

We need your feedback!

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

Contact Information



Emma Zinsmeister

Lead Local Climate Strategy Analyst

U.S. Environmental Protection Agency

State and Local Climate and Energy Program

zinsmeister.emma@epa.gov

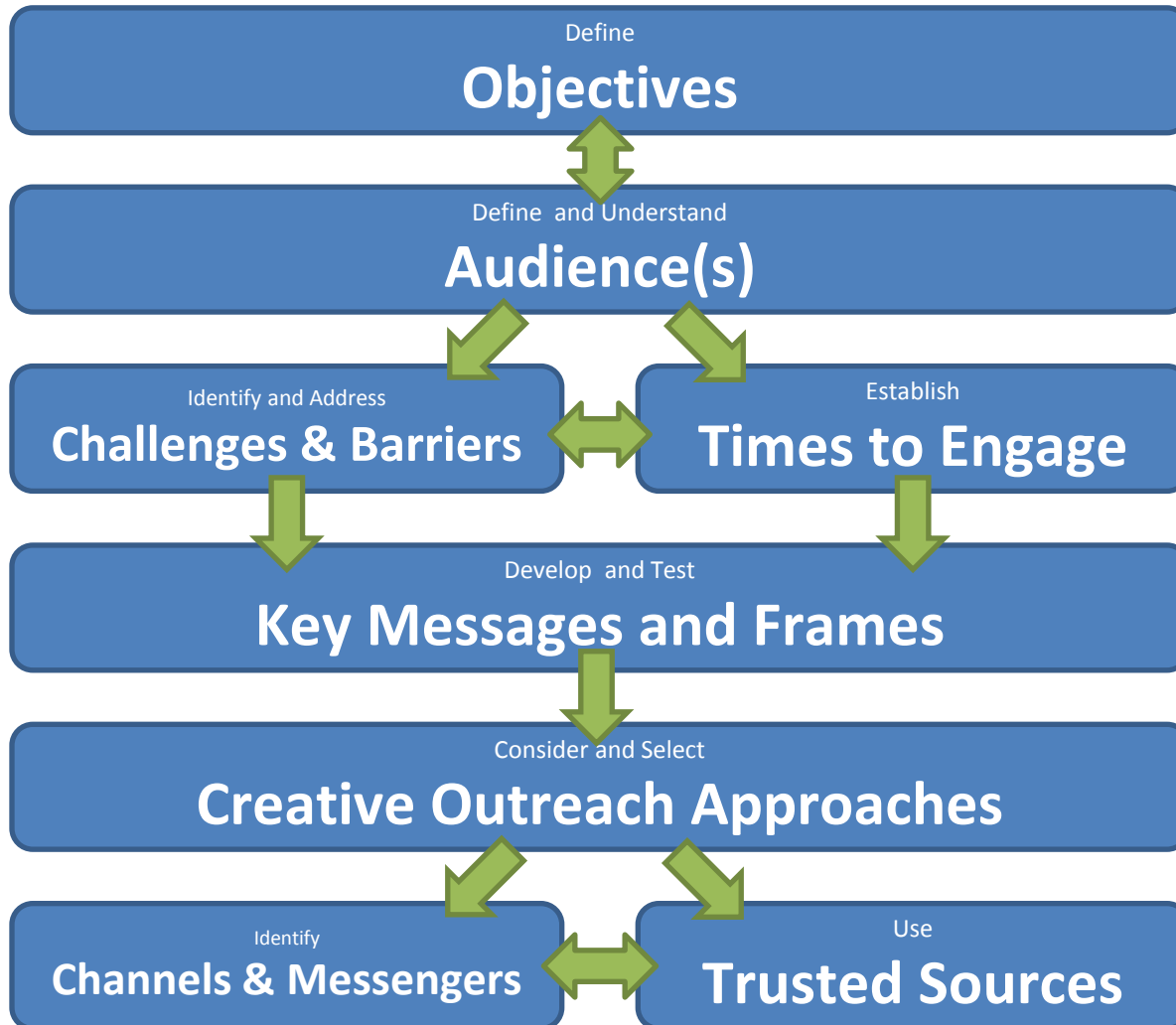
202-343-9043

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**

Communications Framework



New website material in development

We need your feedback!

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