



ACORE



Dedicated to building a more secure and prosperous America with clean, renewable energy

- ▶ CONVENING industry stakeholders
- ▶ EDUCATING policy makers
- ▶ COMMUNICATING the value of renewable energy

ENERGY
FACT CHECK

 **US PREF**
U.S. Partnership for
Renewable Energy Finance

6th annual
reff
West
renewable energy finance forum

ACORE's Strategic Communications Initiative

Paving the Way for Renewable Energy Scale-Up

WE AIM TO: Reframe the narrative to build bipartisan support for fixing policy and finance mechanisms

STRATEGY: Implement a multi-year strategic communications campaign to advance renewable energy

- ▶ Leverage key voices, diverse membership and partner organizations
- ▶ Communicate success stories to targeted audiences
- ▶ Rebut attacks on all industry sectors and correct inaccuracies in real time

HOW? Robust, proven platforms: Energy Fact Check, Energy Communicators Group, and more



Energy Fact Check & The Energy Communicators Group

ENERGY FACT CHECK


a resource of the American Council On Renewable Energy (ACORE)

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FACT CHECK

CLAIM: The Renewable Fuel Standard is costly, mandates unrealistic fuels and takes away the incentive for biofuel producers to lower costs and grow the industry.



FACT: The Renewable Fuel Standard supports a rapidly expanding biofuels industry, producing modern fuels that lower gas prices, lower carbon emissions and produce jobs and economic investment. [Click here to get the facts.](#)

THE DAILY UPDATE

Making Michigan wine with cheaper solar energy
Michigan Radio— September 4th, 2013
Crain Hill Vineyards in Leelanau County is touted as the first in Michigan to run 100% on solar power, and a start-up energy business sees an opportunity for homes and farms because of the steep price drops to install solar in the last year.

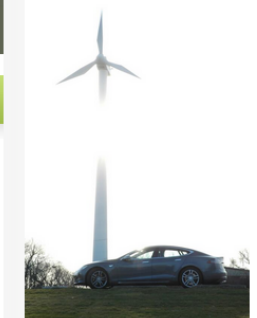
Solar Has Bright Future In Georgia
Savannah Morning News— September 3rd, 2013
Despite an abundance of sunshine, Georgia lags behind other states in installing solar power. That's poised to change, and as it does, solar is making new friends out of old rivals.

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The future has arrived. #windworks #tesla #etsgo pic.twitter.com/hBW0b9iqTK




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Is @BjornLomborg's "renewable energy R&D problem" really the main problem? Not exactly. R&D = good but policy

ECG

energy communications group

DAILY NOTE

Brought to you by  ACORE
American Council On Renewable Energy

September 4, 2013

Featured Story

Making Michigan wine with cheaper solar energy (National Public Radio Michigan)
<http://bit.ly/1a3JymI>

Stories for Pushback

Advanced Energy Trust Fund: Tying a Good Idea to a Bad One (Heritage Foundation) <http://heritag.org/14nPNNI>

- The Energy Security Trust will boost clean tech R&D. Here's how the renewables industry is innovating today >>> <http://bit.ly/10MlwTL>

Stories for Amplification

Making Michigan wine with cheaper solar energy (National Public Radio Michigan)
<http://bit.ly/1a3JymI>

- Sample Tweet:** [@BrenqmanBrother](#) vineyard in #Michigan is getting their #solar buzz on! "Operation and maintenance is nearly zero" <http://bit.ly/1a3JymI> [Tweet This](#)

Iconic 'Welcome to Fabulous Las Vegas' sign to project a solar glow (Reno Gazette-Journal) <http://bit.ly/15riXff>

- Sample Tweet:** The iconic Fabulous Las Vegas sign goes #solar in the sunniest part of the country. Now that's a winning bet! <http://bit.ly/15riXff> [Tweet This](#)



energy communicators group

400+ Industry Members

- ▶ Daily industry news clips
- ▶ Quarterly communications briefings
- ▶ Frequent policy teleconferences



@energyfactcheck & @acore

12,500+
Twitter Audience



36 Featured Fact Checks

- Including:
- ▶ Distributed Generation
 - ▶ Offshore Wind Energy
 - ▶ Government Subsidies
 - ▶ Energy Efficiency & More



Leveraged Earned Media Campaigns

- ▶ 25 op-eds timed with key policy initiatives on finance, innovation and tax policy
- ▶ 200+ rapid responses, including online comments, letters to the editor and corrections to misinformation in the media

