



DOE OFFICE OF INDIAN ENERGY

ATNI Energy & Technology Training Summit

Creating Consensus for Tribal Clean Energy Projects
August 12, 2015



U.S. DEPARTMENT OF
ENERGY

Office of
Indian Energy



About Me

- Project manager, writer, editor –
National Renewable Energy Laboratory (NREL)
Communications & Public Affairs Office
- 25+ years of communications experience;
10 in branding and communications strategy
- 6 years at NREL
supporting DOE
programs, initiatives
in the areas of:
 - Island energy
 - Tribal energy



This Top-Secret Food Will Change the Way You Eat

More protein than beef. More omegas than salmon. Tons of calcium, antioxidants, and vitamin B. In their secret R&D lab, the scientists at Beyond Meat concocted a plant-protein-based performance burger that delivers the juicy flavor and texture of the real thing with none of the dietary and environmental downsides.

By: Rowan Jacobsen Dec 26, 2014



Beyond Meat CEO Ethan Brown tests one of the company's burgers. *Photo: Misha Gravenor*



Beast Burger or Biomass Project ... Consensus Is Key

- Pressing challenges
- New inventions, ideas, initiatives
- New paradigm ... or not ???
- Missing link is communications



Outside ... Rebranded





How New Ideas Reach a Tipping Point

Crisis or need



Innovation



Critical mass

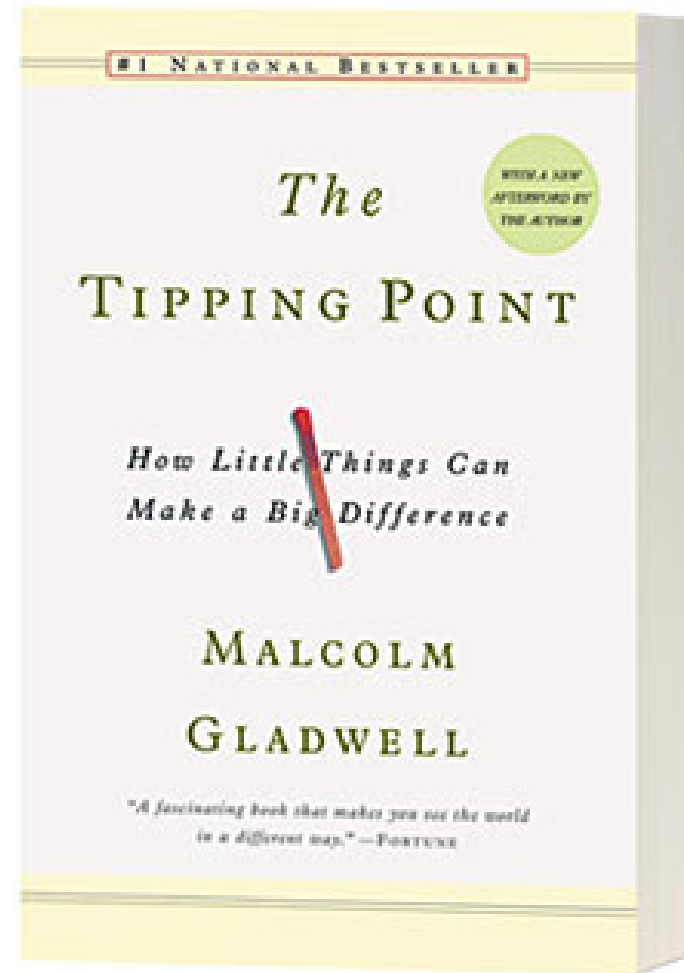


*In every crisis
lies the seed
of opportunity*



“Agents of Change”

- The Law of the Few
 - Connectors
 - Mavens
 - Salespeople
- Stickiness Factor
- Power of Context





Why Outreach Matters

Communications...

- Is a powerful tool that can help pave the way toward meeting goals
- Should be an integral part of any project plan
- Helps break down barriers and secure community buy-in





Importance of Developing a Plan

A stakeholder education and engagement plan can help you...

- Assess the **current communications** situation
- Define **key audiences** and identify project champions
- Identify and address **barriers**
- Build **awareness and support** and get community buy-in

**Success doesn't
just happen.
It's planned for.**

—Anonymous



Hawaii: 70% Clean Energy by 2030

Hawai'i Powered
Hawai'i Clean Energy Initiative

Hawai'i Clean Energy Initiative

Energy independence ... it's up to us.

HAWAII'S CLEAN ENERGY EQUATION

Conserve Use what we need efficiently
+ Convert Harness what we have wisely
= 70% Hawai'i Powered clean energy by 2030

The LAND ... The SEA ... The WIND ... The SUN ...

www.hawaii-cleanenergyinitiative.org

U.S. DEPARTMENT OF ENERGY STATE OF HAWAII

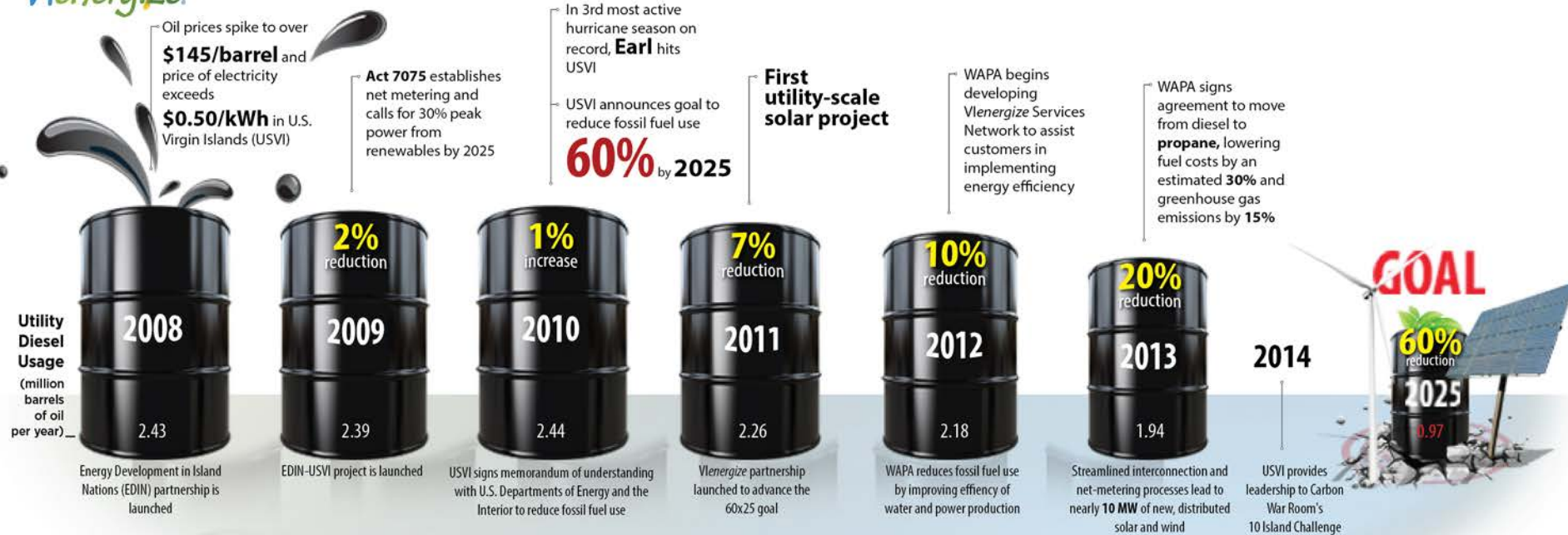
Working with the people of Hawai'i for energy independence through energy efficiency and renewable energy

Hawaii is on track to meet its original goal ...
 In May 2015, the state legislature adopted
 a renewable portfolio standard of 100% by 2045!

USVI: Reduce Fossil Fuel 60% by 2025



USVI Makes Headway Toward Goal to Reduce Fossil Fuel 60% by 2025





The Outreach Challenge

- Get the community on board
 - Support for the overall goal
 - Support for projects
 - Participation in projects
- Communicate goals with:
 - A unified voice
 - Clear, consistent messaging
 - A compelling call to action





Laying the Foundation

First steps to building a stakeholder education and engagement plan:

- Schedule a planning session
- Get the right people in the room
- Assign a facilitator





Building the Plan

- Define key audiences
 - Who?
 - Why?
 - What?
- Identify key elements of the “about” statement
 - Essence of the project
 - Goals
- Develop the “so what” message
 - Needs
 - Solution
 - Benefits



Executing the Plan

- Form a working group
- Identify champions
- Meet regularly
- Map out strategies/tactics
- Establish a timeline; assign tasks
- Track metrics
- Communicate successes



Island Communications Plan: USVI

Goals

- Gain community buy-in and support for the 60% by 2025 goal
- Develop a brand, campaign theme, and messages that resonate with community
- Develop a diverse set of outreach tools/products
- Raise awareness
- Build and nurture partnerships with local clean energy champions
- Support the development of a grassroots movement

Tactics

- Brand identity package
- Strategy and messaging decks
- *Vlenergize* campaign jingle
- Community events
- Exhibit and posters
- EE tips postcard
- Quarterly newsletter
- Road Map brochure
- Technical reports
- Case studies. Fact sheets
- Website, blog
- Facebook



Tribal Communications Plan: St. Regis Mohawk

- Tribe is part of NY solar initiative
- Tribe launched campaign to make solar more accessible, affordable
- Solarize Akwesasne!
 - Goal: bring together potential customers with local installer to bring EE and long-term electricity savings to the community
 - Tactics
 - Tagline and logo
 - Community reception
 - Solar fair and walking tour
 - Akwesasne's Wellness Day
 - Outreach via website, tribal newspaper
 - Social media presence

SOLARIZE  **AKWESASNE!**

*By Brendan White,
Director of Communications*

Akwesasne is going **GREEN** with the help of solar power. In the process, community members have an opportunity to notice significant savings in their residential or business energy bills.

Through a grant from the New York State Energy Research and Development Authority's (NYSERDA) Community Solar NY Initiative, Akwesasne has become a participant in a state-wide effort to go solar. Spearheaded by the Akwesasne Housing Authority (AHA) and in partnership with the Adirondack North Country Association (ANCA), a community campaign has been launched to make solar energy more accessible and affordable.

Solarize Akwesasne!, the local campaign tag name, is a 16-week initiative that aims to bring together potential solar customers with a professional solar installation company that offers competitive and transparent pricing. Its goal is to bring energy efficiency and long-term electricity savings to the community of Akwesasne.

The formal launch of their solarize campaign took place on June 3, 2015 during an evening reception held at the Akwesasne Mohawk Casino Resort. Attended by nearly 75 community members; the event introduced the *Solarize Akwesasne!* campaign committee members, partnering agencies SUNY Canton's Career Ready Education and Success Training Program and ANCA, as well as the solar installation company—Apex Solar Power.

Through a rigorous proposal selection process, Apex was selected as a qualified solar contractor to install solar panels and hot water solar systems throughout Akwesasne. The method of utilizing one contractor will enable Apex to pass along substantial savings to solar customers. Combined with existing state and federal incentive programs and varied finance and lease options, solar has never been more affordable.

The event was followed up on June 18, 2015 with a solar fair, themed "A Night of Solar Inspiration." Attended by nearly 60 Akwesasne residents, the event held at the Akwesasne Housing Authority's Training Center provided another opportunity to meet Apex, ANCA and SUNY Canton representatives. It also featured a walking tour led by Michel Simon of Sunrise Acre's solar voltaic system and other alternative energy projects.

Participants were able to learn more about training opportunities at SUNY Canton that may lead to potential employment as a local solar installer with Apex. Attendees were also able to sign up for a free home energy assessments offered by AHA, NYSERDA and ANCA.

Their next solar presentation is scheduled for Thursday July 23, 2015, from 11:00 a.m. to 5:00 p.m., at the Akwesasne Wellness Day being held at the former IGA Building.

For more information about *Solarize Akwesasne!*, please visit their website at <http://nysun.force.com/Akwesasne> or contact Apex Solar Power at (518) 309-2SUN (2786). ◊



Questions and Answers with John Charamella from Apex Solar Power



What Makes Outreach Efforts Effective?

- The right people are involved
- Effort is guided by transparency, accuracy, and openness
- Solution meets a perceived need; messaging communicates tangible benefits
- Campaign feels grassroots and local
- Messages are clear, consistent, and compelling
- Messages reach key audiences where they work and live
- Messages break down resistance and barriers
- Successes are communicated early and often




DOE Office of Indian Energy's Call to Action

- Apply for technical assistance (TA): energy.gov/indianenergy/technical-assistance
- Consider including stakeholder education and engagement in your TA request
- Share your success stories with us!


Blue Lake Rancheria's Bold Action on the Climate Front Pays Dividends


February 27, 2015 - 10:21am

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[February Webinar to Focus on Strategic Energy Planning](#)



Karen Petersen
Project Manager with the National Renewable Energy Laboratory's Communications & Public Affairs Office

Nestled in Northern California's Mad River Valley between the coastal mountains and the Pacific Ocean, the Blue Lake Rancheria is bordered by great forests and the California Redwood trees. It's a sacred and hard-won swath of land for the Tribe that calls it home, and preserving it for future generations is paramount.

With sustainability as a guiding principle, the Blue Lake Rancheria has invested considerable time and money into energy conservation and renewable energy projects. Established in 2008 as an element of its broader environmental program, the Tribe's energy vision has since expanded into a defined climate action strategy that includes energy efficiency, renewable energy, transportation, and recycling projects and initiatives, all with the twin goals of resiliency and greenhouse gas reduction in mind.

Thank You!

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