

D R A F T
NH Energy & Climate Collaborative
Communication & Outreach Plan

Purpose of the Communication Plan

The purpose of the NH Energy & Climate Collaborative Communication Plan is to outline the Collaborative's role in education and outreach as it relates to the Climate Action Plan and to provide a framework for deploying information on the progress of implementing the Plan.

Collaborative's Role in Communicating, Messaging and Tracking

The Collaborative is responsible for ensuring organizations, businesses, and individuals in New Hampshire are aware of the NH Climate Action Plan. The Collaborative identifies organizations and networks of organizations that are working on implementing recommended actions in the Climate Action Plan. The Collaborative also provides connections from organization or individuals to the "networks" that are working on implementation in their particular sector. Working with the networks and individual organizations working on implementation, the Collaborative tracks the progress and provides a problem solving forum for dealing with obstacles to implementation. Finally, the Collaborative uses communication tools to continue awareness of the Climate Action Plan by sharing success stories of the various implementing partners.

Collaborative Identification

Developing a logo, letterhead, and branding for the NH Energy and Climate Collaborative is an essential first step in communication and outreach. Working with Collaborative member's staff with expertise in graphic design is an option for a quick development and deployment of these identification tools. Creating a logo and identification competition between the local university graphic design classes is another option but could take more time to organize, review and deploy.

The identification should be clear and concise, and available to use in print, presentation, and online. The identification should enforce:

- The unique make-up of the Collaborative
- The State of New Hampshire in a graphic depiction
- Unique identifiers from other energy and climate organizations logos and branding

Communication Tools

The Collaborative uses the following communication tools to raise awareness of the Climate Action Plan and share the success stories of implementing partners. Currently, the Collaborative is focusing on the Tier 1 Communication Tools. With additional support, the Collaborative may evolve its communication and outreach efforts into Tier 2.

Tier 1

- *Website*

The Website is to be used to support more static information about the Collaborative as well as to provide a place for storing Collaborative meeting notes, documents and presentations. The website has a dynamic aspect to the homepage where a features implementing partner is posted as well as any News items. The website contains:

- Content on the NH Climate Action Plan
- Content regarding the Collaborative membership
- Collaborative Meeting information including documents and presentations from past meetings
- Press Releases for the Collaborative
- Information on our Implementing Partners and links to their websites
- Under “News”, featured story on an implementing partner success story or Collaborative update
- Information on the Collaborative Speaker’s Bureau
- Resource Information

- *Blog*

The Blog is to be used to create a more dynamic dialogue with organizations and individuals who want to learn more about the NH Climate Action Plan and the Collaborative. The blog provides a mechanism for displaying pictures, videos, stories, articles and reports on implementation of the Climate Action Plan around the state of New Hampshire. The blog contains:

- Dynamic information on the Collaborative, upcoming events, and implementing partner success stories
- Collaborative staff can provide stories, related articles and reports weekly
- Guest bloggers can be invited to share personal stories

- *Documentary Success Stories*

Documentary Success Stories are video diaries of successful implementation projects around the state. NH Public Television’s Planet Granite series contains short video documentaries of success stories around energy efficiencies, conservation and renewables, and climate change. The Collaborative will work with NHPTV to provide connections to implementing partners so that their stories can be filmed and shared through the Planet Granite series. The Collaborative’s website and blog will have links to those success stories.

- *Speaking Engagements*
Speaking Engagements are to be used as a means to get the word out regarding the NH Climate Action Plan and Collaborative by bringing the Collaborative speakers to organization meetings and events. This type of communication allows the Collaborative to meet with individual organizations in their environment and provide a connection from the work those organizations do to implementation of the Climate Action Plan.
 - NH Collaborative Speakers Bureau has been established
 - NH Collaborative Speakers Bureau is part of a larger NH Energy & Climate Speakers group led by Clean Air – Cool Planet. Allows NH Climate Action Plan and Collaborative speaking points to be integrated into all energy and climate presentations in the state.
 - Outreach efforts via email and letter to announce Speakers Bureau

Tier 2

- *Enhanced Social Media – Twitter, Facebook*
Enhanced Social Media tools could be used to further outreach to a broader public. Establishing a Twitter and Facebook site for the Collaborative would allow Collaborative staff to interact with audiences on-line and provide daily updates, reports and feeds. Social media must have a constant presence in order to react to comments and provide consistent updated messaging to the audience.

Statewide Education & Outreach

As many organizations are currently developing education, outreach and training programs on energy efficiencies, energy conservation, climate change and adaptation, the NH Energy and Climate Collaborative should work with these organizations to pull together a statewide Education and Outreach Program, as a means of implementing the following recommended action in the Climate Action Plan:

Establish a Comprehensive Energy Efficiency and Renewable Energy Education Program

The NH Energy and Climate Education and Outreach Program (NHECEOP) could contain the following initiatives:

- Develop a Statewide logo and message for energy and climate
- Develop a basic website that simply identifies the message and links individuals to the appropriate implementing educator. This website may be the Energy and Climate portal currently being developed by the NH Carbon Challenge at Clean Air – Cool Planet.
- Develop a Statewide Schedule of events for energy and climate Education and Outreach that can be saved on the Statewide webpage but linked to and shared by the individual organization providing the events and training.
- Develop clear language that identifies the unique responsibility of each organization identified as an “educator” as to dispel any duplication or confusion of resources.