



Building the ESPC Infrastructure

Telling the GESPC Story & Recognition

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Presenter

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Telling the GESPC Story & Recognition



- How do you tell the GESPC story in your state?
- What are the communication vehicles?

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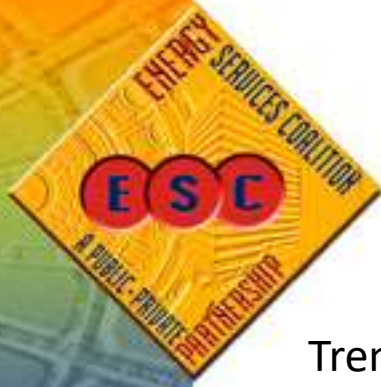
Trends

What we've learned lately

Examples of effective and unique media and recognition efforts

How others are getting the word out

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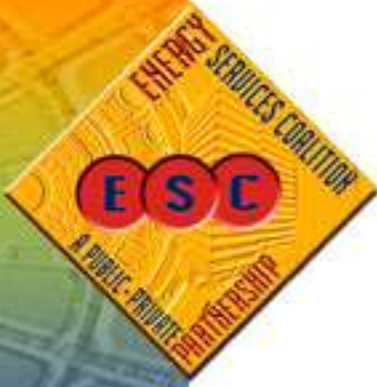


Trends:

- More than 30 public sector GESPC program managers responded to our three-part Needs Assessment.
 - What is the story they are telling:
 - Promote Success
 - Lead by example
 - Recognize results
 - How are they telling the story:
 - Traditional Media
 - Social Media
 - Awards Programs

- Interviews with Private Sector and media representatives.
 - What we heard:
 - Whose story is it?
 - How to engage the media

Other People's Events



Are there other organizations that you could tap into for recognition of GESPC projects/success?

Other Vehicles



What are some other ways to tell your story?



Thank you!

Jim Arwood

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(ESC) is a national nonprofit organization composed of a network of experts from a wide range of organizations working together at the state and local level to increase energy efficiency and building upgrades through guaranteed energy savings performance contracting.