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.
  o What is the story they are telling:
    • Promote Success
    • Lead by example
    • Recognize results
  o How are they telling the story:
    • Traditional Media
    • Social Media
    • Awards Programs

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

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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.