



Emerging Corporate GHG and Sustainability Trends

Summary

Emerging Corporate GHG and Sustainability Trends

Previous Web Conference

Date: Thursday April 21, 2011

Duration: 45 minutes

Agenda:

The politics around the drive to regulate and reduce greenhouse gas (GHG) emissions varies based on your geographic location. New policies are taking shape on multiple regulatory fronts. We'll begin this web conference with a synopsis of U.S. carbon policy at the state, regional, and federal levels. We'll discuss the outlook for carbon policy in the near and intermediate term and how it could affect our clients.

Drawing on our clients' experiences as well as from closely watching the rest of the market, we'll also discuss our observations of the current enterprise carbon management landscape. You'll learn how companies are approaching the internal and external pressures that they're facing to reduce environmental footprints and how the market is addressing public disclosure of environmental key performance indicators (KPIs). We'll explore strategies for setting sustainability goals, making progress on key initiatives, and tracking that progress.

This web conference is designed for a wide swath of the corporate and utility worlds—those who are involved in GHG measurement, reporting and management, and sustainability strategy. It's intended to be open and interactive, so come prepared with your specific questions.

Make plans to join us so you don't miss out on this overview of trends and movements in the areas of GHGs and sustainability.

Speaker:

Dr. Kevin Vranes, senior product manager for GHG Management at E Source, has more than a decade of experience working on GHG and climate-change issues. He has worked with numerous corporations and utilities on GHG management (inventories, auditing, and reporting), carbon risk, supply chain emissions and life-cycle assessments, and project analysis. He was a senior legislative staffer in the Washington, D.C., office of Senator Ron Wyden, where he worked on energy and environmental legislation, including the Energy Policy Act of 2005. He holds a PhD in geophysics (physical oceanography, climatology, and atmospheric sciences) from Columbia University, and he was a Public Policy Fellow of Columbia's School of International and Public Affairs.

You will learn:

- The current and future U.S. carbon policy landscape
- Where the U.S Environmental Protection Agency's Climate Leaders program stands today and where U.S. companies will head next
- Trends and issues in publicly reporting GHG inventories
- Our analysis of enterprise GHG management offerings

- What the leaders are doing and the laggards are not doing in GHG and sustainability
- Whether GHG intensity performance really drives stock prices

Who should attend:

All E Source members and the public are welcome to attend, especially corporate sustainability managers and executives, corporate energy managers, and utility key account managers.

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The Smart Grid Is Not About Residential Energy Efficiency—Yet

The Smart Grid Is Not About Residential Energy Efficiency—Yet

An E Source White Paper

PUBLISHED: DECEMBER 06, 2010

References to the energy-efficiency benefits expected to flow from smart grid deployments are commonplace. Not all actions that reduce the energy bill, however, constitute energy efficiency in the strict meaning of the term; many are properly classified as conservation or load shifting, neither of which ...

[DOWNLOAD](#)

Publication type: White Paper | Document ID: ES-WP-10 | Author: Michael Reid

How to Make My E Source Work for You

This is the web conference recording.

How to Make My E Source Work for You

How to Make My E Source Work for You

Slides

PUBLISHED: MAY 18, 2010

These are the web conference slides.

[DOWNLOAD](#)

Publication type: Slides | Document ID: ES-WC-5-10-MyESource-SL | Author: Ken Black

How to Make My E Source Work for You

Summary

How to Make My E Source Work for You

Previous Web Conference

Date: Tuesday May 18, 2010

Duration: 45 minutes

Moderator: Ken Black

Agenda:

We're constantly working to streamline the E Source web site so you can easily find the research, analysis, and actionable answers you need to get your job done. In January 2010, we announced the launch of My E Source to help you do just that!

My E Source is *your* web page for finding all of your E Source research, analysis, and tools in one place. Plus, with My E Source you can:

- Set up an RSS feed to stay up-to-date on the latest research
- Save your favorite reports so you can easily access them later
- Sign up for and manage your newsletter subscriptions
- See what reports have been recently published
- Explore upcoming and past web conferences and meetings
- Update your account information

Don't miss this opportunity to see how My E Source can save you time and how to customize it to best meet your needs.

Speakers:

Ken Black, Executive Vice President of Member Services and Sales, E Source

Kerry McDonough, Associate, Customer Service, E Source

Andrea Patterson, Associate, Member Services, E Source

You will learn:

- What My E Source is
- How to find out what services your company subscribes to
- How to manage your newsletter subscriptions
- How to create an RSS feed
- How to save your favorite reports

Who should attend:

All E Source members are welcome to attend this web conference.

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Let's Get Social: Marketing and Social Media for Utilities

Summary	Agenda	Contact Us	Fees	Location	Sponsorship
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Let's Get Social
Marketing and Social Media for Utilities
April 7-8, 2010 | Hilton Garden Inn Downtown | Denver, Colorado

Let's Get Social: Marketing and Social Media for Utilities

Join us in Denver, Colorado, this spring to learn how to “get social” with your energy customers. Utilities need to be up close and personal with their customers and this conference highlights two of the most important tools for doing that: social marketing and social media.

The first day focuses primarily on social marketing for utilities, looking at how to encourage energy customers to seek out, engage, and embrace energy efficiency and renewables as a new way of life and business. New programs combining commercial marketing techniques with social change approaches are being designed and launched to truly change attitudes and behavior and significantly boost participation in demand-side management (DSM) programs.

Day two complements day one by diving into the emerging social media space. We’ll cover the latest market research, its implications for utility communications and marketing, basic strategy, advanced monitoring and analytics, metrics and measurement, workflow and staffing, and engagement strategies. We’ll give you everything you need to develop your social media strategy.

Don’t miss this one-of-a-kind event where you’ll find out how to jump-start your energy-efficiency and renewables programs!

Top 5 Reasons You Should Attend

1. Discover how to demonstrate the value of social media and social marketing to your boss so you can make the case for using it at your utility.
2. Get insights on building your social media strategy, including how to address goals, measurement, staffing, governance, and message control.
3. See how other utilities and energy organizations are using the power of behavior-change marketing to boost energy savings at low costs.
4. Network and share best practices with your peers from across the country.
5. Learn from the best with unique, knowledgeable speakers who are industry experts. Plus, hear best practices from utilities and nonprofit groups that are already using social media and social marketing.

Who Should Attend?

Marketing and communications professionals of all levels are encouraged to attend. If your job involves marketing, market research, public relations, communications, DSM programs, or branding, this is the conference for you.

Join us to discover how you can apply social media and marketing to every phase of the marketing and communications process, with an emphasis on helping you exceed your goals, increase program participation, and build better customer relationships!

2nd Annual Colorado Utility Efficiency Exchange

Summary

2nd Annual Colorado Utility Efficiency Exchange

[City of Aspen Utilities and Market Development Group](#)

Sponsor: City of Aspen Utilities and Market Development Group

Facility: Aspen Meadows Resort

Location: Aspen, Colorado

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