

Talking Solar in 2016

Highlighting and Celebrating Why
Vermonters are Going Solar – and
How It Can Work Well for Vermont



Solar Works for Vermont!

- There are many great reasons – and powerful stories – about why and how solar is a great investment for Vermonters. *We need to tell them!*
- We must showcase success and tell the stories of how solar is working well for:
 - Homeowners – of all types (low, middle, high income; off site/on site etc.)
 - Businesses
 - Farmers
 - Schools/Municipalities
 - Churches
 - Others!
- The media is generally missing this message. We can frame WHY so many Vermonters are investing in solar – and how we can do it well for Vermont. Solar is:
 - An affordable, money-saving investment
 - Growing Vermont's economy – 16,000 jobs
 - Taking some responsibility for our contribution to climate change.



Talking about Solar Working Towards a Brighter Vermont

There is a need for and an effort to:

- Shape the public message – and the political conversation
- Create a POSITIVE buzz.
- Utilize VECAN, in coordination with Brighter Vermont, as a communications hub to identify and promote key messages and deploy them widely and repeatedly
- Diversify the messenger
- Tell the story visually



Solar Integrating Well Into Vermont's 21st Century Working Landscape

There is a need to get solar and renewables sited well – but also a need for a new vision of the state's working landscape. Showcase it! Through practice – and pictures, art, music, more!



Working for Vermonters of All Incomes

There are programs and partners (solar vendors or innovative community models) that are making solar possible for all...



Working for Businesses

Butternut Mountain Farm set a business goal of minimizing the amount of waste sent to the landfill, to reduce energy consumption and to be a net sequester of carbon. The goals they set are good for the planet, for their bottom line and their employees pocketbooks. Win-win-win.

Social media helped to tell their inspiring story...

More such stories are out there – and important to share!

November 9 at 10:09am · 🌐

A leader in the maple syrup industry takes on renewables!



Stewardship pays off for Butternut Mountain Farm | vtrural.org

In the over 40 years they've been in business, Butternut Mountain has built a reputation as a leader in Vermont's maple industry. The company is also taking...

VTRURAL.ORG



👍 Like

💬 Comment

➦ Share

Working for Farmers

Diversifying and Doing Their Part

Using social media to tell the story of why some farm families are choosing to go solar on their farms...



<http://suncommon.com/vermont-community-solar/>

Working for Schools

- Providing clean, affordable power – and integrating into math and science curriculum.



Weighing In Via the Media

Not only does your impartial voice help round out the reasoning for making clean energy investments – opinion leaders are keeping tabs.

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LETTERS

Not a sound approach
In order to bolster the 3,000 troops in Iraq, President Obama is sending in 250 more soldiers for special operations. [Full Story](#)

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Not a sound approach
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Traps not humane
The author of a recent letter claims that traps are now far from indiscriminate, humane and... [Full Story](#)

Leave Yankee to feds
As a former legislator I am concerned about ongoing state meddling at the now-closed Vermont... [Full Story](#)

Ridiculous to change
At Tuesday's council meeting in Barre, after lengthy and largely unnecessary... [Full Story](#)

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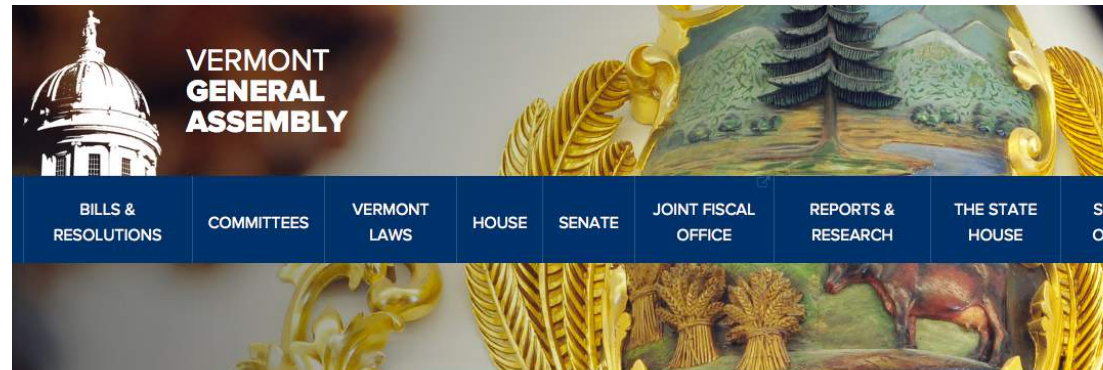
HOSTED BY JANE LINDHOLM, BOB KINZEL



Vermont Edition hosts Jane Lindholm

Vermont Edition brings you news and conversation about issues affecting your life. Hosts Jane Lindholm and Bob Kinzel consider the context of current events through interviews with news makers and people who make our region buzz.

Weighing In with Elected and Appointed Officials



Governor Peter Shumlin
State of Vermont

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Working together!

We can and must put pen to paper and show up at events, in the planning process, when projects are being considered and beyond to shape solar projects – and to ensure the WHY of solar is being highlighted and celebrated.

