



Working with Focus on Energy

Outreach Plan for Actively Engaged Community/Corporate Groups

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus helps these entities implement projects that otherwise would not be completed, or to complete projects sooner than scheduled.

One way Focus accomplishes its goals is through partnerships with community organizations and corporations that share Focus' vision. Many such groups are well connected and very involved.

This document provides a plan of approach to work with Focus on Energy for those groups dedicated to, and already engaged in, energy efficiency or renewable energy efforts.

OBJECTIVE

Focus can assist community and corporate groups in achieving energy efficiency and renewable energy goals by:

- Building on your group's start with additional planning and strategy
- Supporting your group's effort in implementing your plan
- Offering Focus programs and services

AUDIENCES

Focus on Energy is excited to work with actively engaged community and corporate groups who have shown an interest in and dedication to energy efficiency and/or renewable energy. Examples of such groups include:

- 1. Eco-Municipalities** Those communities that have signed an eco-municipality resolution. An eco-municipality aspires to develop an ecologically, economically and socially healthy community for the long term, using the Natural Step framework for sustainability as a guide, and a democratic, highly participative development process as the method.
- 2. Energy-Independent Communities** An energy-independent community is one which has adopted Wisconsin's "25% by 2025" Plan goals (generate 25% of electricity and transportation fuels from renewable resources by 2025).

3. Local Government Wanting to spur more energy improvements throughout their community, and not just within government buildings.

4. "Repeat" Corporations Those businesses that have worked with Focus in the past and/or exhibit the desire/dedication to grow their green efforts.

STRATEGIES

- Focus will partner with your group and assess/review your energy efficiency and/or renewable energy goals
- Focus will help you with your planning process, including but not limited to:
 - meeting/discussing with local community/corporate leaders
 - providing marketing assistance
 - assisting in resource gathering
- Focus incentives/services will be made available to your group
- Implementation support is available to your group for a kick-off event and/or ongoing questions/issue resolution
- Feedback and recommendations provided to you

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not be completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's growing demand for electricity and natural gas. For more information, call **800.762.7077** or visit focusonenergy.com.



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