

Partners & Allies Action Items

The following are action items for Allied Organizations and Energy Efficiency Partners that were developed from the summit. We look forward to working together with these organizations in an effort to support all the stakeholders in the construction industry and to influence consumer awareness and demand. The focus of the Summit was stakeholder communication and collaboration. Thus, we hope that our Partners and Allies can help to be voice of communication and collaboration that encourages all stakeholders toward the goal of increasing the demand for energy efficient new homes in NC.

Partners & Allies Action Items:

- Strive to raise consumer awareness and education.
- Consider targeted, direct-to-consumer marketing campaigns to stimulate demand for energy-efficient homes.
- Help to produce energy savings statistics in your research efforts.
- Consider stakeholder trainings and educational events.
 - Promote information moving from stakeholder to stakeholder.
 - Host joint training events with various stakeholder groups.
- Provide links on your website to energy efficiency resources such as www.ncenergystar.org and other sites that promote statewide incentives such as www.dsireusa.org.
- Work with Real Estate Agents to develop appropriate sales tools, and provide onsite Realtor training to help them understand and communicate the importance of energy-efficient construction details.
- Develop a social media campaign and a YouTube presence.
 - YouTube testimonials on energy efficient homes and construction techniques.
 - How-to, fun energy efficiency videos, etc.
- Promote the Greening of the MLS by adding certifications, HERS scores, and green building products/practices.
- Encourage state government officials and governmental affairs organizations to incentivize energy efficient construction by providing them with testimonials, data and statistics.
- Continue to develop a clear and cohesive message across all stakeholder groups.

