

*The mission of the Office of Strategic Programs is to increase the effectiveness and impact of all EERE activities by funding cross-cutting 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.*

## What We Do

Strategic Programs (SP) is a core, cross-cutting EERE office that focuses on accelerating the development, commercialization, and adoption of EERE technologies through strategic EERE corporate-level partnerships to support the transition of EERE technologies to market, communications and engagement with energy stakeholders, development of international markets for U.S. clean energy companies, and analytical support for decision making and management of the EERE portfolio. SP performs four critical functions that cut across EERE programs:

- ✓ **Leverage EERE cross-cutting capabilities** through private-sector, academic, and laboratory partners as well as through existing authorities to support technology commercialization, reduce market barriers, and assist private-sector pursuit of first-market opportunities.
- ✓ **Provide a robust portfolio-based analytical foundation** to support strategic planning and decision making as well as evaluation of EERE impacts.
- ✓ **Catalyze international markets** for U.S. clean energy solutions through collaboration on policy approaches, resource assessment, and standards and certification for a range of technologies.
- ✓ **Communicate objectively and transparently** to multiple stakeholder groups and the public about the progress and impacts of clean energy research, development, demonstration, and deployment (RDD&D) to improve

understanding about EERE's resources and activities as well as to speed adoption of new technologies and practices.

## FY 2014 Priorities

### Technology-to-Market

- Implement a new initiative to significantly increase the rate of successful technology commercialization from the National Laboratories.
- Continue support for regional energy incubation networks through the Innovation Ecosystems grant program, identify best practices, and implement improvements.
- Continue the National Clean Energy Business Plan Competition, expanding the subprogram's reach and engaging, as appropriate, with regional clean tech ecosystems activities.
- Pilot proof-of-concept activity for DOE laboratory scientists to investigate the commercialization potential of their technologies.
- Add simulation-based assessments to the National Training and Education Resource (NTER) platform in order to support meaningful assessment and more rapid qualification of the clean energy workforce.
- Continue development and implementation of evaluation framework to assess the effectiveness of EERE's workforce training activities.

### Strategic Priorities & Impact Analysis

- Continue EERE's "Clean Energy Manufacturing Strategic Analysis" activities, which analyze a wide array of clean energy technologies. This helps to inform the EERE strategies that are most likely to result in major increases in U.S. clean energy manufacturing.
- Link retrospective and prospective impacts analyses, standardizing and connecting existing tools and methods. Work will enable benchmarking future investments against successful past investments.

(Dollars in Thousands)	FY 2012	FY 2013		
	Current	FY 2013 Request	Annualized CR*	FY 2014 Request
Communication and Outreach	6,500	8,900	—	6,000
Technology-to-Market	6,500	33,500	—	14,250
International	5,000	8,500	—	4,750
Strategic Priorities and Impact Analysis	7,000	8,000	—	11,000
<b>Total, Strategic Programs</b>	<b>25,000</b>	<b>58,900</b>	<b>25,153</b>	<b>36,000</b>

\*FY 2013 amounts shown reflect the P.L. 112-175 continuing resolution level annualized to a full year.

- Work with each EERE Technology Office to expand and standardize its impact evaluation approach.

### International

- Focus market-priming collaborations on a few key partnerships, likely to include China, India, Indonesia and Brazil, and potentially new expanding markets, such as Saudi Arabia and South Africa.
- Guide project investment choices (i.e., topic areas) using analysis and prioritization criteria from the subprogram's strategic plan.

### Communications & Outreach

- Complete web/digital reform efforts and seek the means to obtain user feedback on results.
- Continue product and web governance and advisory functions to programs, with a greater emphasis on content management and review.
- Continue high-impact public awareness work, with activities contingent on leadership and program needs.
- Maintain Saving Energy Saves You Money awareness activities and develop materials for publication on public awareness of energy efficiency and renewable energy technologies.

## Key Accomplishments

### Technology-to-Market

- Technology-to-Market activities led to the creation of 80+ business partnerships, attracted more than \$30 million in private sector funding, and led to the launch of more than 25 clean energy start-up companies.
- Saved more than \$1 million by deploying the NTER as a cost-effective, advanced training solution for several EERE programs, including Weatherization and Intergovernmental Activities, Solar Energy, Vehicle Technologies, and Advanced Manufacturing.
- The Energy Innovation Portal (<http://techportal.eere.energy.gov>) supported more than 1,300 private-sector requests for information about DOE-owned Intellectual property (IP), with more than 300 requests remaining active and 16 licensing "deals" closed.

### Strategic Priorities and Impact Analysis

- Completed the Renewable Electricity Futures Study, an unprecedented analysis of the implications of high

penetrations of renewable electricity on the grid, providing the utility industry with information essential to long-term planning  
[http://www.nrel.gov/analysis/re\\_futures/](http://www.nrel.gov/analysis/re_futures/).

- Supported Digital Government Strategy's goal of unlocking the power of government data to spur innovation by providing public stakeholder access to government data and analyses on energy efficiency, renewable energy, and transportation through OpenEI.org [http://en.openei.org/wiki/Main\\_Page](http://en.openei.org/wiki/Main_Page).
- Provided first-time consolidated public access to a collection of technology cost and performance estimates and goals and provided contextual data from other published studies in the Transparent Cost Database [http://en.openei.org/wiki/Transparent\\_Cost\\_Database](http://en.openei.org/wiki/Transparent_Cost_Database).
- Developed and deployed the Utility Access Heat Map on OpenEI, enabling consumers to find out what type and quality of electric use data their utility provides [http://en.openei.org/wiki/OpenEI:Utility\\_data\\_access\\_map](http://en.openei.org/wiki/OpenEI:Utility_data_access_map).
- Completed the Transportation Energy Futures Study, analyses of the transportation system to fill in cross-cutting analysis gaps not covered by the EERE R&D programs and enable more robust long-term planning <http://www1.eere.energy.gov/analysis/transportationenergyfutures/>.

### International

- Introduced a U.S.-supported labeling program in Brazil to promote the competitiveness of U.S.-made building energy efficiency products. The industry cost share of 50% indicates market relevance and export potential.
- Accelerated joint research on 10 innovative clean energy technologies likely to lead to product commercialization and jobs in both the U.S. and Israel, with DOE funding leveraged at least 3-to-1.

### Communications and Outreach

- In alignment with federal web reform and digital government strategies, met key milestones toward completing a comprehensive, user-centered web redesign project to enable stakeholders and the public to access key information more quickly and effectively.
- Increased return on investment (earned media) of the Saving Energy Saves You Money campaign from 25-to-1 in FY 2012 to at least 30-to-1 in FY 2013 through development of new low-cost public service announcement assets.