

EERE Successes

EERE Success Definition

An EERE success story represents an EERE-supported milestone, achievement, or advancement in industry. Successes come in many forms and take on different meanings depending on the office; they can be communicated through a variety of methods. If your story answers “yes” to two or more of the following questions, then your story could qualify for the EERE Successes website.

1. Does this effort represent a significant accomplishment (e.g., return on investment) for EERE/your Office?
2. Does this effort have a demonstrated positive impact for its respective industry?
3. Does this effort help to substantially achieve an EERE or Office goal (or a higher-level, e.g., White House, goal)?
4. Does this effort make a significant positive contribution toward one or more national goals? Does it positively impact the United States and/or U.S. citizens?
5. Is this effort the culmination of years of work/successes?
6. Has the Office reached a milestone set out in prior years?
7. Did the Office/technology/partner win an award? Or was it otherwise recognized in industry?
8. Is the accomplishment particularly innovative or intriguing? Is your story a major scientific or technological breakthrough?

If you answered “yes” to two or more of the questions above, please fill out the Successes Template below. If you feel like your story is moving toward answering these questions, please discuss this with us because the story may be a good candidate for other outlets such as Facebook, blog posts, Amped Up!, etc.

Please note that the audience for these stories should be the energy innovation community; we can “simplify” these stories for the general public after obtaining the necessary technical information for higher-level outlets (e.g., speeches).

Before completing the template, please think about the following areas of interest for the stories:

- Highly innovative or charismatic technology invention/development that captures the imagination (e.g., a battery that breathes)
- First or best in the world accomplishment or world record
- Significant follow-on funding for development by private sector
- Successful initial or later commercial impact (e.g., product sales, revenue, exports)
- Pilot or commercial factory or plant built in the United States
- Impressive quantitative impact
- Impressive partner quote.

Success Template

EERE Success Title: <i>Please try to create a title with a strong hook for the audience.</i>
Story Point(s) of Contact: <i>Who can we contact for this story if we have questions? Name, affiliation, email address, phone number.</i> <i>Technical Point of Contact:</i> <i>Editorial Point of Contact:</i>
Story Hook: <i>Why does this matter? What's the most interesting part of this technology/project? Think of this as an elevator pitch to a reporter, Congress member, or stakeholder. What does it mean for our energy future? What was the specific industry success in this project?</i>
Investment Amount: <i>\$XX or Technical Assistance... How much did EERE invest in this technology/company/project? Please specify what EERE's funding went toward and specify the period of time funding was provided (e.g., \$3 million investment in company Y in 2012, or \$50 million investment in project X from 2010–2014)? If no direct funding was provided, but technical assistance was, please specify EERE's role.</i>
Source: <i>Has this story been published before? If so, where?</i>
Location(s): <i>Where is the primary location where the work took place? Where is the project partner located? (This can be a city, county, state, or multiple cities, counties, and states.)</i>
Partner(s)/National Laboratory(ies): <i>(If applicable) Who did EERE work with, fund, or provide technical assistance to achieve this success?</i>
Partner Quote: <i>If applicable and relevant, please obtain a quote from your project partner (the more senior, the better, e.g., CTO, CETO, etc.) speaking to the success of the project, overall EERE/national laboratory efforts, and/or the future of the project/partnership, as well as how DOE's role made an impact.</i>
Additional Quote(s): <i>As applicable, please add any additional quotes from project partners, industry, leaders in the field. Why was government funding important or needed for this project?</i>
Impact: <i>General Statement describing the reason this story is significant. Why does it matter to the audience?</i>
Success Language: <i>Please provide 1–2 paragraphs describing the following questions. (Try to be as specific and quantitative as possible; the more quantitative results, the better. Additional information can go in the Miscellaneous section.)</i> <ul style="list-style-type: none">• <i>What entity was involved?</i>• <i>What is the success? (Technology, report, innovation, milestone, achievement, R&D Award, groundbreaking, ribbon cutting, etc.)</i>• <i>What's the most interesting part of this technology/project?</i>• <i>When did the success occur/when is it anticipated to be completed?</i>• <i>How does the success positively impact EERE, its stakeholders, the public, the environment, etc.?</i>• <i>What does this success mean for the future of EERE, your office, the United States?</i>• <i>How is this work particularly innovative?</i>• <i>Why was the government funding important or needed (*this is good for partner quote section above)?</i>

Community/Industry Tie in: Discuss the **people** who did the work and some unique and interesting things about those people and what drives them. Focus on the **individuals** who were a part of this success (scientists, innovators, etc.) and get some information on their backgrounds—how did they become who they are today? And, what led them to this breakthrough?

Relevant links: Provide 3–4 links related to your success story to provide readers with more information; provide descriptive hyperlink language (e.g. The EERE home page, www.eere.energy.gov).

Miscellaneous: Include any additional information relevant to this story that we should know, including how timely the story is. If this story contains a crosscutting initiative or activity, please discuss that further here. Also add any forward-looking language to include, etc. (We can add this to the body of the text or use it for additional outreach; we can also prepare to update the success in the future, e.g., in 3 months, we plan on doing xyz with the technology.)

Tags: For Search Engine Optimization (as applicable), please add key terms that would be most relevant to your success story.

Type of Promotion

Check all options that you feel this story could be a good candidate to promote this story:**

- | | | |
|---|---|--|
| <input type="checkbox"/> Web page | <input type="checkbox"/> Facebook | <input type="checkbox"/> YouTube Video |
| <input type="checkbox"/> Press Release | <input type="checkbox"/> Twitter | <input type="checkbox"/> Pinterest |
| <input type="checkbox"/> Progress Alert | <input type="checkbox"/> EERE Blog Post | <input type="checkbox"/> Other* |
| <input type="checkbox"/> Event | <input type="checkbox"/> DOE Blog Post | |

*Please indicate what medium you'd like to suggest:

[Click here to enter text.](#)

**If you have language already written for your media of choice (or a video created), please paste below:

[Click here to enter text.](#)

Story Photo(s)

Optional field

Photo Copyright Permissions: If the photo(s) was/were not obtained from a copyright-free image source (such as the NREL Photo Library), please obtain a written statement from copyright owner to post information on the EERE website. Permission can be documented via email.

More [information about copyright](#).

Alt Text: Please include a description of what type of image it is (e.g., "Photo of...", "Illustration of...", or "Chart describing...") and include all the important information in the image.

More [information on how to format alt text](#).

Photo Guidelines: Photos on the EERE website should be 1000px wide by 350px tall or larger at 72dpi. 800px wide photos may work for select stories.