



**Developing Effective Advocacy  
Materials**

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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**

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# Audiences

- **Building Professionals**
- **Building Officials**
- **Policymakers**
- **Consumers**
- **Utilities**

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# Types of Information

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

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# Examples

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

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# 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

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