

REGIONALLY-ALIGNED MESSAGING PLATFORM

WINTER ENERGY DEMAND:

THE PROCESS

Conveners



Steering Committee



Regional
Message
Platform

Message
Customization



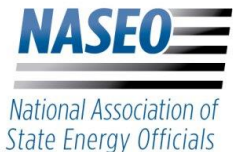
Message Delivery



Purpose: Help consumers and businesses be prepared through increased energy efficiency and conservation to reduce use of limited energy supplies at winter peak in New England and New York.



Northeast Energy Efficiency Partnerships



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WINTER ENERGY DEMAND:

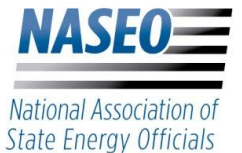
THE PRODUCT



WINTER ENERGY COMMUNICATIONS TOOL KIT



Northeast Energy Efficiency Partnerships



REGIONALLY-ALIGNED MESSAGING PLATFORM

WINTER ENERGY DEMAND:

THE MESSAGES

