



Energy Efficiency Stories Guidelines



Energy Efficiency Stories

See what is possible when you decide to save energy and find out how we can make it happen. You need more than technology; you need to take an active part. Read on and share what you learn.

Objectives:

Put the purpose of "**Energy Efficiency**" in the center.

Share best practices amongst movers and entice others to adopt the available technological solutions.

Demonstrate impact and purpose:

- Serve as a concrete methodological example.
- Show the possible results that can be achieved.

They are not sales or marketing pitches.

Narrative:

Highlight the user's perspective centered on energy efficiency and not the commercial solution itself. An outside in view is required to better understand the thought process and see, if applicable, how objections, bias or roadblocks were resolved.



Best to use a story telling approach by identifying:

Technology whitepapers provide comprehensive and detailed information about a specific technology or innovation, including its features, potential use cases, and advantages.

- an issue identified or a goal to be achieved,
- how this was reflected on internally,
- which solution was chosen and why,
- which results and benefits were reached

The **data and results** should be explicit to make the business case credible

The above should be kept in mind for **the quotes**.

Length wise it should be as concise as possible, **maximum 500 words**.

Please use the word **Mover(s)**, and not participant(s) or member(s) of the EEM.

Suggested Outline

(around 500 words in English)

01. TITLE

- A good hook that talks about the issue(s)/objective(s) and the result(s).
- Tell me why I should read this article.

FOR EXAMPLE:

Corp ABC inc. diminished CO2 emissions by 5%.

Industry XYZ reduces emissions by electrifying heavy construction machinery.

(do not write: Industry XYZ electrifies heavy construction machinery with Corp ABC motors and drives)

02. WHY

Issue(s) / Objective(s)

What is/are the Corporate Social Responsibility (CSR), Financial, Legal etc. objective(s) or goal(s) the customer is trying to achieve.

03. HOW

Thought process

Any insight into the internal decision-making process and how any objections on pricing (ROI), delays (downtime costs), ease of roll-out (plug and play) costs, skepticism were handled is helpful to encourage the adoption of energy efficient solutions.

04. WHAT

Solution(s) & Results

Talk about the solution itself, why it was chosen, how it was rolled out and highlight with data points how it contributes to achieve or surpass the objectives.

05. QUOTES

There should be one from the user and then a second one from the solution provider, both trying to highlight the most important angle for each.

05. ADDITIONAL CONTEXTUAL INFORMATION

Provide information about the industry (e.g., Water and Wastewater), covered applications and information about the customer (e.g., OEM, EPC, Channel Partner, End user).

Supporting images or videos

- ✓ They are as important as the story itself and should be well thought of to entice the readership.
- ✓ Photos should serve to illustrate the story and better understand the solution and its context (e.g., The location, the solution, the team).
- ✓ Each photo should have a caption (including full name of persons in order of appearance, if relevant).
- ✓ Acting unposed is always a plus.
- ✓ Make sure you have them in high resolution, the minimum should be 300 dpi, format: JPEG or PNG, images can be in 16:9 or 9:16 (vertical for better mobile readability).
- ✓ The more photos the better it is.
- ✓ We assume you have the proper consent to use them online.
- ✓ People in photos should be wearing the required level of personal protective equipment (PPE) required for the environment (e.g., hard hat, eye and ear protection, gloves, steel toe capped boots, high visibility overalls / jacket / waistcoat, sleeves, and long-legged trousers, etc.).
- ✓ We can also embed videos from YouTube, contact ee-movement@abb.com, to have them uploaded and stored. Share the file, title plus description.



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- 1 **Compliance with Applicable Laws:** All content submitted must comply with local, national, and international laws. Please ensure that your submissions adhere to any regulations specific to the country or region where the content will be accessed.
- 2 **No Greenwashing:** We encourage environmentally conscious perspectives, but please avoid any misleading or exaggerated claims related to environmental sustainability (greenwashing). Content promoting responsible environmental practices is encouraged.
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