

RURAL → POLITICAL WILL Scenarios:

"Future Planning is a privilege"

"What is required is daunting"

Using the right language

— HOW MIGHT WE SIMPLIFY THE LINGO —

Energy Strat. = Upfront Investment \$\$

43%

AT Energy Poverty Threshold!

— The sales pitch is not working —
even if it makes sense

★ LACK OF POWER IMBALANCE ★

Our history is rooted in gathering energy resources

"Rural is not capable"

"guide their hand"

Othering is ourselves outside of the opportunity

Rural communities do not see themselves in the opps.

Rural communities are often told what's possible or what to do instead of being involved and considered as resilient experts

assumptions on rural areas