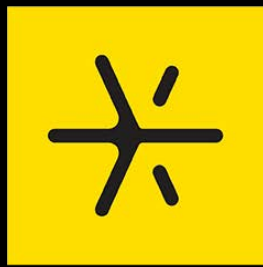


US EPA ARCHIVE DOCUMENT



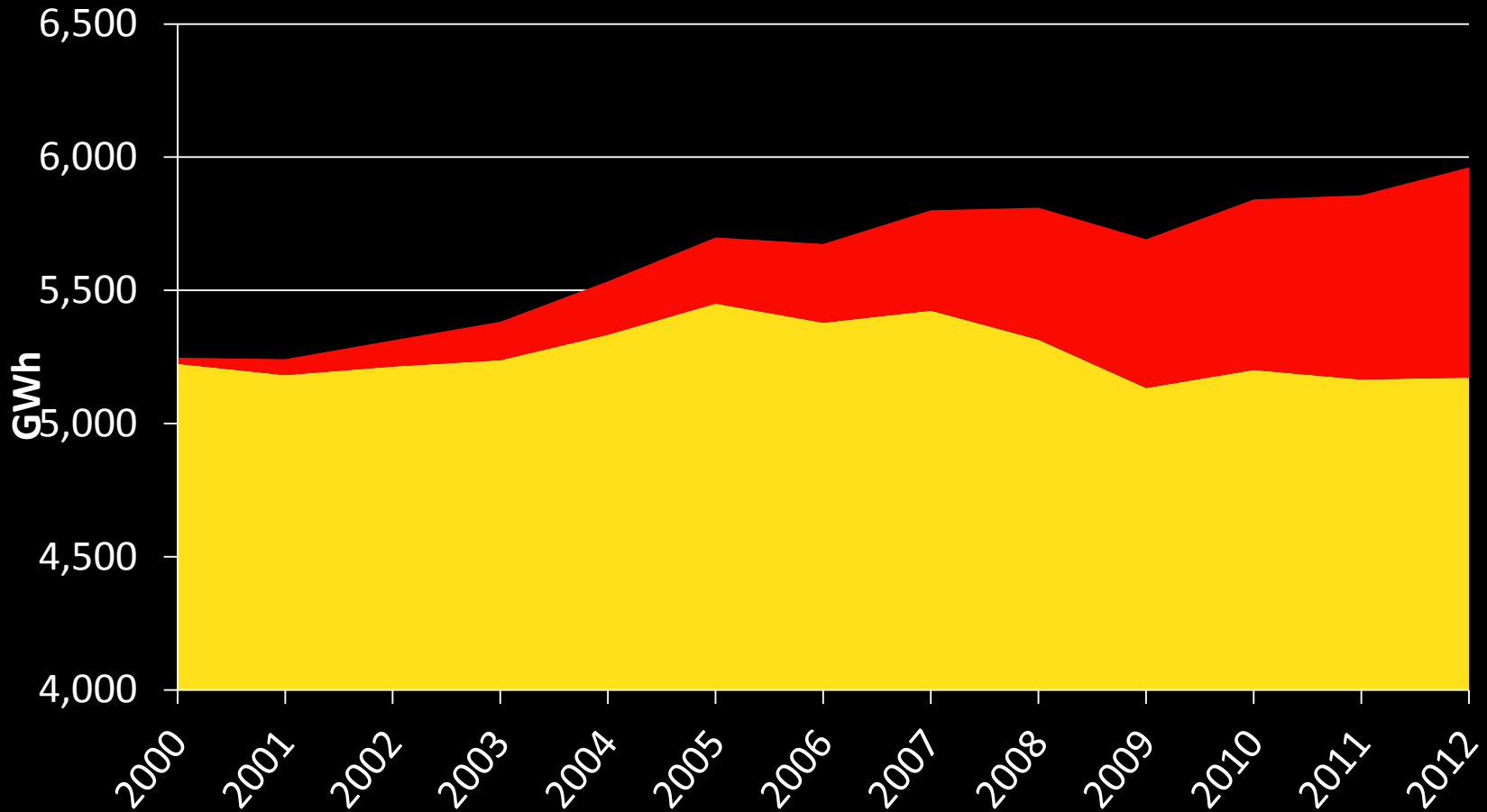
**Vermont  
Energy Investment  
Corporation**

Efficiency Vermont:  
Demonstrating  
Success and  
Sustaining Impact

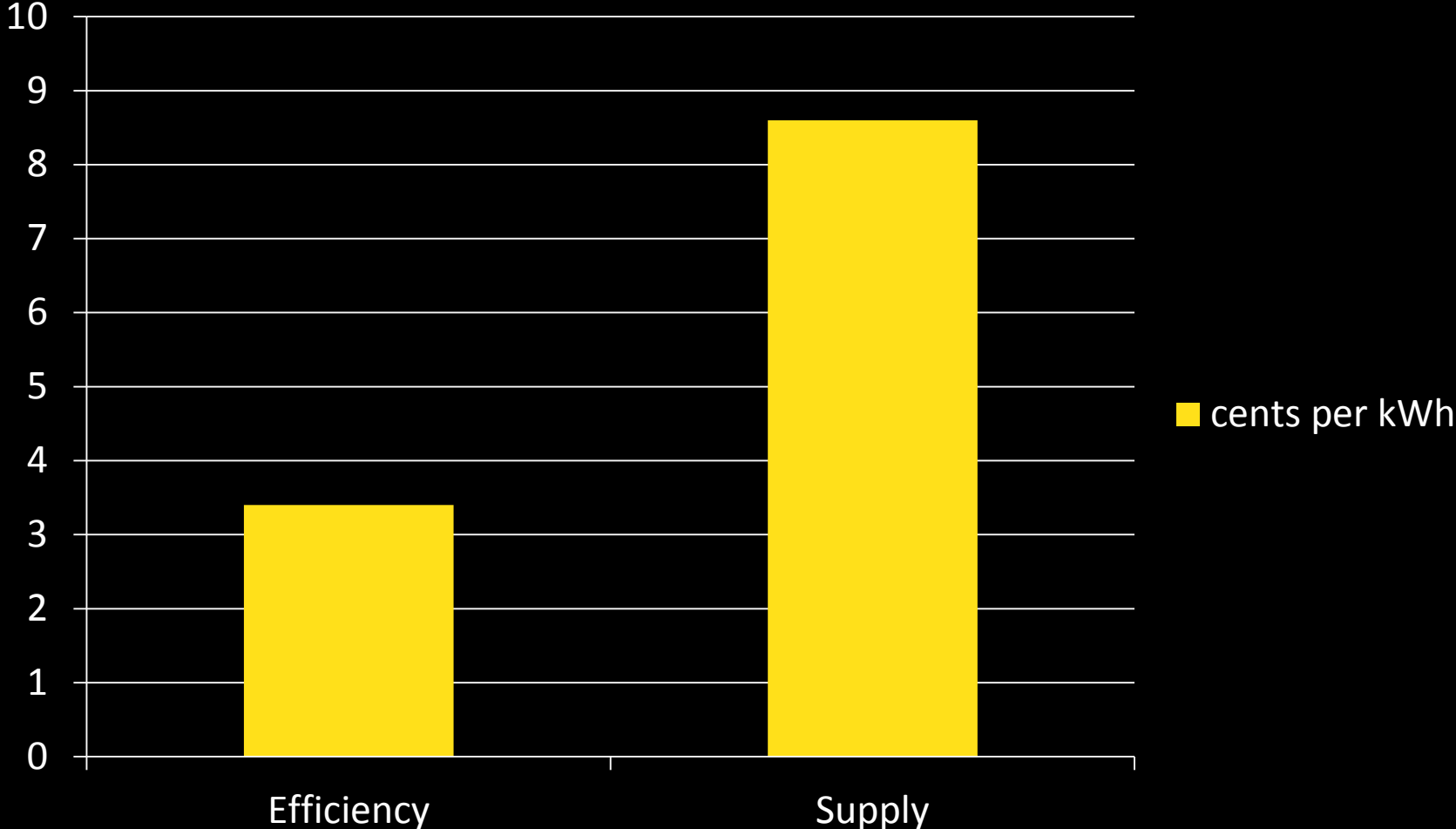


# Efficiency Vermont

# Cumulative Impact of Efficiency on Growth in Annual Electrical Supply Requirements



# Efficiency vs. Comparable Electric Supply





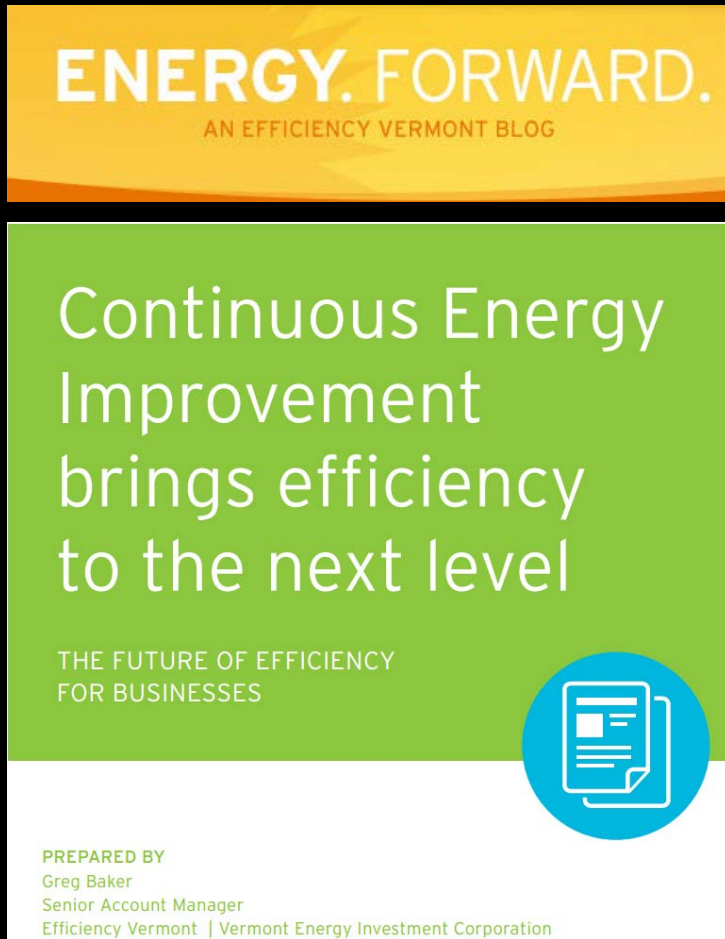
How do we tell the  
**FULL STORY** of  
Efficiency  
Vermont's impact?

Who is our target audience?  
How do we reach them?  
What motivates them?






# We become our own storytellers



**ENERGY. FORWARD.**  
AN EFFICIENCY VERMONT BLOG

Continuous Energy Improvement brings efficiency to the next level

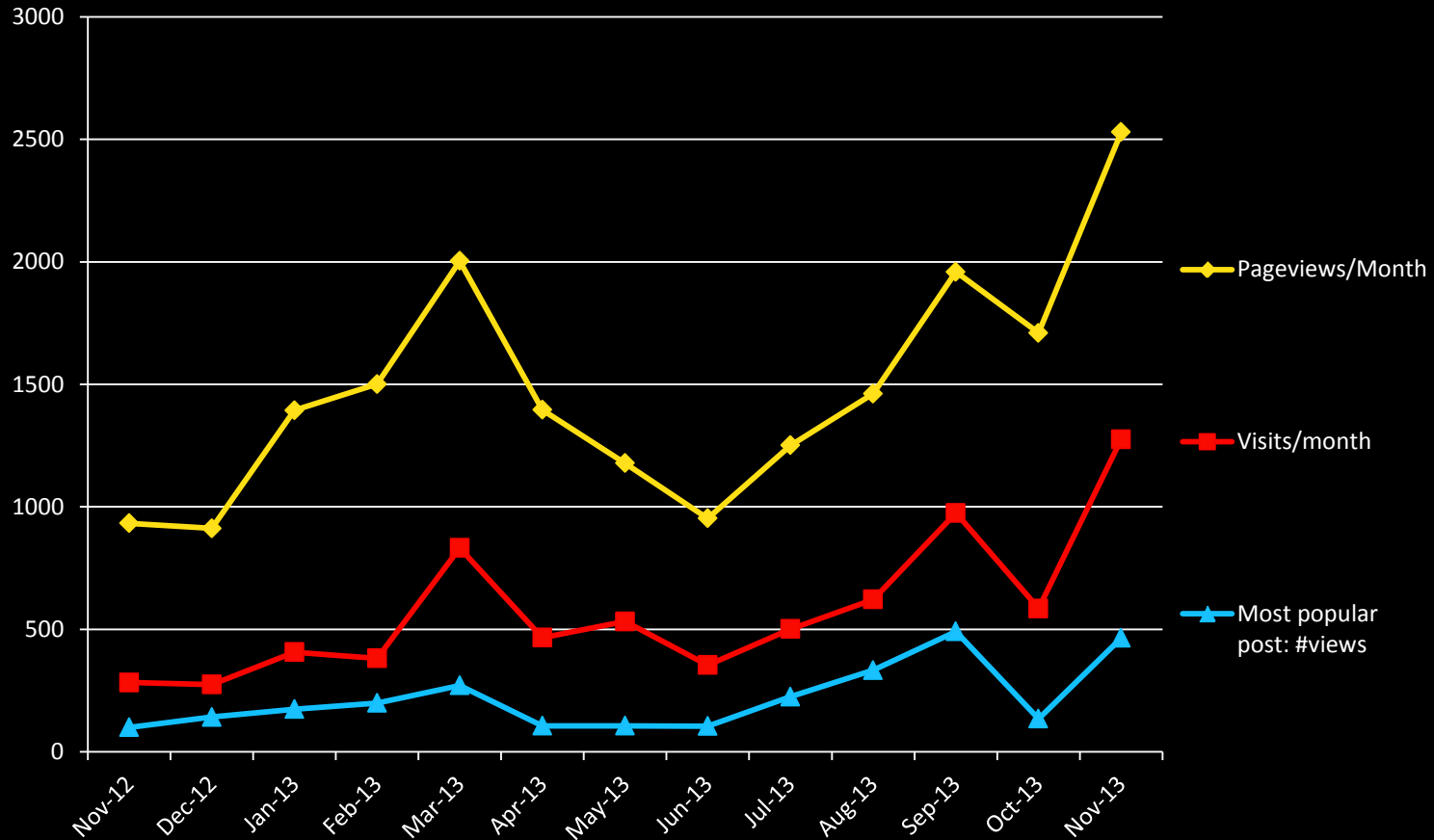
THE FUTURE OF EFFICIENCY FOR BUSINESSES



PREPARED BY  
Greg Baker  
Senior Account Manager  
Efficiency Vermont | Vermont Energy Investment Corporation

- Think like a journalist
- Seek out compelling anecdotes and statistics
- Be transparent about goals and strategies
- Engage readers by sharing valuable and interesting information

# Efficiency Vermont Blog: Readership Trends



# What have we learned?



- Good content drives engagement
- Quality over Quantity
- For our audience, big picture stories resonate
- Enhances (not replaces!) program-based promotion
- Leverage across channels to maximize impact

# What can you do?



- Do your homework
- Evaluate your audience
- Don't neglect the big picture
- Collaboration is key to finding and sharing great stories
- Stakeholder buy in is critical

Questions?

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