

[REDACTED]  
[REDACTED]

26 May 2022

Dear [REDACTED]

**Re: EECA billsticker advertising**

Thank you for your email of 9 May 2022 in which you requested information on EECA's billsticker advertising in the community. Specifically, you requested:

*“All billsticker advertising placed in the community within the last four weeks.”*

In the four weeks prior to your request, EECA ran “billsticker” street poster advertising for the climate response initiative as part of our current Gen Less campaign. Examples of these posters are attached in Appendix 1.

However, from the conversation you had with Jo Bye, Group Manager of Marketing and Communications, we think you may have been referring to EECA's bus shelter advertising. We have included some examples of our recent digital billboard advertising in Appendix 2 in case this is the advertising you were referring to.

You have the right, by way of complaint to the Ombudsman, to seek an investigation and review of the Energy Efficiency and Conservation Authority's response to your information request. You can do this by email to [info@ombudsman.parliament.nz](mailto:info@ombudsman.parliament.nz) or by writing to the Office of the Ombudsman, PO Box 10152, Wellington 6143.

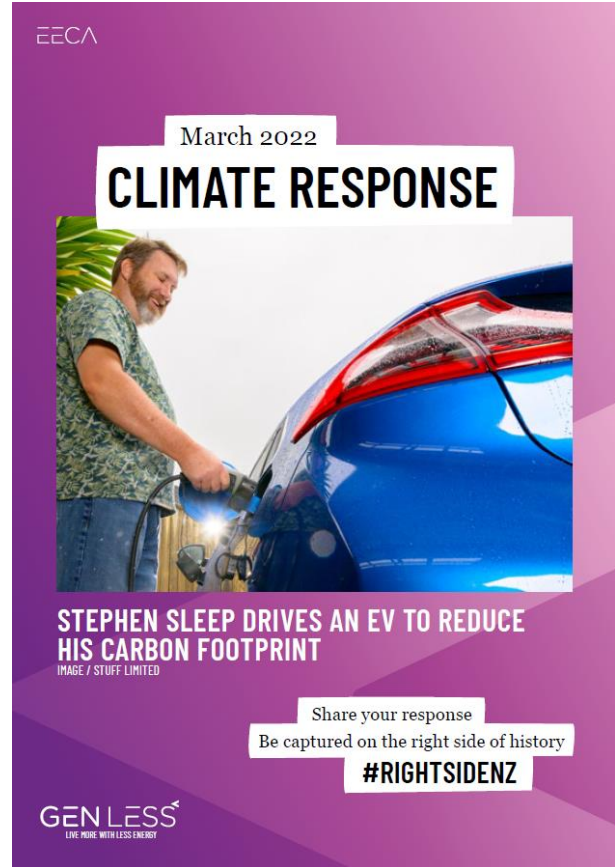
Yours sincerely

[REDACTED]

Andrew Caseley  
**Chief Executive**

## Appendix 1 – Gen Less billsticker advertising

### Gen Less climate response initiative street poster examples



## Appendix 2 – Gen Less digital billboard advertising

### Gen Less mode shift digital billboard advertising examples



### Gen Less business digital billboard advertising examples

