U.S. EPA’s State and Local Climate and Energy Webcast Series
Presents:

The Role of Communication in Ensuring Sustained Behavior Change

Telephone call-in number: (877) 506-7699
We will start in a few minutes. Thank you for joining us.
The Role of Communication in Ensuring Sustained Behavior Change

December 11, 2013
1:00 PM ET – 2:30 PM (EST)
Telephone call-in number: (877) 506-7699
How to Participate Today

Open and close your control panel

Participants are on mute
Type in your questions and indicate the speakers

Audio is only available by telephone
Dial: (877) 506-7699

Hit “send” to submit your questions

If you experience technical difficulties, please contact Wendy Jaglom at: Wendy.Jaglom@icfi.com
Webcast Agenda

- Welcome and Introduction
  Emma Zinsmeister, U.S. EPA State and Local Climate and Energy Program

- The Role of Communication in Sustaining Behavior Change
  Liz Schlegel, Institute for Sustainable Communities

- Climate Communication and Behavior Change
  Cara Pike, The Social Capital Project of the Resource Innovation Group

- SLCgreen
  Kate Lilja Lohnes, Salt Lake City Division of Sustainability & the Environment

- Panel Discussion, Q&A Session, Optional Feedback
Helping state and local governments reduce GHGs

- We use co-benefits strategies to achieve GHG and policy goals
  - Environmental, energy, economic, health benefits
  - Example: EE/RE/CHP can lower costs to comply with air standards
- We foster inter-agency collaboration
  - States – air offices, energy offices, PUCs
  - Locals – planning, environmental services, energy and many other related departments
- We help state and local governments make the case for action
  - Best practice-based policy approaches
  - Analytical tools and information
  - Communications resources including peer exchanges, lessons learned
- All our resources are available at:
  [www.epa.gov/statelocalclimate](http://www.epa.gov/statelocalclimate)
Communications Methods for State and Local Climate and Clean Energy Programs

Three-part webcast series

Gaining Support and Attracting Participation through Communication
December 4, 2013, 1:00-2:30 PM (EST)
Files will be posted soon

The Role of Communication in Ensuring Sustained Behavior Change – Today!

Using Effective Communication to Showcase Program Results
December 18, 2013, 1:00-2:30 PM (EST)
Register at: www2.gotomeeting.com/register/844180762

Files and audio recordings of all webcasts will be available at: www.epa.gov/statelocalclimate/web-podcasts/index.html
Communications Framework

Define Objectives

Define and Understand Audience(s)

Identify and Address Challenges & Barriers

Establish Times to Engage

Develop and Test Key Messages and Frames

Consider and Select Creative Outreach Approaches

Identify Channels & Messengers

Use Trusted Sources

New website material in development

We need your feedback!

- Enter comments in the GoToMeeting control panel
- Respond to exit questions
Contact Information

Emma Zinsmeister
Lead Local Climate Strategy Analyst

U.S. Environmental Protection Agency
State and Local Climate and Energy Program

zinsmeister.emma@epa.gov
202-343-9043
Webcast Agenda

- **Welcome and Introduction**
  Emma Zinsmeister, U.S. EPA State and Local Climate and Energy Program

- **The Role of Communication in Sustaining Behavior Change**
  Liz Schlegel, Institute for Sustainable Communities

- **Climate Communication and Behavior Change**
  Cara Pike, The Social Capital Project of the Resource Innovation Group

- **SLCgreen**
  Kate Lilja Lohnes, Salt Lake City Division of Sustainability & the Environment

- **Panel Discussion, Q&A Session, Optional Feedback**
Communications Framework

Define Objectives
Define and Understand Audience(s)
Identify and Address Challenges & Barriers
Establish Times to Engage
Develop and Test Key Messages and Frames
Consider and Select Creative Outreach Approaches
Identify Channels & Messengers
Use Trusted Sources

New website material in development

We need your feedback!

➢ Enter comments in the GoToMeeting control panel
➢ Respond to exit questions