Open Gov @ Energy

Transparency, Participation, Collaboration

Cammie Croft
Senior Advisor,
Director of New Media and Citizen Engagement

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"My Administration is committed to creating an unprecedented level of openness in Government. We will work together to ensure the public trust and establish a system of transparency, public participation, and collaboration. Openness will strengthen our democracy and promote efficiency and effectiveness in Government."

President Obama, January 21, 2009

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Energy.gov 2010

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The Problem

The Solution: the Energy.gov Renewal Project

Making Energy.gov a cutting edge, 21st century online communications platform that provides citizens with a clear, consistent and reliable user-experience wherever and whenever they want it, while also empowering DOE employees with simple tools and straightforward guidance to communicate and interact with citizens and each other.

Our Goal

Make Energy.gov the resource for energy information and set a new standard for federal web sites.

Areas of Focus

Energy
Science
Nuclear Stewardship } **Public Services**

Why focus on service?

National &
Global Issues

Local
Issues

Individual
Needs

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The Result

When we address needs at the individual level, we achieve national goals.

For individuals, the debate on this topic can be overwhelming

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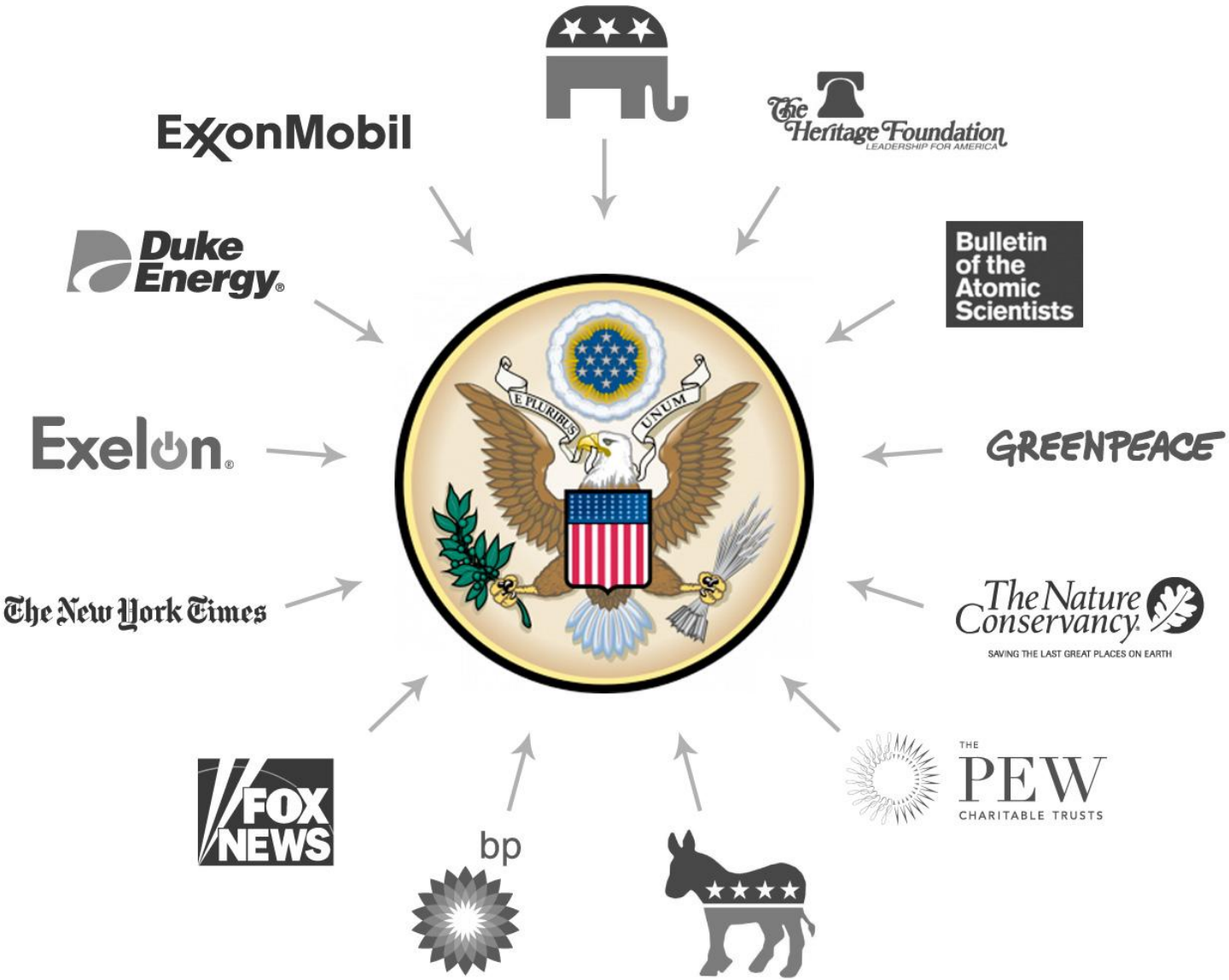
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The Heritage Foundation
LEADERSHIP FOR AMERICA
Duke Energy
Bulletin of the Atomic Scientists
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The New York Times
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SAVING THE LAST GREAT PLACES ON EARTH
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Meet Pete.

- Buffalo, NY
- Contractor
- 47, married
- 3 kids
- Looking for a new truck

How is Pete affected by energy policy?

- Jobs
- Gas Prices
- Utility Prices
- Economy
- Neighborhood Issues
- Taxes
- Pollution

Pete cares about…

- His wallet, job, family, town and nearby environment.

Pete doesn't know…

- How to save energy to save money
- Sources of his power
- The cost of energy next year

Sources: HUGE Homeowner & Small Business Owner Surveys, 2010
Public perceptions of energy consumption and savings, National Academy of Sciences, 2010

Public Service

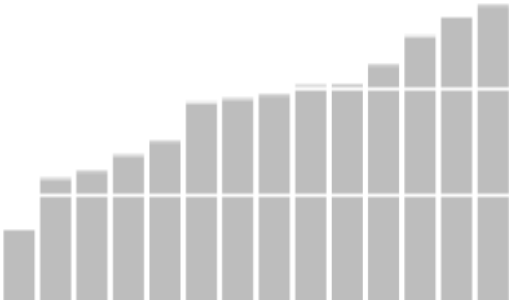
Rebates on Energy Star Appliances

Individuals

Financial Savings

National Goals

Reduced Energy Use, Increased Retail Sales, Jobs & Manufacturing



Clean Energy Economy Growth

Achieving national priorities by supporting local decisions

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First Imperative

Use Energy.gov to deliver local services & information to consumers and businesses.

A ladder of engagement starts with Energy.gov

Inform → Inspire → Act → Feedback

- Energy visualizations
- Technical innovations
- Translated hard science
- Contextualized energy policy
- Product penalties

- Success stories
- Projects for individuals
- Educational material

- Energy incentives
- NEPA calls to action
- Social Media shareables
- Contests/Challenges

- Visuals explaining impact on actions taken
- Statistics comparing individual to mass
- Alerts & progress messaging

Second Imperative

Serve specialized audiences through subdomains and affiliate sites.

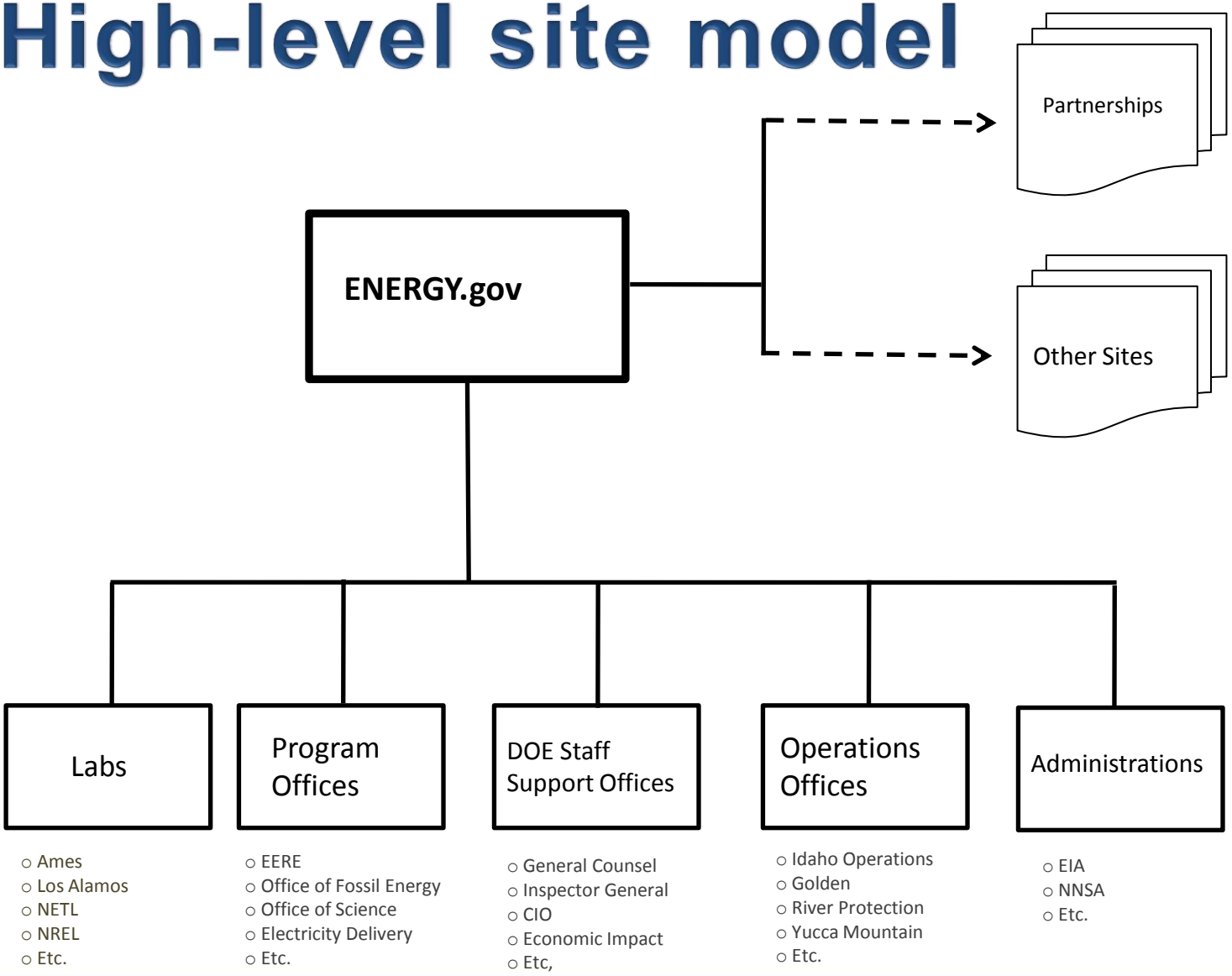
Consumers
Businesses

Energy.gov

Researchers
Academics
Policymakers
Advocates
Press & Media
Staff & Contractors
Other Stakeholders

Subdomains
Affiliate Sites

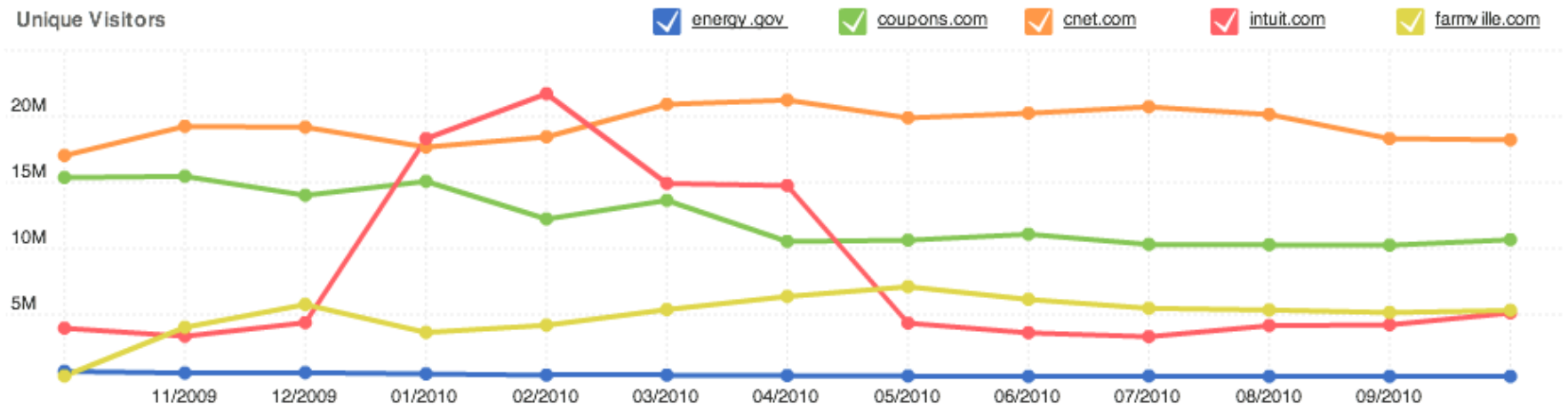
High-level site model



Third Imperative

Connect with users where they are already engaged.

Local also means the sites you visit regularly



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TurboTax
Choose Easy.

FARMVILLE
BETA
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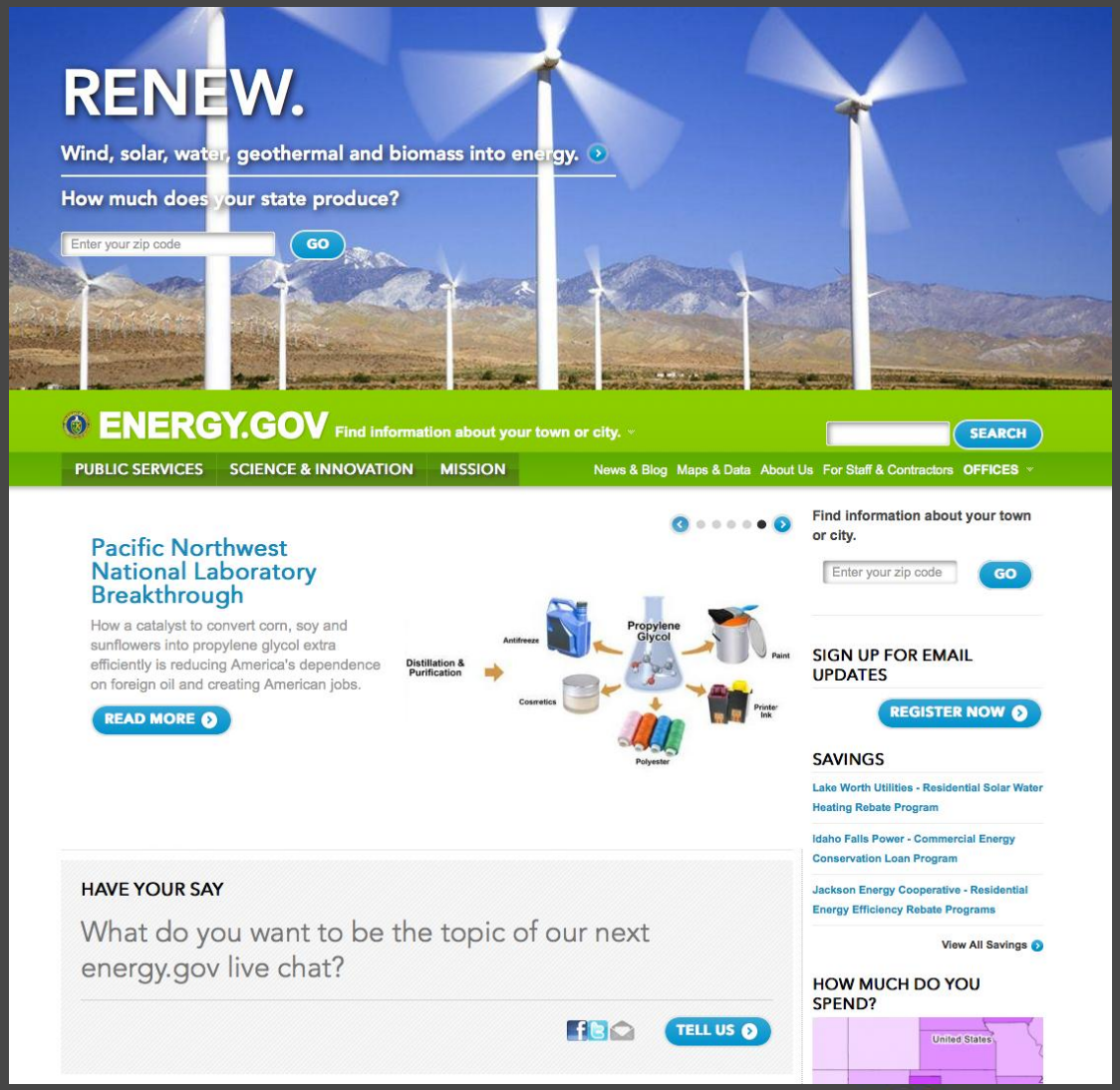

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Digital Features

How we're using Energy.gov to achieve OpenGov

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Digital Assets

- ENERGY.gov
- Blog
- Social Networks
- Email
- Multimedia (video and slideshows)
- Maps, Data, Infographics
- Outreach/Pitching and Partnerships

Feature: Commercialization

ENERGY.GOV Find information about your town or city. SEARCH

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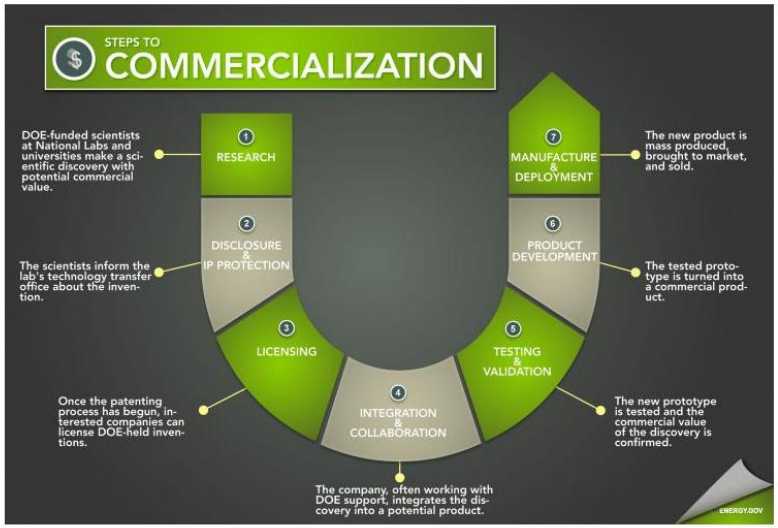
COMMERCIALIZATION



See an example of these steps in the commercialization process of Nickel Metal Hydride Batteries.

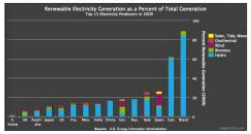
From the Lab to the Showroom: How the Electric Car Came to Life

In the U.S., businesses tend to invest in research that will pay off in the short term. National laboratories are filling a gap by conducting the essential research that will change the game 10 to 20 years down the road. Learn more about how years of conducting advanced research in both the private and public sectors led to battery technology that made electric cars possible.

PNNL Breakthrough Leads to Less Foreign Oil, More American Jobs

A highly efficient catalyst to convert renewable crops into the product propylene glycol was discovered by scientists at the Pacific Northwest National Laboratory and commercialized by the Archer Daniels Midland Company.

CLEAN ENERGY MARKETS

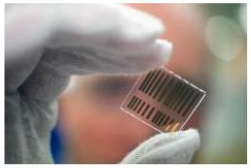


Winning the global race depends on the US's ability to deploy clean energy technologies developed by the US innovation engine.

WORK WITH THE DOE LABS

In 2010 alone, the Energy Department's 17 laboratories and 5 facilities executed more than 13,500 technology transfer transactions.

AMERICA'S NEXT TOP ENERGY INNOVATOR



Option up to three National Laboratory technologies for just $1000. Learn how.

INNOVATION PORTAL

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Feature: Commercialization

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From the Lab to the Showroom: How the Electric Car Came to Life

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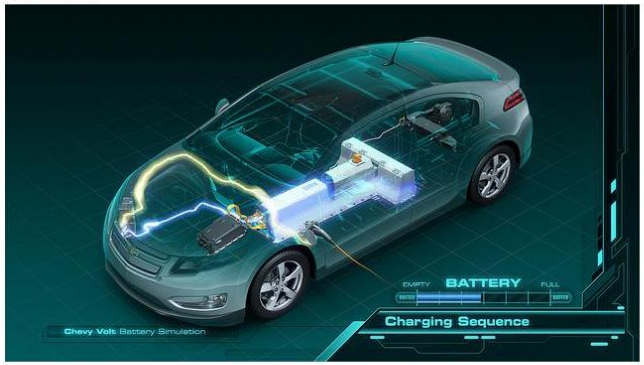

An illustration of the 2011 Chevy Volt, whose lithium-ion battery is based on technology developed at Argonne National Laboratory. | Image courtesy of General Motors.

John Schueler
New Media Specialist, Office of Public Affairs

THE WORK AT ARGONNE ENDS UP IN THE HANDS OF TAXPAYERS WHO PAID FOR RESEARCH

- Jeff Chamberlain, head of battery R&D for

Years of conducting advanced research in both the private and public sectors have crystallized the complementary nature of their work for Jeff Chamberlain, who currently heads up battery research and development for Argonne National Lab.

"In the U.S., businesses tend to invest in research that will pay off in the short term. National laboratories are filling a gap by conducting the essential research that will change the game 10 to 20 years down the road."

That relationship is evident in the energy storage sector, where advanced research has helped to develop the technologies that power many of the products we use on a daily basis. Great strides in battery research have allowed laptops and cell phones to become constant companions and helped realize the long held goal of creating hybrid and electric vehicles.

But those innovations weren't always inevitable. In fact, for the better part of the past decade the general perception was that the electric car was an impractical concept. Lacking in range and too expensive for mass production, the auto industry had all but written off any hope of bringing an all electric model to the larger market. So what changed? How did the electric vehicle go from a failed afterthought to a prime time player in just a matter of years?

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Richard Kauffman

Senior advisor to the secretary of energy

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Energy.gov will be hosting a live video chat with Richard Kauffman this Thursday at 2:00 PM ET.

China has become the world's largest producer of solar modules. But did you know that these Chinese manufacturers are using technology breakthroughs developed in the United States?

And it's not just China using our technology innovations. Many European countries -- who produce substantially more of their electricity from renewable energy than the United States -- depend on our nation's thriving

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WHICH IS CLEANER?

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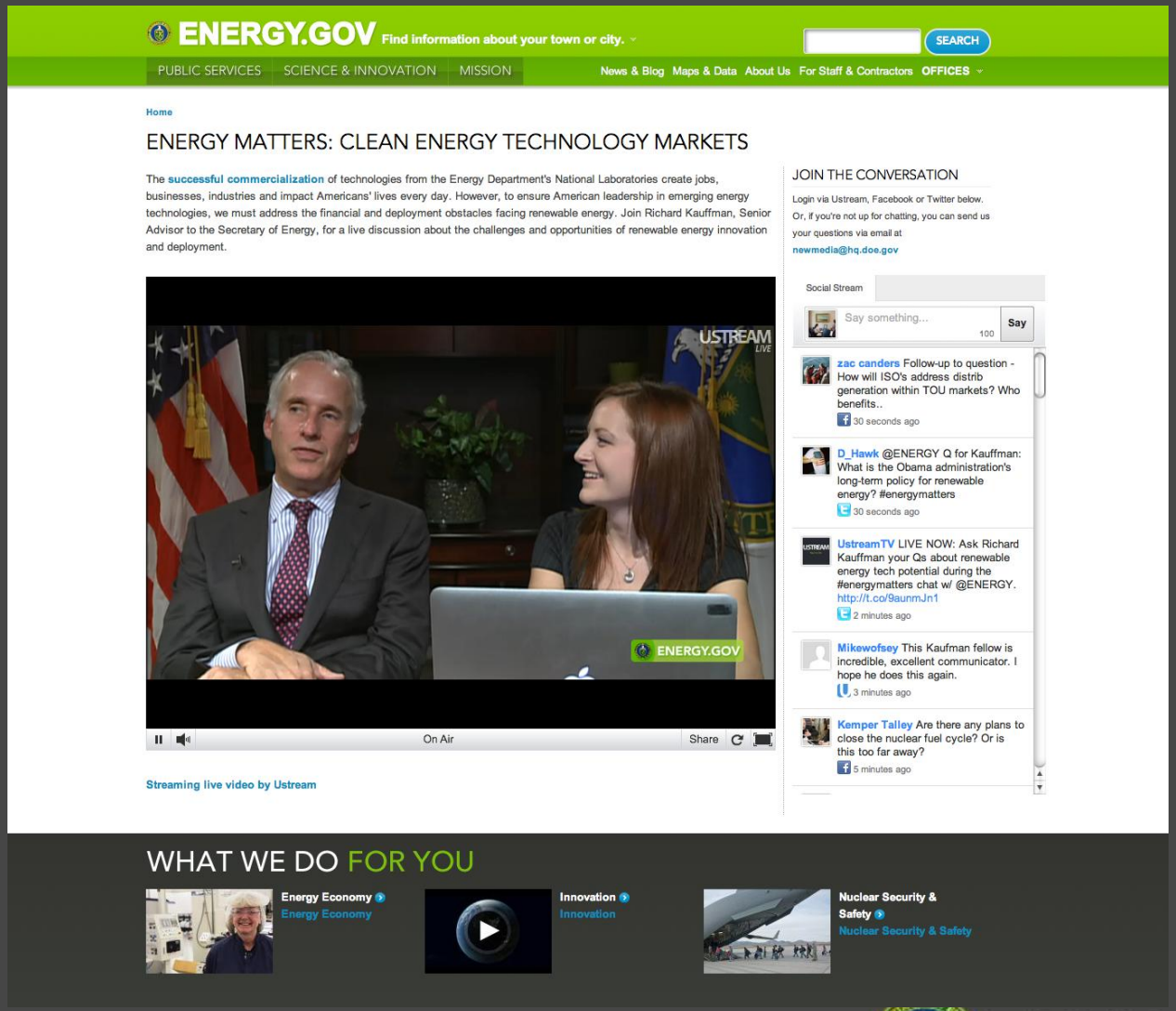

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What's Next?

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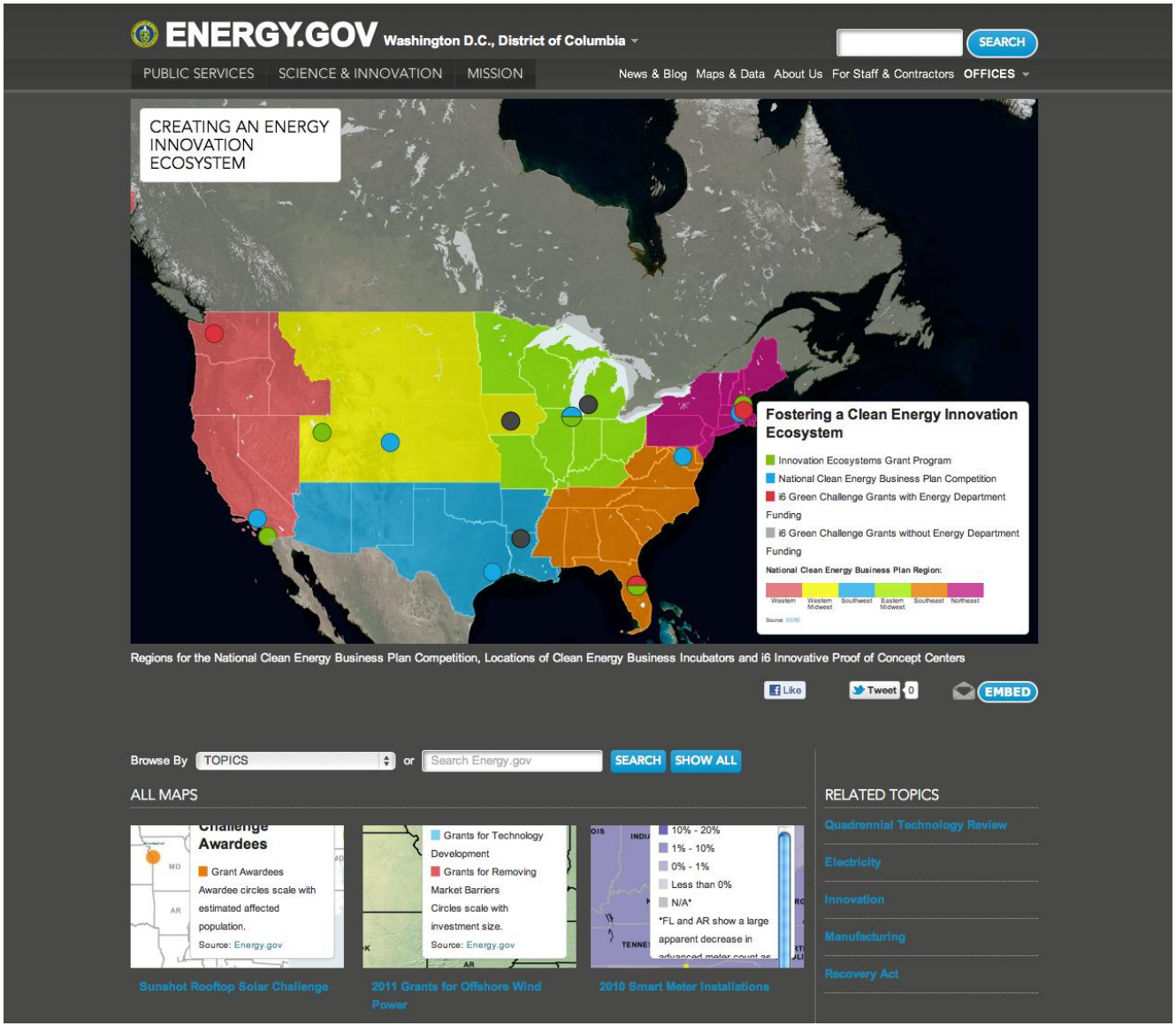
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0% - 1%
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