



## **ADJUSTABLE BLOCK PROGRAM BRANDING**

**As reflected in the attached documents, the IPA and its Program Administrator have chosen “Illinois Shines” as the public-facing name and brand for the Adjustable Block Program.** Public-facing documents produced in connection with the Adjustable Block Program will use the “Illinois Shines” brand and logo, and the website [www.illinoisshines.com](http://www.illinoisshines.com) has been secured for housing public-facing program content.

The IPA has adopted this name and brand for the following reasons. First, the IPA recognizes that, unlike many of the requirements and guidelines it has published to date, its brochure and disclosure form are intended to be read and understood by members of the general public. Indeed, specifically those documents are designed to inform everyday citizens of the benefits and protections offered to them by this state-administered incentive program. As the “Adjustable Block Program” name may confuse members of the general public who have no knowledge of what constitutes a “block” or why it might “adjust,” the IPA has developed a concise brand name for the program that in a positive way calls to the public’s mind the very thing that the program is intended to facilitate: solar photovoltaic energy generation.

Second, with respect to community solar in particular, Section 7.6.3 of the IPA’s Long-Term Renewable Resources Procurement Plan explains that the IPA will develop a program brand in part to “allow potential subscribers to a community solar project to understand that subscriptions to such a project help the state meet its renewable energy goals and may support the development of a new generating facility—but without risking the project developer itself making false or misleading claims about ‘renewable’ or ‘clean’ energy” due to the fact that the Renewable Energy Credits from projects will be sold to a utility and not retained by the project developer or subscriber. The IPA believes that the “Illinois Shines” brand, along with its associated logo and imagery and the web content that will follow, will offer entities seeking to sign up community solar project subscribers with a new tool to create easier association between a customer’s subscription and supporting the development of new photovoltaic generation (and without making potentially problematic claims about environmental attributes).

Third, based on questions that the IPA and its program administrator have received to date, many individual citizens seeking to host a new PV system or subscribe to a community solar project have basic concerns about whether this is a “real” program and/or whether sales pitches made about the program’s benefits are legitimate. The IPA is hopeful that, through the use of a concise brand name calling to mind an immediate connection to solar development, the “Illinois Shines” brand will become strong, recognizable, and ubiquitous enough to underscore the legitimacy of the Adjustable Block Program (and its connection to state renewable energy goals), and will effectively communicate to everyday citizens that this is indeed a legitimate, state-administered incentive program offering meaningful benefits.

Going forward, the IPA expects to still use the term “Adjustable Block Program” with Approved Vendors and other stakeholders (and will continue to use the [www.illinoisabp.com](http://www.illinoisabp.com) web address for vendor registration and project approval and for published documents and comment processes), but will attempt to focus on using “Illinois Shines” in communications with individual customers or the general public. While not all content associated with the use of the “Illinois Shines” brand has yet been developed, the Agency believes that rolling out content featuring the “Illinois Shines” name prior to the program’s official opening will help “Illinois Shines” gain necessary traction in the marketplace.

The Agency will be updating the Adjustable Block Program marketing guidelines to provide guidance on how Approved Vendors and their affiliates may use the Illinois Shines brand and logo.