Developing Effective Advocacy Materials

Isaac Elnecave,
Senior Policy Manager
Midwest Energy Efficiency Alliance
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Situation

• Energy Codes Present a Unique Challenge

• Communicating the Value of Energy Codes Must Occur on Several Levels
  – Technical
  – Policy
  – Anecdotal

• Different Audiences
Audiences

• Building Professionals
• Building Officials
• Policymakers
• Consumers
• Utilities
Types of Information

- Primer on Energy Codes
- Energy Savings
- Cost-Effectiveness
- Technical
- Availability of Tools for Complying with Code
- National/Regional Trends
Examples

- Codes 101
- Comparison Between Codes
- Maps
- Information on Specifics Req. in a Given State Code
- Benefits to Homeowners/Commercial Developers
Final Thoughts

– Information Must Be Specific to Audience/Area

– Materials Must Be Informative and Concise

– Information Must Be Relevant

– Information Must Be Clear and Simple to Understand

– Information Must Be Accurate/Verifiable
Contact Information

Isaac Elnecave
Sr. Policy Manager
ielnecave@mwalliance.org
Midwest Energy Efficiency Alliance
(312) 784-7253