

## Demonstration Impact Story (Sample)

### Building Public Understanding for Community Solar in British Columbia

#### Challenge

A mid-sized B.C. municipality is exploring a community solar program. The biggest hurdle isn't technology — it's communication. The project's success depends on two distinct audiences:

- **Decision-makers and funders**, whose approval and investment determine feasibility.
- **Local residents**, whose support ensures long-term impact.

Each group requires clear, tailored information it can trust. It's often a matter of explaining projects in ways that feel relevant to each listener — showing how the initiative is in their interest and how it can make their lives better.

#### Approach

Cleantech Advocates develops a unified communication framework designed to engage both constituencies without losing clarity or credibility. The demonstration sample shows how technical details and human motivations can coexist in one consistent story.

Depending on the audience, this might mean integrating scientific data and projections — or it might mean a friend-to-friend conversation that highlights community benefits. Either way, credibility and integrity require a complete picture. Each message includes not only the advantages but also the potential challenges and proposed solutions, helping people see and understand the client's vision and choose to be part of it.

Key components include:

- A concise executive summary for council and funding partners outlining projected ROI and emissions reduction.
- Accessible public-facing messaging that emphasizes community benefits — local jobs, energy resilience, and collective pride.
- A shared narrative that aligns both groups around the idea of co-ownership of progress rather than persuasion or pressure.

#### Result

This fictional example demonstrates how well-crafted communication bridges the gap between policy ambition and public buy-in. By grounding every message in clarity, respect, and transparency, complex projects gain the understanding — and trust — they need to move forward.