



Our Communications Commitment

Energy Innovation Summit, 2017

Purpose

This document sets forth the framework for all Rocky Mountain Institute (RMI) Energy Innovation Summit public communications efforts to inform the broader industry about any relevant or potential post-event outcomes or initiatives while maintaining a “safe space” for event participants to speak freely, dissent respectfully, and collaborate effectively.

Public Communications Guidelines

Attribution: Participants in the 2017 Energy Innovation Summit, individually and collectively, adhere to a modified “Chatham House Rule” as follows:

- Names of participating Energy Innovation Summit organizations and individual partners may be communicated publicly.
- Event description, summaries of activity, and meeting outcomes that emerge from the Energy Innovation Summit may be communicated publicly.
- Participants’ individual or organizational comments and opinions may be cited anonymously but will not be cited with attribution—direct or indirect—unless written permission is given by each individual whose views are being characterized. Thus, in the absence of written permission, you may not say:

Direct Attribution: Joe Smith said X.

Indirect Attribution: Jane Smith was a member of a group discussing X, and the group agreed that Y.

- This rule applies to all Energy Innovation Summit products intended for public consumption, including white papers, reports, blogs, and articles about the Energy Innovation Summit.
- This rule also applies to any participant’s independent or organizational communications that refer to the Energy Innovation Summit event and outcomes.

Reflecting Diverse Opinions: Every participant at the Energy Innovation Summit has the right to his or her opinion, and the goal is not always consensus. The convening is an incubator of innovative ideas, where some initiatives may fail while others succeed. Dialogue is encouraged within the group, and publicly presenting a dialogue (adhering to the above-modified Chatham House Rule) that reflects a range of opinions can offer a glimpse into the challenges inherent in transforming the complex global energy transition. Opportunities—in public white papers, online in blogs and social media efforts, and in traditional articles, public presentations, and the like—can be provided (depending on group support) to allow Energy Innovation Summit participants’ differing opinions and possible solutions to be showcased.

Photography

Photos will be taken during the event with the intention of capturing the overall environment, participant interactions, and a theme of industry collaboration and innovation. Individual participants will not be identified by name or organization in photos without permission.

If you wish to not appear in event photographs—even without identification—please contact Kelly Vaughn (kvaughn@rmi.org)

Video

Video will be captured at the event to ensure an accurate and full record of the discussion is available. All video will be used for attendee reference purposes only and a video recording of the event in full will not be made publicly available. Individual participants will not be identified by name or organization in video without permission. Video captured for public dissemination will include:

- Opening session/intro and welcome and presentations
- Attendee interviews (to be scheduled ahead of the event and filmed with speakers permission)
- B-roll footage to capture the overall environment (filmed with no sound)

Any post event raw footage and/or edited video will be made available to participants. If you would like to request video post event, please contact Kelly Vaughn (kvaughn@rmi.org).

If you wish to not appear in event video—even without identification—please contact Kelly Vaughn (kvaughn@rmi.org)

Logos, Images, and Boilerplate

RMI logos, photography captured at the workshop, and boilerplate materials will be available for workshop participant use immediately following the event. Please contact Kelly Vaughn (kvaughn@rmi.org).

Post-Event Communications

Depending on event outcomes, RMI may be engaged in a variety of outreach related to the Energy Innovation Summit after the event's close, i.e. video production, editorial products (blogs, podcasts, reports) and public relations outreach as appropriate. We encourage all of our partners to actively participate in outreach that they feel can directly support the success of event outcomes. You can therefore anticipate potential post-event follow-up and engagement from members of our Communications team, facilitated by your RMI team representative.