

# Branding and Communications Development Update

September 2023



# Objectives

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- **Communications Assessment:** Assess the current state of the Council's branding and communication efforts.
- **Develop a Brand Strategy:** Based on the insights gained from the communications and existing branding assessment, develop a new comprehensive brand strategy:
  - value proposition
  - messaging
  - framework
  - visual identity

# Recommendations: Rebrand the EERMC

The Energy Efficiency and Resources Management Council is a mouthful. We recommend rebranding as the **Energy Efficiency Council** and updating the Council's mission statement.

# Mission

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The Rhode Island Energy Efficiency Council monitors the state's energy efficiency programs to maximize cost-effective energy savings for all Rhode Islanders.

The Council is committed to achieving the state's climate goals by driving progress, innovation, and national leadership in energy efficiency.

The Council works to ensure that all Rhode Islanders can participate in and receive the full benefits of energy efficiency through comprehensive stakeholder representation and expert technical evaluation.

# About the Council

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The RI Energy Efficiency Council was established by statute in 2006 to provide oversight of the state's ratepayer funded energy efficiency programs. The Council includes fifteen appointed members that serve as dedicated advocates for homeowners, renters, businesses, municipalities, the environment, and more.

Rhode Island is among the leading energy efficiency jurisdictions in North America. The Council is a key driver of that success, providing technical expertise and informed stakeholder input that shapes energy strategy, planning, and implementation in Rhode Island.

Cost-effective energy efficiency is the foundation of a sustainable energy future. The Council is committed to helping Rhode Island achieve its climate goals and work toward a clean, reliable, and affordable energy economy. This vision is achievable when all Rhode Islanders have access to the full benefits of energy efficiency.

# Redesign the Council's logo to distinguish it from the Office of Energy Resources

The new logo should communicate the Council's role as a **customer advocate** and its contribution to making Rhode Island a **national leader** in energy efficiency.

The new logo will help differentiate the Council from OER and establish a **strong visual presence** that accurately represents its **independent nature and mission**.

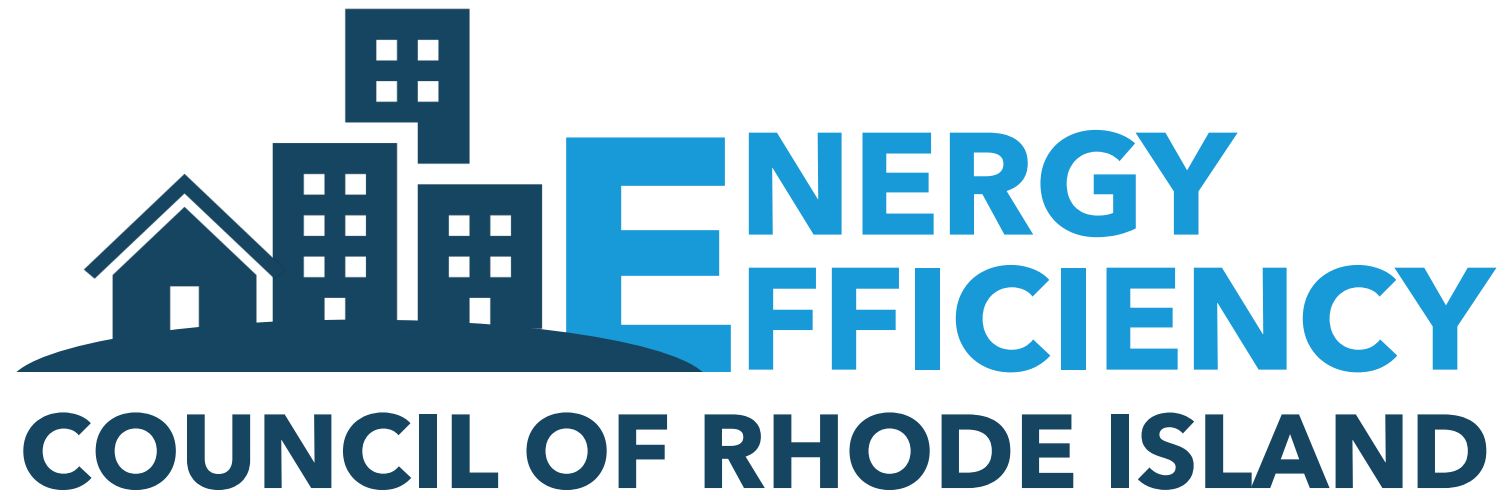








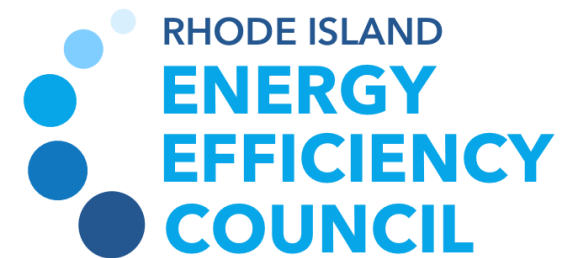






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**ENERGY EFFICIENCY**  
COUNCIL





# Questions and Comments

- Was information presented clearly?
- Was the mission of the Council captured in the messaging?
- Did you prefer any logo or design options more than others?