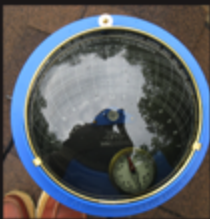


THE POWER OF COMMUNITY DRIVEN ENERGY PROJECTS



12/6/11



PETER ADAMS & IRENE GARVEY

PLYMOUTH AREA RENEWABLE ENERGY INITIATIVE



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■ Why we started PAREI

- Peak Oil
- Lack of Planning
- Lack of community effort
- Concern for the future of our community
- Status Quo - Create New Normal



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- What we did
 - Energy Exchanges
 - Energy Advisors
 - Energy Raisers
 - Gave our time and money
- Accomplishments
 - 170+ Renewable Systems since 2004
 - 500+ Families and Businesses
 - 15+ Community Partners
 - Over 100 meet-ups and Informational sessions



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■ Mission

- "PAREI's mission is to encourage energy conservation and energy efficiency practices and to promote the use of renewable energy in the Plymouth, NH region. This is done through education, community building, increasing accessibility to professional energy-related services and by developing and sharing our model with other communities. PAREI takes a pragmatic approach by encouraging people to prepare for their energy future as they would their financial future.
- Our Motto is: "Get Energized! Plan for Your Energy Future"

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Messages



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- Messages
 - Take care of yourself

If you do the right thing for yourself, you will be doing the right thing for your Community, State, Country, Earth.



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- Messages
 - Help your neighbors and allow them to help you

Give permission and showed them how



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- Messages
 - Build Knowledge Base
 - Build Skills Base
 - Encourage Experimentation
 - No Judgment Zones
 - Tap into Hidden Needs and Desires



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- Messages
 - Kept the message financial

Energy Costs v. Climate Change

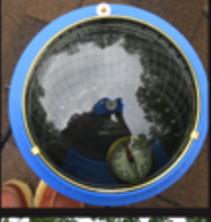


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- Messages
 - Stayed Non-political

Everyone will be effected by high energy prices.



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- Messages
 - Make people heroes

Encourage volunteerism at all of it's levels.



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What it took



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- What it took
 - Brought people in Step by Step

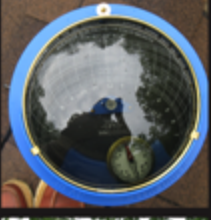
Let the experts train the novices



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- What it took
 - A few leaders who led by staying out of the way



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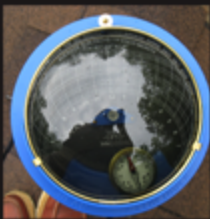
- What it took
 - Stayed Organic
 - Went with what worked - discarded the rest
 - Experimentation
 - “We’re OK with that”



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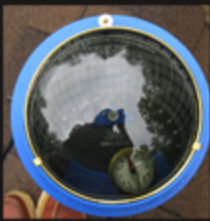
- What it took
 - NO (or as few as possible) egos



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- What it took
 - Giving of yourself
 - The unbreakable bond



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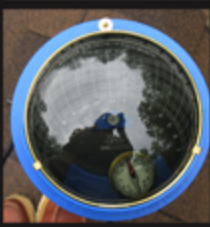
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- What it took
 - Stuck to our Core beliefs and mission
 - Narrow mission



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