



TAKING ACTION

TO PROTECT THE FUTURE OF THE NY FUELS INDUSTRY

By Brian Peters, Consumer Focus™ Marketing



THERE'S NO WAY AROUND IT. The heating fuels industry in New York State is at a turning point, and it's never been more important to take action. One Industry—One Choice is a program in New York launched by the Empire State Energy Association in conjunction with the Upstate New York Energy Association (UNYEA), the Hudson Valley Oil & Energy Council (HVOEC), and Consumer Focus™ Marketing. The program's mission is to secure a stable future for the heating fuels industry in New York through consumer outreach and support for marketers delivering or transitioning to deliver Bioheat® fuel.

OneIndustryOneChoice.com is a central resource for industry and Bioheat® fuel information and supports marketing

efforts by Bioheat® fuel providers in New York. Retailers in Upstate New York and Hudson Valley have access to professionally designed emails, employee training materials, educational resources, informational live webinars, and other materials to promote Bioheat® fuel to their customers and communities.

The driving elements of the One Industry—One Choice program strategy are focused on educating consumers, supporting businesses and their employees, and working together.

Educating Consumers

Many consumers still don't know what Bioheat® fuel is. If consumers don't know what their options are, they certainly won't



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be able to tell policymakers what they want. Increasing awareness of Bioheat® fuel and teaching consumers about its many benefits is a critical step in making sure our industry has a seat at the table in a renewable world. One Industry–One Choice is supporting these efforts through targeted consumer campaigns and providing marketing resources to retailers in NY to use in their own marketing strategies.

Supporting Businesses & Their Employees

Running a fuels business is hard work and transitioning to Bioheat® fuel can feel like another big item on a never-ending to-do list. One Industry–One Choice was built by energy marketers and stakeholders in the NY fuels industry to offer support to companies delivering Bioheat® fuel and those working towards adopting it. Marketers have access to Bioheat® fuel training webinars, employee fact sheet flyers, and other training materials to help employees become Bioheat® fuel brand ambassadors to answer customer questions and help increase awareness of Bioheat® fuel.

Working Together

Policymakers are working on climate legislation and it's clear that the fuels industry has to stand together to stay relevant. One Industry–One Choice has focused its efforts on building a community where marketers can exchange information about Bioheat® fuel, hear from influential speakers, and present solidarity to the public.

Over the past year, One Industry–One Choice has hosted virtual conferences

and panels where industry leaders discuss important topics like legislation, marketing, operations, electrification, and more. Hundreds of marketers have participated in these virtual events so far, and more will be held into the fall.

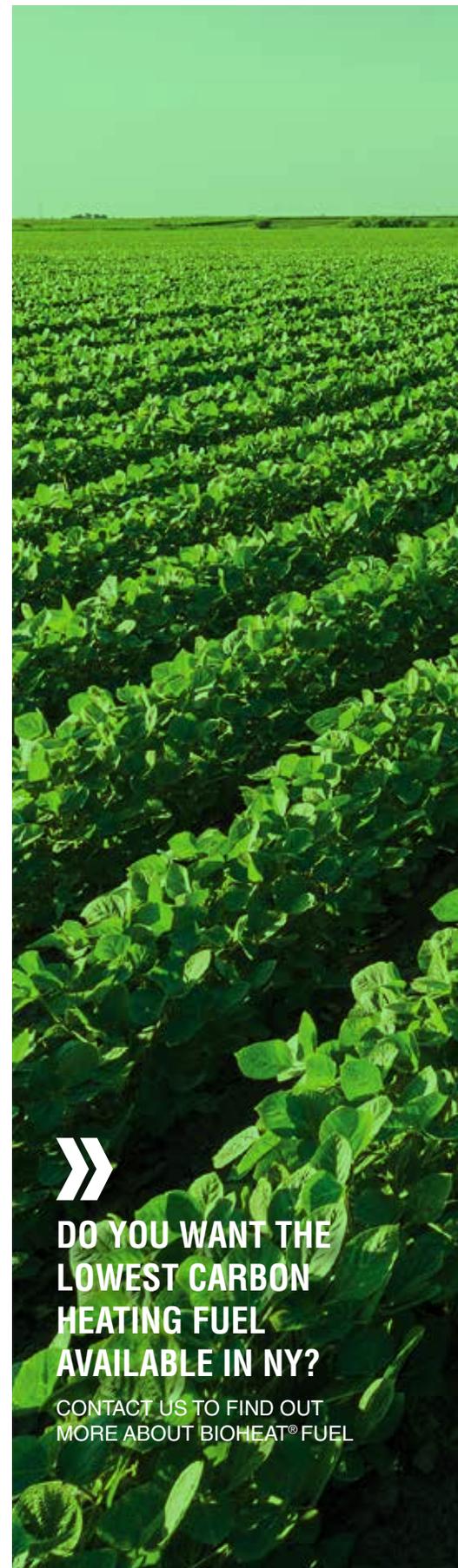
Presenting solidarity to the public is equally as important as working together within our community. One Industry–One Choice invites marketers to make the pledge to deliver Bioheat® fuel to generate buzz about Bioheat® fuel and make our mission known to consumers, policymakers, and peers in the industry. The pledge is open to all energy marketers at OneIndustryOneChoice.com/Make-the-Pledge.

Get Involved with One Industry–One Choice

There are so many ways for marketers in Upstate NY and Hudson Valley to participate in and benefit from the One Industry–One Choice program. You can visit OneIndustryOneChoice.com/New-York to read more about the program's mission, sign up for upcoming virtual conferences, and watch previously recorded webinars. Marketers can access marketing materials and employee training resources at OneIndustryOneChoice.com/Resources and learn more about the Bioheat® fuel pledge at OneIndustryOneChoice.com/Pledge.



Brian Peters is Regional Vice President at Boston Environmental and Consumer Focus™ Marketing. He has worked closely with energy marketers in Upstate New York and Hudson Valley for 11 years and is an active member of ESEA, UNYEA, and HVOEC.



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LOWEST CARBON
HEATING FUEL
AVAILABLE IN NY?**

**CONTACT US TO FIND OUT
MORE ABOUT BIOHEAT® FUEL**