



LEARN MORE AT
energystar.gov

ENERGY STAR®, a U.S. Environmental Protection Agency program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov.

Dear ENERGY STAR® Energy Efficiency Program Sponsor,

Curious how energy efficiency enables growth? Check out the latest addition to the ENERGY STAR DSM Story Telling Library from **Southern California Edison!**

[“With Strategic Energy Management, Continuous Savings are the Name of the Game”](#)

The library is part of a larger [Storytelling Toolkit](#) designed to help DSM executives tell compelling stories to advance their strategic objectives for energy efficiency programs. Through the toolkit you can

- [Learn: Understand the Three Pillars of Energy Efficiency](#)
- [Act: Harness the Power of Storytelling](#)
- [Share: Explore and Share Stories](#)

Have a fantastic and inspiring energy efficiency story to tell? Think about sharing it with your peers through the storytelling library.

Want to learn more about how to use the storytelling and the toolkit resources to energize internal and external stakeholders about your energy efficiency programs? Contact your account manager directly or via eeaccountmanager@energystar.gov to set up a call to learn more!

For more information, visit: www.energystar.gov