



Strategic Communications in the Energy Industry



Our award winning Strategic Communications team partners with technical experts from our Energy and Emergency Management practices to provide top-notch marketing and communications support to utilities, manufacturers, government agencies, and other energy market participants.

Planning

- Campaign development
- Risk communications
- Market research and evaluation
- Message development

Implementation

- Media relations and public relations outreach
- Video production
- Web site development
- Collateral material development
- Speaker placement and logistics
- Event planning and promotion

ICF Consulting's national award winning communications experts partner with our technical experts in emergency management, energy efficiency, environment, electric power markets, oil, and gas, to provide knowledge-based communications solutions that ensure that messages are appropriate for the audience, address their needs, and speak their language.

Our experts are world renowned problem-solvers called on by the top public agencies and private companies in the industry. ICF Consulting combines the very best in energy industry expertise with dynamic communications counsel to deliver public relations and marketing solutions to complex problems challenging today's energy market players. ICF Consulting's clients include all levels of government agencies; nonprofit, multilateral, and metropolitan planning organizations; and major utilities charged with affecting change in organizations and communities.

Featured Solutions

Raising the Profile of Renewable Energy Investments and Environmental Commitments

ICF Consulting developed a communications outreach campaign to raise the profile of a major electricity provider's renewable energy investments and environmental commitment. The effort was developed to enhance the utility's environmental reputation among energy industry audiences. Target audiences included state legislators and the U.S. Congress, congressional energy-related committees, local environmental organizations, energy and environmental trade associations, and alternative retail electric suppliers. ICF Consulting developed an editorial outreach plan that delivered bylined articles on behalf of the utility to key industry publications. We wrote press releases about new renewable energy developments, programs, and awards received to maintain a constant presence in the news media. ICF Consulting trained utility representatives to effectively communicate with news media. The plan also included recommendations for speaking opportunities at conferences and trade shows.

Personalizing Solutions to an Energy Crisis

The volatile energy market of California had consumers, including individuals and major corporations, scrambling for ways to manage their energy consumption and reduce the impact of price fluctuations. ICF Consulting performed research and identified goals, audiences, messages, strategies, tactics, and evaluation mechanisms to develop a multimedia communication plan for an energy efficiency program sponsored by the state's four investor-owned utilities and defined by the California Public Utilities Commission. We developed and executed a coordinated advertising campaign, including media buys for radio, online sources, and print, as well as a cooperative advertising program for retailers and manufacturers. The program offered cost-sharing opportunities for partners who implemented special events or promotions such as sidewalk sales, cost-shared media buys for partners that included the ENERGY STAR® logo and supporting educational messages in their existing advertising, and customizable templates of the Program's advertisements.

Supporting the Homeland Security Council (HSC)

ICF Consulting provides communications support to several HSC workgroups and committees. Topics include building air protection, radiological dispersal devices, water security, chemical facility security, hazardous materials transportation, decontamination, and other issues. Support activities include developing and providing briefing and presentation materials; preparing analytical reports; preparing guidelines, checklists, pamphlets, Web site text, etc. related to the HSC message; and supporting workgroup meetings.

Educating the Public about Renewable Energy

ICF Consulting developed and managed an 18-month long statewide Renewable Energy Consumer Education campaign (RECE) for the California Energy Commission (CEC). The program goals were to develop an understanding of consumer attitudes, perceptions, knowledge, and level of awareness concerning renewable energy; raise consumer awareness of renewable energy; increase consumer knowledge about the benefits and mechanics of purchasing renewable energy technologies; and increase renewable energy technology purchases. Through the effort, ICF Consulting helped position the CEC as the source of reliable and impartial information on renewable energy in California, driving target audiences to the Energy Commission's website and 800 number as the first stop on their way to learning more about renewable energy and the systems that capture it. As part of this comprehensive marketing campaign, ICF Consulting created the Renewable Energy Alliance to bring together and leverage partnerships among local, state and national non-profit, public and private sector organizations connected to renewable energy in California. Alliance membership currently stands at more than 150 members.

Using Multi-media to Reach Stakeholders

ICF Consulting produced two videos for the US Environmental Protection Agency's (EPA) ENERGY STAR® Buildings and Green Lights Partnership for use as marketing tools aimed at high-level managers of prospective partner companies. The video increases program awareness and encourages participation by highlighting the financial and environmental benefits of partnership with EPA. We managed the script preparation, solicited private- and public-sector organizations to be interviewed, coordinated video editing, managed local production crews, and distributed the final videos. We also used the video footage to create a CD-ROM Video Information Database, which contains searchable video clips.

Assessing Chemical Hazard Risk

ICF Consulting served as advisors/reviewers for the District of North Vancouver regarding a risk assessment study conducted for a chlorine plant adjacent to an area being considered for rezoning. The work involved reviewing the past studies of other consultants as well as new reports prepared in response to initial comments. We made numerous presentations to the public and various regulators (via formal hearings, informal meetings, and open houses) and have continued to provide ongoing assistance as the zoning project evolves.

Promoting Energy Efficiency to Business Decision Makers

ICF Consulting provided the marketing and communication support for EPA's ENERGY STAR® Buildings and Green Lights Partnership. Support included developing communication strategies, conducting market research, selecting appropriate business-to-business tactics, pitching trade and national business publications, and designing outreach materials including brochures, public service announcements, videos, annual reports, and marketing events. We crafted a message to convey the financial benefits to facility managers; corporate communicators; executives responsible for energy decisions; CEOs; and CFOs. ICF Consulting provided marketers and account managers with collateral materials for conferences and recognition materials and informational tools for existing partners. We created performance metrics milestones for partner awards and recognized the top partners in public service announcements in *Forbes*, *Fortune*, *Newsweek*, and the *Harvard Business Review*.

Harnessing the Web for Energy Management

ICF Consulting developed a corporate Web site and content management infrastructure for ConEdison Solutions. Implementation involved the configuration of Microsoft (MS) Content Management Server and the development of content management templates to allow business users to create, edit, and publish content. The site includes several diagnostic tools to help users assess energy services requirements. The Web site was developed using MS Technologies including MS Content Management Server, MS Internet Information Services, MS Active Server Pages, and MS SQL Server. We also are working with ConEdison to design, develop, and maintain their Web-based customer interface, which is powered by SQLServer.

About ICF Consulting

ICF Consulting is a leading management, technology, and policy consulting firm. Drawing upon extensive industry knowledge, distinguished professionals, and innovative analytics, the firm develops solutions to complex energy, environment, emergency management, community development, and transportation issues. ICF Consulting's approach to these issues is strengthened by its expertise in information technology, organizational improvement, program management, and communications. Since 1969, ICF Consulting has been serving major corporations, government at all levels, and multinational institutions. More than 1,000 employees serve these clients from key business centers in the Americas, Europe, and Asia.

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