

# The Sum of the Parts



**BUILDING A COLLABORATIVE  
ENERGY OUTREACH PROGRAM**

# Outreach & Education Charge



- To increase the adoption of energy efficiency, energy conservation and renewable energy measures.
- To encourage participation in partner organizations' specific outreach, communication, and educational activities.
- To focus on reducing the use of electricity and heating fuels in the built environment, with secondary emphasis on increasing the acceptance and use of renewable energy, and reducing the use of transportation fuels.

# Outreach and Education: The Pink Elephant



Burgess Report concluded...

“There remains no single entity to provide information on the broad range of energy efficiency/renewable energy measures and incentives, such as exists in many other states. Not only does this fragmentation create confusion; it also means that none of the organizations has the budget to adequately establish and maintain a presence in the market.”

# Question



## **Question:**

Given O&E charge, lack of “single entity” and “single portal”, what should the EESE Board Outreach and Education Committee’s focus be in 2012?

# Preliminary Ideas



- 1. Keep abreast of and communicate to EESE Board best practices from around the country regarding consumer engagement in energy efficiency**
- 2. Take lead on communication of EESE Board synthesis of VEIC Study and other report findings to public and policy makers in NH**
- 3. Facilitate institutionalization of the unique, successful, NH-centric efforts to engage consumers in efficiency**

# BUTTON UP NH: Partners



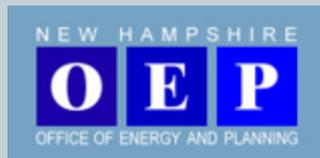
CLEAN  
AIR



COOL  
PLANET



Special thanks to:



# BUTTON UP NH: Partner Goal



to provide an integrated path for NH's homeowners, beyond the "early adopters" and to provide ongoing and consistent messaging and support around energy conservation and efficiency.



# BUTTON UP NH: 101 and 201 levels



- Simple Steps to Save Energy in the Home
- Increasing Your Home Energy IQ
- Next Steps to Button Up
- Resources for Your Home Energy Plan



= *Resources (accessible from  
BUNH website)*

- *Companion **Button Up 201** Workshop:*
  - *More advanced air sealing and DIY projects*
  - *Working with a professional*
  - *Related health and safety issues*



13 Workshops Done, 14 Scheduled, expect up to 16 more.  
Average attendance: **39 People**



# Upcoming Workshops:

Type	Where	Address	Date	Presenter(s)	Sponsors
BU101	Seabrook Public Library	25 Lib Seabrook	March 8, 2012		Seabrook Public Library; Atlantic Green Energy; Harmony Energy Works Inc.
Due to inclement weather, the Seabrook workshop is postponed to March 8th.					
BU201	Weeks Memorial Library	128 M Lancas			SUNREI, Garland Mill, J Myers Builders
BU201	Andover School	20 School S Andover			Andover Energy Group; Andover Conservation Commission; Andover Library Trustees; Proctor Academy
BU201	Bethlehem Elementary School	2297 Main S Bethlehem			SUNREI; Ammonoosuc Regional Energy Team; WREN
BU101	Keene (Location TBD)	TBD	6:00 PM - 7:00 PM	Andrew Dey	Transition Keene; Monadnock Sustainability Network; Home Energy Efficiency
BU201	Keene (Location TBD)	TBD			Transition Keene; Monadnock Sustainability Network; Home Energy Efficiency
	Seabrook Public	25 Lib			Seabrook Public Library; Atlantic Green Energy; Harmony Energy Works Inc.
			6:00 PM		Atkinson Energy Commission; Kimball Public Library; Atkinson Lions Club
			March 24, 2012		Orford Energy Committee; Fairlee (VT) ER; Window
BU201	Orford (Location TBD)	TE			Orford Energy Committee; FAIRLEE (VT) Energy Committee; COVER; Window Improvement Masters
BU201	Hancock Public Library	25 Main Street, Hancock	7:00 PM - 8:00 PM	Matthias Bohler	Hancock Public Library; The Harris Center; Hancock Energy Committee

**Seabrook Public Library,  
Atlantic Green Energy,  
Harmony Energy Works, Inc**

**SUNREI, Garland Mill,  
J Myers Builders**

**Atkinson Energy  
Commission, Kimball Public  
Library, Atkinson Lions Club**

**Executive Councilor Ray Burton;  
UNH Cooperative Extension;  
Foggs Hardware;  
PARE**

**Workforce Housing  
Coalition of the Greater  
Seacoast, RiverWoods at  
Exeter, ReVision Energy,  
Town of Exeter, Exeter  
Energy Committee**

**Pease Air  
National Guard**

# Two Things That Matter



# OUTREACH & EDUCATION: What's Next



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