

MARKETING & COMMUNICATIONS OPEN HOUSE

INTERNAL COMMUNICATIONS



KIMBERLY KASITZ
Senior Communications Manager

GET TO
KNOW



WENDY EHRLICH
Intranet Manager

W E L C O M E !

Internal Communications Strategy

Provide internal news to keep employees **informed** and abreast of organizational changes and key data points, increase **employee engagement**, ensure **transparency** across multiple departments, and foster **brand advocacy**



Information

1. Improve understanding
2. Increase knowledge of our business and culture



Engagement

1. Reinforce our core values
2. Create a sense of belonging and connectedness
3. Foster confidence and optimism in our organization

The WIRE

EDFR's internal communications platform and primary means to deliver news and information to our employees

- Log on to <https://wire.edfr.com> or download WIRE mobile app
- Log-in with your @edf-re.com email and Single-Sign-On
- News uploaded to the app on a 24/7 basis
- Be sure to “like” and “comment” on posts!
- Weekly recap emailed end-of-day on Monday
- Need an article posted? Reach out to wire@edf-re.com



WIRE TV

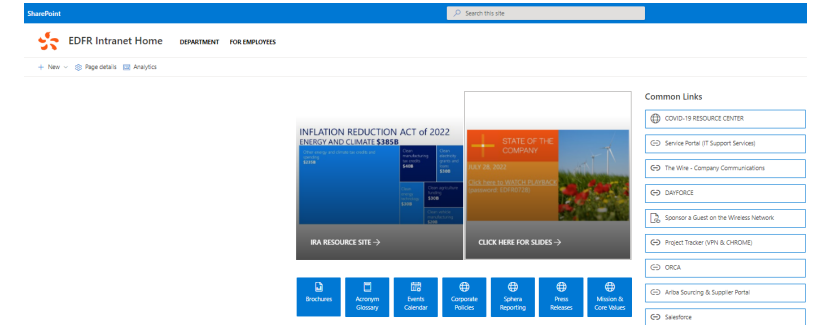
Digital signage companion to the WIRE app

- Messages updated weekly
- Monitors in break/lunchrooms at Minneapolis, Mexico City, Montreal, San Diego and Toronto offices, plus 15 US field sites!
- Ability to customize local messages upon request

Other Communications Channels

Intranet: *Company-wide information resource*

- Bookmark: <https://edfrna.sharepoint.com/sites/US-Home>
- Search by "Department" or "For Employees," or use "Search" window
- Check Home Page for Common Links, resources, important news links



Screensavers: *Visually-engaging reinforcement of company news & info*

- Series typically consists of 3 or more screens, changed monthly
- Featured info usually driven by Corporate Support functions
- Email communications@edf-re.com with screensaver ideas!

Other

- **Email Templates:** *Option for projects requiring comms to targeted users*
- **Posters:** *Display important info for locations that don't have WIRE TV*

Program & Product Communications

Consult with key company stakeholders, supporting business areas and project teams in delivering their programs and products

How We Can Help

- Develop comprehensive communications plan
- Recommend communications messaging and tactics
- Write/edit copy, articles, presentations and other written content
- Provide photography, video and graphic support
- Brainstorm ideas or create a fun campaign
- Trouble-shoot comms challenges and suggest solutions
- Offer a bird's-eye view of what's happening across the organization



When to Loop Us In

- Executing a Corporate-driven initiative
- Implementing an enterprise-wide change
- Launching a new program or product
- Introducing additional program/product features or benefits
- Promoting behavioral or cultural change
- Planning an event (e.g., open house, celebration, lunch 'n learn)



Employee Recognition

#IAM EDF Renewables

Employee spotlight article on innovative project, cool job or interesting career path

- Diversity of roles and personalities highlighted
- Published monthly in the WIRE and promoted on Careers website and social channels
- Nominations welcome! Email communications@edf-re.com

COMPLEX PROBLEMS WITH MOVING PIECES

powerflex

#IAM
EDF Renewables

Zaira Akhmedova
Director - Financing & Strategy, PowerFlex

"Our mindset needs to shift from reactively solving problems to proactively seeking to understand the business and how IT can add value."

I was inspired by how serious the rest of the world is about tackling climate change. I knew I wanted to be a part of the solution and be more directly involved with projects.

IT: IT'S ABOUT MUCH MORE THAN JUST TECHNOLOGY

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GET TO KNOW

DAVE HOLLAND
Director of Enterprise Customer Experience and Support

"When I realized I could have a career in safety and work on environmental issues too, I thought 'This is it for me. Perfect!'"

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SAFETY + ENVIRONMENT = PERFECT!

An article written in collaboration with Amber Bell, Director of Health, Safety & Environment

Amber Bell comes from a family of firefighters, and she began learning about the importance of safety at a young age. "My dad got certified and was hired by the local fire crew. He loved it and convinced his two brothers to follow in his footsteps," Amber recalls. "I hung out at the fire-house all the time as a kid. I loved it too, and I got to see what it means to care for others. I decided early on that I wanted to spend my career doing something that matters and would help people."

Spending time in nature also had a profound impact on Amber, who grew up southwest of Oklahoma City. "When I lived there, it was still very rural - we were out in the country" she chuckles. She credits the family's frequent hiking, fishing and hunting trips with sparking her appreciation for nature and desire to protect the environment.

Amber was still a child when the Oklahoma City bombing occurred. It's an event she remembers well, because as first responders, her father and uncles were all involved, and the event directly impacted the family. "Their sister, my aunt, was the only survivor from the seventh floor," she says. "I don't remember exactly how long it took to find her, but it was at least a day or two. We were all gathered at my grandmother's house, and it was an extremely emotional time."

Did this experience catalyze her desire to pursue a career in safety? "You know, I never really thought about it in those terms, but I guess it did!" Amber says. "I knew I wanted to be equipped with skills and training so I could help with emergency response."

When Amber began exploring options for pursuing a degree and future career paths in her late teens, she was excited to discover the field of health, safety and environment (HSE). "I didn't even know HSE was a thing. When I realized I could have a career in safety and work on environmental issues too, I thought 'This is it for me. Perfect!'"

"When I realized I could have a career in safety and work on environmental issues too, I thought 'This is it for me. Perfect!'"

Other Recognition - In Partnership with HR

- Values in Action Peer to Peer Honorees: *Bimonthly WIRE article announcing latest VIA nominations*
- Service Anniversary Recognition: *Monthly WIRE article honoring milestone service years (3+ years)*
- Rotational Training Program Profiles: *Twice-yearly WIRE article series featuring new RTP classes*
- Retirement Profiles: *Periodic WIRE articles celebrating EDFR retirees*

GIVE Employee Benefit

*As extension of Corporate Social Responsibility, employees encouraged to exercise **Individual Social Responsibility**.
GIVE employee benefit offers up to \$1,000 a year for the charitable causes you care about most!*

- Log on to <https://edf-re-give.benevity.org/user/login> or download the Benevity mobile app
- Full-time employees across North America eligible to participate
- Questions or ideas? Email give@edf-re.com



GIVE Workplace Giving Program:



- Easy way to donate to your favorite causes, or choose from featured giving opportunities
- Choose from payroll deductions (most US) or credit card/PayPal/Apple Pay
- Company matches every dollar you donate with a dollar-and-half, up to \$500 USD/CAD a year – that's up to \$750 a year!



GIVE Together Volunteer Program:

- Access database of 7.5M opps to volunteer on your own or create group volunteer opportunities
- Volunteer and earn \$25 USD/CAD an hour in GIVE rewards, up to 10 hours per year