# Executing Internal Communication

The following is content template is for you to customize and use through your internal communication channels. Communication is key for a successful Energy Conservation Program. It’s important to remember that this content needs to be expressed in written form and supported verbally by the senior leaders of your organization.

**Communication Template: Mayor to All Staff – First Year Energy Program Update**

It has now been a year since we officially began a citywide program to promote Energy Conservation. This initiative has been a success, as City has reduced energy consumption across all facilities by over \_\_\_ million kilowatt hours.

Through our energy conservation partnership with Cenergistic, a nationwide energy conservation company, we are making excellent progress toward our goals of being even better stewards of taxpayer resources, improving building comfort for staff and residents and helping to create a more sustainable city.

Over the course of this program, we expect to achieve even greater usage reduction with new strategies and continued evaluation of areas where we can save.

Together, this partnership has already impacted the environment through reducing greenhouse gas emissions by the following amounts:

* Carbon sequestered equal to \_\_\_ trees grown for 10 years
* Carbon dioxide reduced equal to the energy \_\_\_ homes use in a year
* Greenhouse gas avoided equal to that from \_\_\_ tons of recycled waste
* Greenhouse gas equal to \_\_\_ million miles driven by the average car

Ultimately, the success of our Energy Program will enable us to be better stewards of taxpayer money by redirecting planned utility expenditures to where they are needed most.

Conserving energy, saving money and creating a more sustainable future for all is a team effort. Thank you for doing your part to make a difference.