

## “Faces of EE” Soft Launch Campaign: Maryland

May 3 - May 11, 2017

### Maryland EmPOWER Program

In March 2017, Maryland legislators passed a bill to extend the state’s energy efficiency (EE) EmPOWER program through 2023. This program establishes energy savings targets for the state’s five largest electric utilities. To achieve reduction goals, EmPOWER provides Maryland homeowners and businesses with programs and services (e.g., energy audits, incentives for improvements such as insulation and air sealing, and lighting and appliance rebates to promote EE adoption).

EE is a significant industry in Maryland, employing nearly 47,000 professionals throughout the state’s economy. By continuing EmPOWER, Maryland could gain more than 68,000 jobs and \$3.75 billion in gross domestic product as a result of investments over the next 10 years.

### Campaign Goal

E4TheFuture’s project team had just collected data and images from a [“Faces of EE” photo booth](#). The initial “proof of concept” Maryland campaign provided a way to explore using this data to create shareable content for advocacy, and served as a “soft launch” for what the team designed as a potentially long-haul “umbrella” campaign beyond Maryland. The inaugural campaign thanked champions (legislators who voted to extend EmPOWER) and educated skeptics (legislators who voted against an extension) on the value of the program and how it supports EE jobs across Maryland.

### Campaign Description

**From 300 photo booth participants, we sorted and examined the pictures, job descriptions and testimonials from 11 Maryland EE professionals. We converted relevant data into 20 memes portraying real people, with real EE jobs in the state.** These memes accompanied tweets reaching 76 Twitter accounts of Maryland elected officials highlighting the economic and job-related benefits EmPOWER has provided and will continue to provide.

### Key Takeaways

Twitter enables quick and easy interactions, with analytics that help to analyze the efficacy of a campaign. The team was pleased that our efforts gained the attention of multiple Maryland legislators. This campaign informed the development of related state-level policy work.

Contact [policy@e4thefuture.org](mailto:policy@e4thefuture.org) if you have questions or would like to become a Face of EE!

