



Strategic Programs Overview

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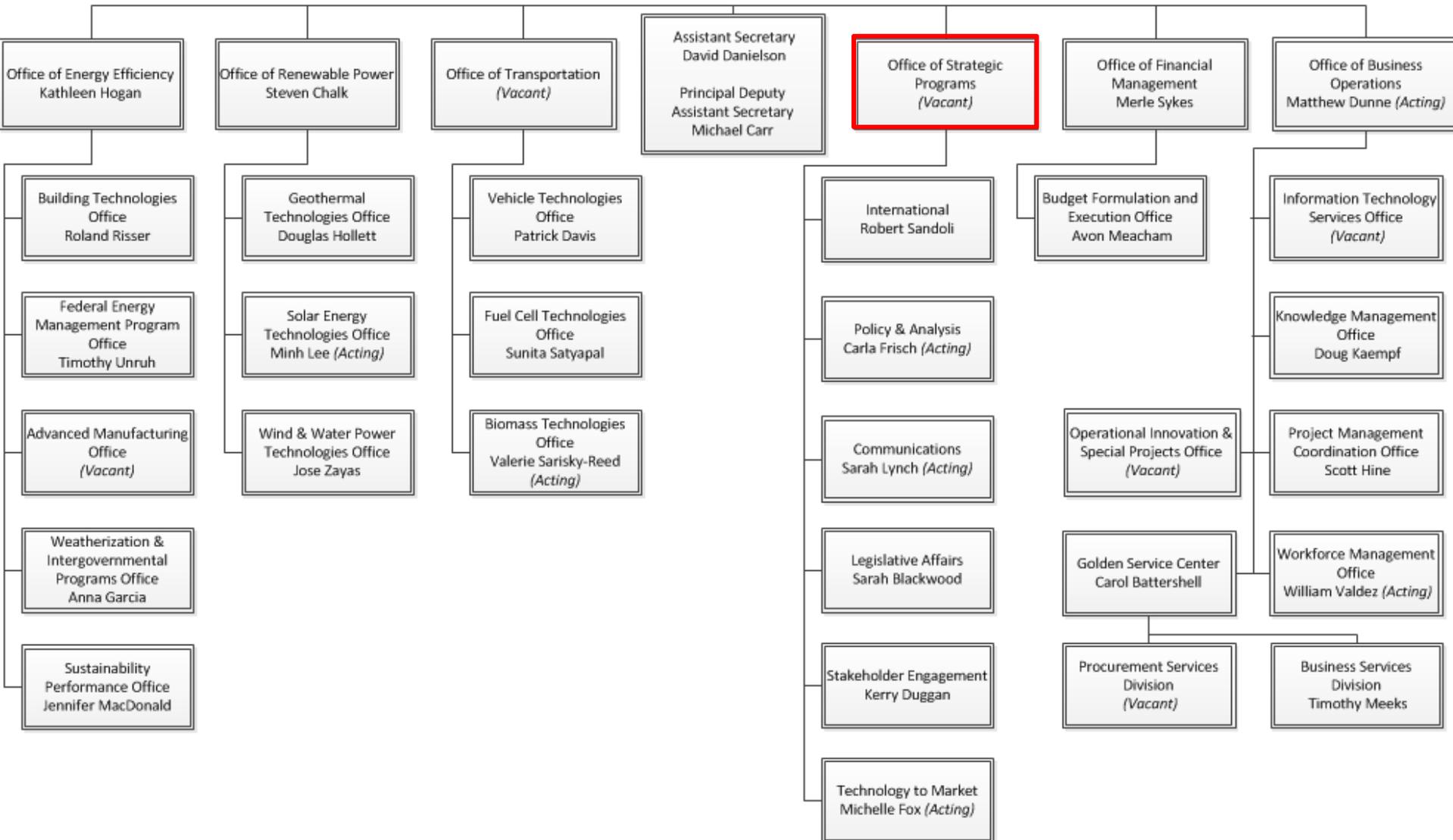


EERE Strategic Programs: Mission

To increase the effectiveness and impact of all EERE activities by funding cross-cutting (i.e., not technology- or program-specific) activities and initiatives, analysis, and engagement functions with key stakeholders, the media, and the public. Strategic Programs' projects, work products, and activities directly contribute to realizing EERE's mission; facilitate and amplify the successes of EERE technology offices; and soundly and consistently inform the Assistant Secretary's decisions.

- “Where EERE comes together” – Strategic Programs (SP) provides the mechanisms through which the technology offices coordinate their technical and communications efforts to help make EERE more than the sum of its parts
- “Punching above our weight” – Strategic Programs aims to provide a coherent strategy and approach across technology offices, enabling EERE to have a greater impact on the policy landscape outside of EERE

Office of Energy Efficiency and Renewable Energy



Strategic Programs: Addressing EERE's Cross-Cutting Needs and Functions

- 1. Provides transparent and credible underpinnings for EERE decision-making.**
 - **Policy & Analysis** provides essential decision support by analyzing research portfolios and technology policy scenarios, and helping identify important new opportunities for EERE.
- 2. Facilitates activities to bridge the gap between development and deployment of EERE technologies both here and abroad and accelerate the development of the domestic clean energy industry.**
 - **Technology to Market** activities create regional and nationwide clean energy innovation clusters, develop the next generation of energy entrepreneurs and the skilled workforce to commercialize and deploy EERE technologies, provide pathways for key clean energy technologies to achieve commercial success, and help to create clean tech startups and jobs.
 - **International** activities include engaging in partnerships with key countries to increase learning rates, promote the global adoption of clean energy technologies, and ease foreign market entry for U.S. firms.
- 3. Performs strategic communications and outreach that informs and engages key stakeholders and the public.**
 - Broad-based **Communications** efforts ensure that key information is accessible, reliable, and delivered through multiple channels, primarily to the public and media.
 - **Legislative Affairs** and **Stakeholder Engagement** efforts ensure targeted information is provided to high-value stakeholders and regular dialogue is maintained.

EERE Policy & Analysis Recent Accomplishments

- Completed first of a kind analysis of high penetrations of renewable electricity, providing the utility industry with information essential to long-term planning
- Completed analyses of the transportation system to fill in knowledge gaps not covered by the EERE R&D programs and enable more robust long-term planning
- Developed transparent technology and performance cost of energy metrics to enable consistent comparison of R&D investments across technology programs, and made cost data publically available online

EERE Technology-to-Market Goals & Strategies

Goal – Identify, and develop strategies to accelerate the adoption of energy efficiency and renewable energy technologies in the marketplace

Strategies

- **Collaborative and Cross-Cutting** – Partners with EERE Offices, SP colleagues, and others to create a unified market focus across EERE and expand its reach into new markets
- **Innovative** – Brings together partners, technology approaches, and markets that lead to technology innovation and market replication
- **Necessary** – Supports EERE’s technology market goals; SBIR meets a statutory requirement
- **Unique Expertise** – Provides unique state-of-the-art-technology market expertise (e.g. finance; workforce; info-technology) that can be difficult for EERE offices to acquire and maintain

EERE Technology-to-Market Recent Accomplishments

Addressing Insufficient Pace of Laboratory and University R&D Discoveries Into Marketplace

- Small businesses can access commercialization tools and options for partnerships, including **Innovation Ecosystems** – regional accelerators of industry cluster – which has shown 14/1 return by year 2
- EERE's **SBIR** first-ever broad topic competition – DOE 10-year forecast: \$12.7 billion of revenue
- Nearly 300 university teams competed to create more than 50 new on companies in FY12 **DOE National Clean Energy Business Plan Competition**

Providing Situation-Specific Integrated Deployments to Take Advantage of First-Market Opportunities

- **Integrated Deployment** makes technology integration cost-effective and enables economic development, provides expertise to interagency disaster relief efforts, and works across EERE and DOE partners to develop demonstration projects for advanced technologies
- Small **Community Deployment** investments in Hawaii and the U.S. Virgin Islands >> 2% increase generation from clean energy sources (12 to 14%)

EERE Communications Goals & Strategies

Mission: Provide strategic communications leadership and operational support for EERE.

Goal: Ensure key information is accessible, reliable, and delivered through multiple communications channels to stakeholders and the public to promote greater understanding of what we do and why it matters.

Strategies and Lines of Operation

Media Relations	Web Management	Executive Communications	Internal Communications	Public Outreach	Inquiries and Correspondence
Lead the planning and execution of press & public announcements; proactively develop pitching strategies; maintain robust social media and multimedia presence; advise offices; and lead major media communications campaigns.	Govern, update, and improve the EERE online and digital presence (corporate website, tools, digital content). Align EERE content with energy.gov as appropriate.	Guide impactful messaging through developing, updating, and managing external EERE materials to ensure appropriate targeting, repurposing, and consistency.	Provide strategic and operational leadership and execution of internal EERE communications approaches that ensure sufficient information flows, engage staff, improve morale, and promote awareness of EERE activities.	Conduct analysis, participate in high-touch outreach events, and manage education/outreach campaigns promoting energy efficiency and renewable energy through various channels.	Respond to letters and inquiries from the public, and inventorying and fulfilling orders for EERE publications.

Cross-cutting: Communications Standards and Guidance

EERE Communications Recent Accomplishments

Executive Communications

- Developed EERE Sector 4-pagers, State Summaries
- Stood up enhanced product and publication process; reviewed more than 150 products in FY13 Qs1-2 and retargeted several for improved strategic messaging
- Stood up master library of cleared presentation materials, speeches, and talking points

Web/Digital Enterprise Management

- Completed 9-month usability study to inform enterprise redesign and improve overall web presence
- Stood up enhanced web governance function; reviewed more than 30 different projects in FY13 Qs 1-2
- Retired 50 EERE sites, reducing total unique sites to 120

Media Relations

- Conducted multiple media pitches, resulting in positive stories in major publications
- Continue to target quality, representativeness, and focus of media presence, including press releases progress alerts, responses to inquiries, blogs, Facebook messages, Tweets, and Energy 101s videos
- Received Silver Anvil award from Public Relations Society of America for 2011 Solar Decathlon Communications

Public Outreach

- Ramped down PSA Lighting Campaign activities
- Reached ROI of 30:1 for *Saving Energy Saves You Money*, which is consistently in top 20% of all Ad Council campaigns

EERE International Goals & Strategies

Prioritize EERE international engagements for domestic benefit

- **Help EERE Offices Achieve their Goals**
 - Make international connections and provide a framework for collaboration with key partners of interest to technology offices
 - Steer collaborations toward projects that benefit technology offices
- **Coordinate, Manage, and Guide EERE International Portfolio**
 - Understand international landscape and help technology program directors prioritize opportunities for international engagement
 - Manage collaborative projects through “Action Plans” with partner countries and stay focused on outcomes
 - Work with technology offices’ international POCs to develop guidelines to streamline processes for international-related activities
- **Serve as an EERE Resource**
 - Answer questions about international activities, opportunities, and priorities
 - Provide information on relevant EE/RE policy and market developments through country cables, analysis, and weekly reports
 - In some cases, directly fund international projects of interest to technology offices

Legislative Affairs Goals & Strategies

Working in close coordination with DOE's Office of Congressional Affairs, to serve as the liaison between EERE programs and Congressional offices, as well as provide corporate guidance on Congressional interaction.

#1 – POC between EERE Offices and Congress

Value Add:

- ✓ Reducing the burden on the EERE technology offices
- ✓ Liaise with internal DOE offices, OMB, & other agencies
- ✓ Communicate EERE success stories and priorities to the Hill in a cohesive narrative that is strategic
- ✓ Situational awareness of political sensitivities

Legislative Affairs Goals & Strategies

#2 – Monitor legislation impacting EERE from start to finish

#3 – Prepare EERE Leadership and Technology Office Directors and Staff for Hill engagements (hearings, briefings, meetings), with goal of every technology office up to Hill at least twice by end of FY13

- ✓ Proactive legislative strategy
- ✓ Raising awareness and exposure
- ✓ Formulating relationships
- ✓ Gaining more support/validation

Internal Customer Service

- ✓ Conduct congressional RFI and QFR workshops

External Customer Service

- ✓ Responding back to the Hill in a timely fashion

Stakeholder Engagement Goal & Strategies

Promote EERE policies, programs and initiatives through liaison, communications, coordination, and interaction with State, Tribal, City, and County Governments, other Federal agencies, and key stakeholders.

- To **serve as EERE’s “conciierge”** to ensure that our industry and our non-profit partners are familiar with EERE offices, technologies, technical assistance and funding opportunities – as well as bringing the top thought leaders into the fold to help problem-solve with the federal government
- To **develop relationships with EERE’s key stakeholders** and capture feedback to:
 - Promote EERE program activities, messages and key thrusts
 - Relay intelligence back to EERE’s Legislative, Policy & Analysis, and Communications teams, and DOE’s Office of Public Engagement (OPE) & Congressional and Intergovernmental Relations (CI) offices
 - Identify/support best practice policy models that enable achievement of EERE’s mission
- To more broadly **share intelligence** that enables EERE to better generate and capitalize on external collaboration and coordination opportunities regarding feedback, recommendations, and stakeholder outreach strategies