



*Strategic Communications and
Stakeholder Engagement,
2017 Peer Review Presentation*

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Wide Range of Communications Products and Activities



Publications & Outreach Materials

High-Level Quality Control Review, Copyediting, Graphics, Layout, and Amplification for Reports, Fact Sheets, Presentations, Summaries, and Overviews



Digital Media

Social Media, News Releases, Blogs, E-Blasts, FOA Outreach, Interactive and Traditional Website Content, Media Pitching, Newsletters, Video, and Webinars



Events

Amplification, Day-of-Support, Exhibit Support, Logistics, Printing, Shipping, Presentation Slide Decks, Drafting Talking Points, and Tracking



Education & Workforce Development

BioenergizeME Infographic Challenge, Career Map, Workforce Development Working Group, and Educators Study Tour



Partnerships

Building and Enhancing Stakeholder Relationships, Biocomms, Leveraging Partner Networks To Inform and Educate Our Stakeholders on Bioenergy Technologies Office (BETO) Activities and the Emerging Bioenergy Industry



Internal/External Strategic Communication

Addressing Misconceptions, Developing Messaging Documents and Strategic Communications Plans, Legislative Affairs, Collaborating with Internal DOE Offices

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Combining Efforts To Preserve Value



The members of the Education and Workforce Development (EWD) Working Group will merge with Biocomms in order to **maintain access to their valuable Kindergarten–undergraduate stakeholder group.**

EWD Efforts Cross Over, Enhancing Core Objectives



- Education and workforce development efforts **compliment core communications goals.**
- For example, the impacts of the BioenergizeME Infographic Challenge **extend far beyond awareness in the STEM education space.**
- Metrics indicate nearly **60,000 unique viewers** have learned about bioenergy through this program, with many more that don't show up in our metrics and are captured anecdotally.
- In addition to this, BioenergizeME is the primary tool through which we **identify outlets where misinformation persists.**
 - Helps us develop key messaging strategies and allows us to partner with organizations to help update their information
- It also **links us to the Hill** as several winning teams have visited with their representatives while here for our annual conference.

Leveraging Biocomms to Amplify R&D Successes

- In May, Biocomms held a summit at the National Renewable Energy Laboratory. Eight of the nine labs were present.
- Shared **general messaging** to produce a consistent flow of information and developed fresh, **engaging strategies** for communicating key **successes** throughout our unique communities
- **Key Goal:** Showcase the value of national lab research and assets not only for the bioenergy industry but meeting national energy and economic priorities



Tracking Our Efforts: Key Analytics



- Limitations in what/how we can track
- BETO Comms developed the **Playbook**, which serves as our main **tool for tracking and developing communications strategies**.
- **Tracks analytics** of all digital and social media efforts, as well as **BETO's digital footprint** among outside media outlets
- Useful for determining what types of information engage certain segments of the industry, as well as which sets of **media tactics work best for specific targeted audiences**
- Enables us to find **new outlets and partners** to share information

Prioritizing Key Stakeholders



- Given BETO's goal of focusing on early-stage applied research and development (R&D) to enable industry to develop price-competitive biofuels, bioproducts, and biopower, the team is focused on **targeting industry stakeholders**.
- **Communicate critical R&D breakthroughs** that can **help this community overcome significant roadblocks** to commercialization and scale-up
- **Increase awareness of national lab assets** (e.g., user facilities) available to assist them
- Continue to **target other key groups**, such as legislators and the general public. However, these efforts will become more focused and strategic, using **more engaging** formats and utilizing our strong **partner networks**.

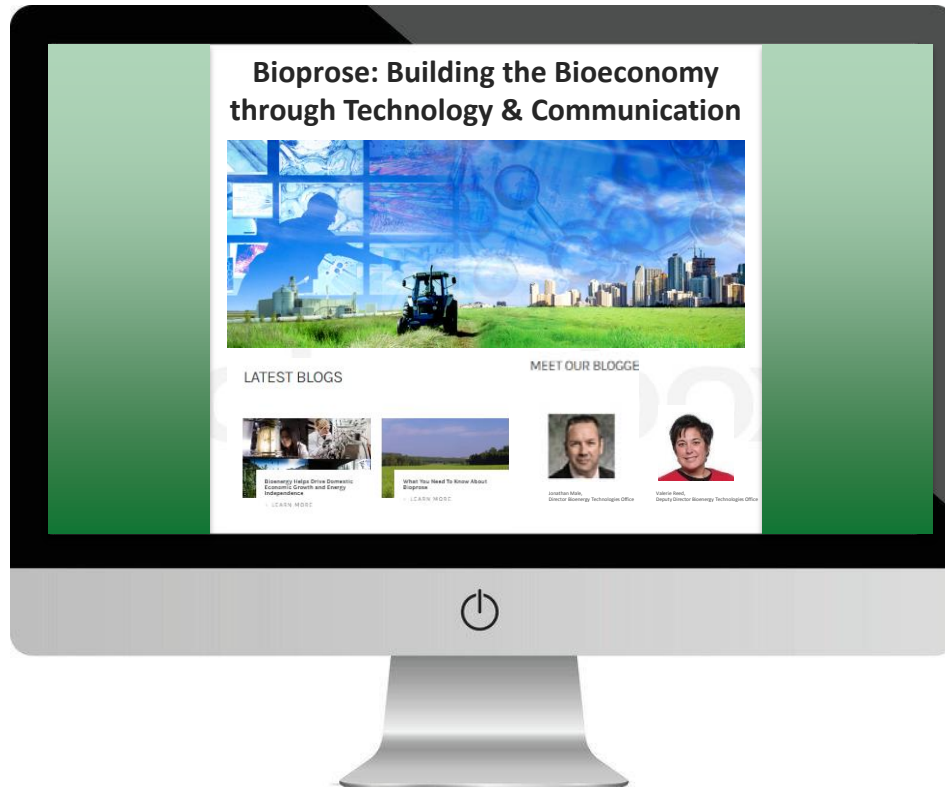
Collaborating on These Efforts



- BETO is **working collaboratively** on these efforts.
- Working closely with the **Bioeconomy Initiative** to develop a comprehensive communications plan.
- Recently held an interagency working group meeting where **priority stakeholders were identified** and the possibility of **branding the bioeconomy** was discussed.
- Continued efforts will focus on developing this plan as well as **delineating agency roles/strengths** in the communications sphere.
- BETO Comms is currently making efforts to understand the best ways to begin **branding the bioeconomy** and increasing awareness of the concept more generally.



Communicating with Industry



- BETO has several communications vehicles designed to **link industry professionals with cutting-edge research** and key information that can help them overcome hurdles:
 - Bioprose
 - Biocomms
 - New industry-focused listserv
 - Analysis of marketing strategies
 - Partnering with outside industry-focused media outlets
 - BETO website redesign
 - Adding FOA communications requirements.

Questions