

American University

An Active Pursuit of Sustainability

Building Your Internal Network: Making the Switch to Green Power
EPA Webinar, December 17, 2013



Fire.



It Gathers the Tribe.



Sun & Wind.



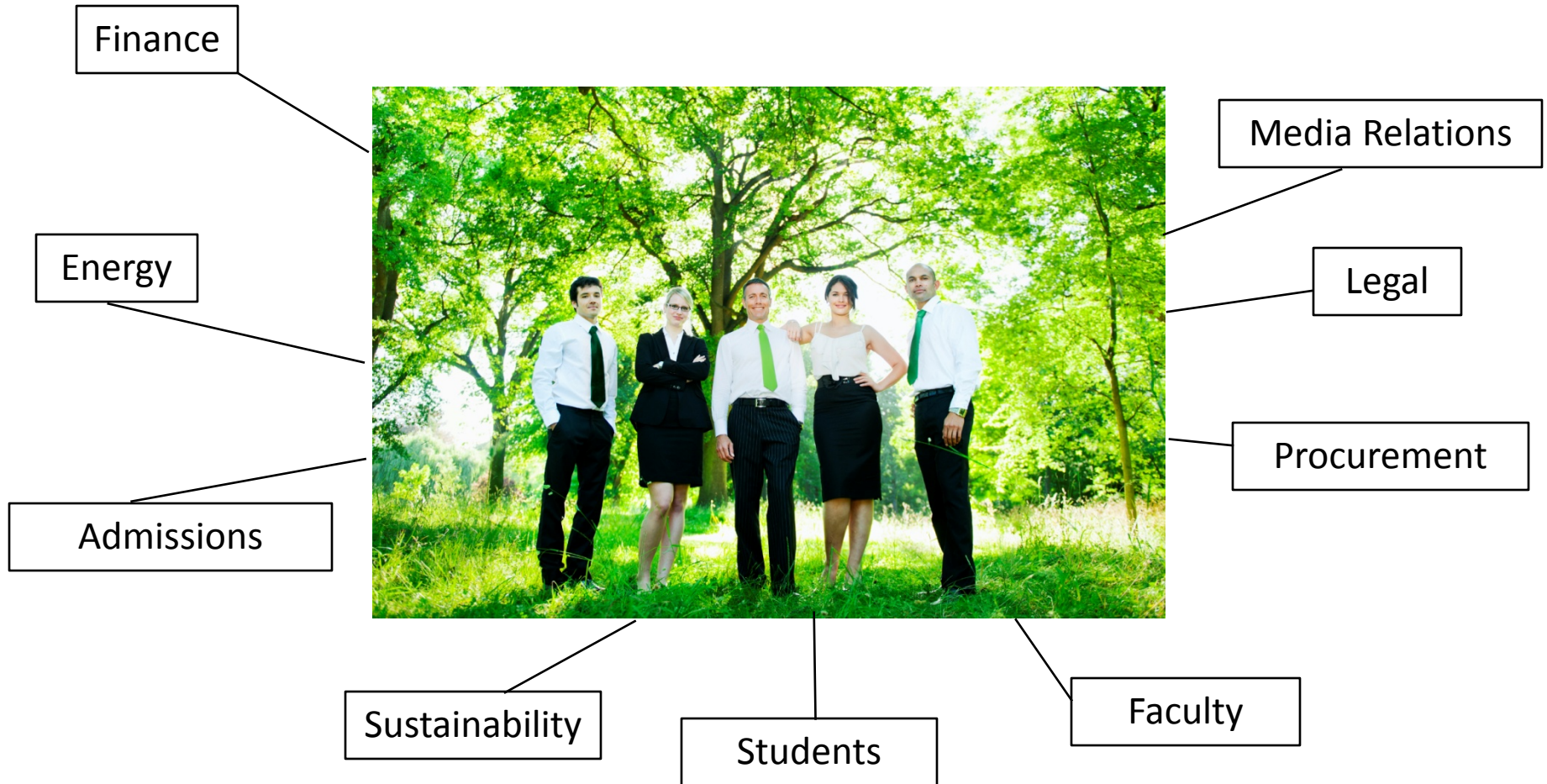
They Strike Fear in the Hearts of Mortals.



You Must Lead the Way.



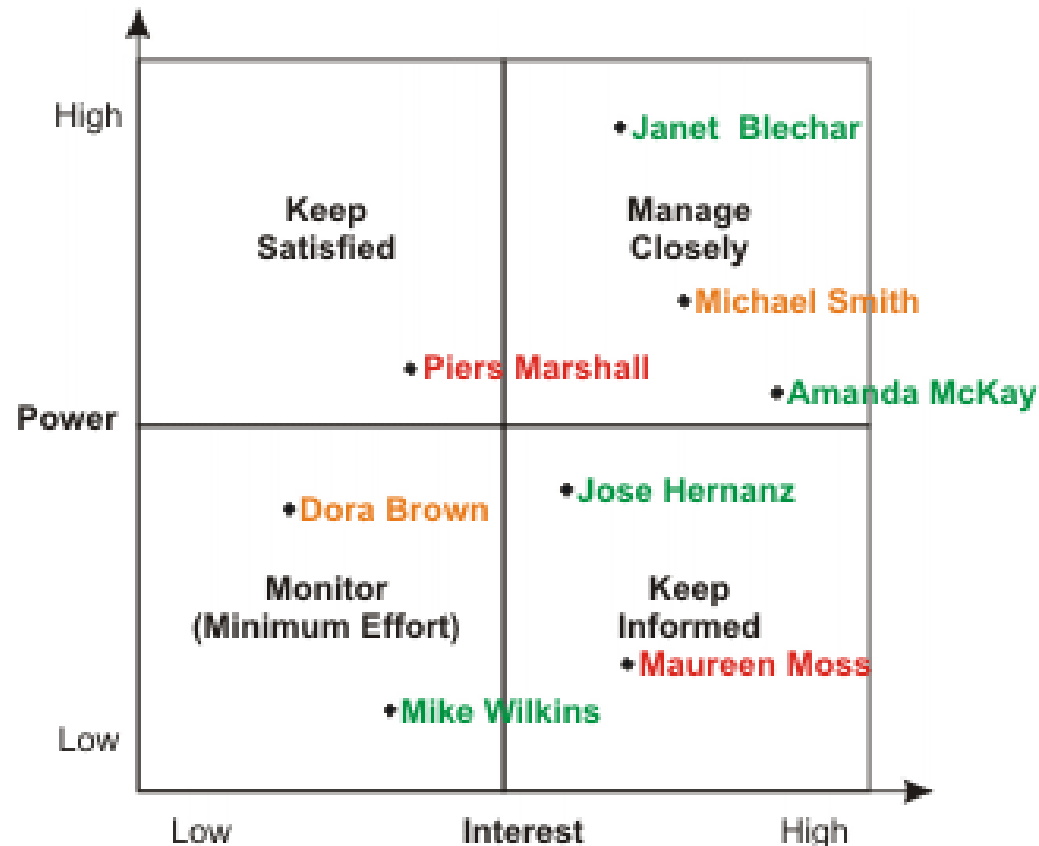
Build Your Team.



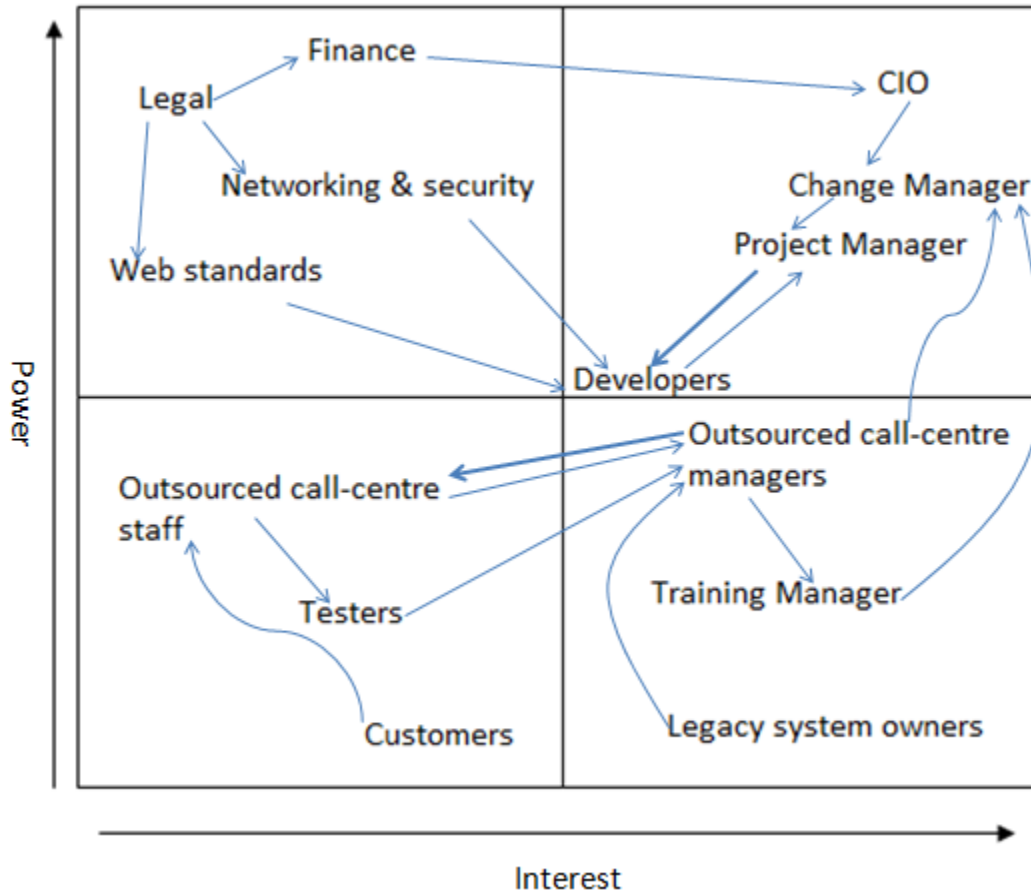
Understand & Address Their Interests

Stakeholder	Potential Motivator	Potential Concern
Finance	Money	Money
Energy	Reliability	Reliability
Procurement	Terms	Length of contract/Buy Out
Legal	Liability	Liability
Media Relations	Publicity	Timing, story priorities
Sustainability	Glory	Ignorance
Students	Climate change	Fossil partners
Admissions	Recruitment	Competing priorities
Faculty	Research & teaching	Negative social, environmental, economic Impacts
Board	Reputation	Unfamiliar territory
President	Anything	Anything

Map Your Stakeholders



Map Your Stakeholders



Key Lessons

- ▶ Marshal the facts but expect emotions
- ▶ Take your time
- ▶ Find allies early
- ▶ Understand motivations early
- ▶ Give credit where its due ... And where it isn't

Celebrate, But Let Others Take Credit



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