

# ENEREF LEAD IS LIKE THE HEADLINE

THE **BENEFITS** SECTION OF ENEREF'S REPORT IS LIKE THE SUBHEAD OF AN ADVERTISEMENT



The **decisions** section of Eneref's Advocacy Report is where we describe the conflicts and challenges that were overcome.

**Eneref Advocacy Report are laid out in this order: Lead, Benefits, Solution, Decisions, Project, Results.**

The full **project** is described toward the last one third of Eneref Institute's report, like the text that describes the details in an advertisement.

Our reports use the convention of print ads, where the lead in our report is like the headline, the benefits is the subhead, and so on. This non-traditional approach to a report is designed to influence tangible implementation of sound solutions and foster conversations that lead to results.

OUR **RESULTS** SECTION IS LIKE THE TAG LINE