

Event in a Box for Local Clean Energy Investments

This guide, prepared by the U.S. Department of Energy (DOE), provides guidance on building project-centered, impact-oriented press events that illuminate how Federal investments are driving the clean energy transition in the communities you represent.

Identifying Local Clean Energy Event Opportunities

INVESTING IN AMERICA AGENDA PROJECT EVENTS

President Biden's Investing in America agenda is investing in projects in every corner of the country. You will receive notification from DOE in advance of two types of junctures for projects in your district, which can serve as an indication to start planning!

- **Selection** - The initial announcement of DOE's intention to provide funding for the project
- **Award** - The conclusion of a negotiation stage between DOE and the selectee, signaling the imminent transfer of funds and beginning of a project phase. Due to the complexity of many projects, award is often a multi-stage process, which provides multiple opportunities for amplification.

However, it's always a good time to amplify projects impact the communities you represent! When you're in relevant communities, consider visiting a DOE-funded project.

ADDITIONAL EVENT IDEAS

Beyond the selection and award events, which are the focus of this guidance, your office can engage in additional opportunities to amplify projects and advancements driven by the Investing in America agenda. For example:

- A workforce roundtable highlighting workers/apprentices/ trainees in the clean energy sector
- A site visit to a local Tribal clean energy project
- A sit-down with a small business being empowered by the clean energy transition
- A home visit with a constituent who's saving money thanks to clean energy rebates/tax credits.

Investing in America Agenda Press Event Planning Considerations

EVENT LOGISTICS

- Location and timing
- Staff roles and responsibilities, including advance, comms, and event staffing
- Run of show
- Guest and speaker invites

SITE LAYOUT AND ARRANGEMENTS

- Work with project staff to determine press event location with scenic backdrop
- Prepare to display [Investing in America signage](#)



Cleveland-Cliffs Steel Plant in Middletown, Ohio



TOURS

- Tours are an excellent way for principals to interact with project teams and learn more about the organizations and their workers
- They are also a great way for staff to collect photos and videos to amplify on social media and share with press.

MEDIA OUTREACH AND EVENT COMMS

- Press coverage is a key component to these events
- Plan for photography and videography, if possible
- Identify opportunities for social media amplification

YOUR HISTORY OF INVOLVEMENT

- These events are also a great opportunity for you to highlight your advocacy for the projects in your states.
- Highlighting your past Letters of Support is a great way to build another level of material with local media.

DOE NOTIFICATION AND PARTICIPATION

- Let DOE know you're planning on hosting a local event! Reach out to your Congressional and Intergovernmental Affairs contacts.
- Also consider inviting a DOE principal to attend your event. As schedules allow, DOE would love to provide further validation of the project, your support and the Investing in America agenda.

Resources

- [State-specific clean energy fact sheets](#)
- [Remarks as delivered by Secretary Jennifer M. Granholm at clean energy project location in Middletown, Ohio.](#)
- DOE's Office of the Under Secretary for Infrastructure Summer 2024 fact sheet

Sample Run of Show

Pre-event

XX:XX AM/PM	MOC staff arrives at location for advance
XX:XX AM/PM	MOC principal arrives at site location
XX:XX AM/PM	Site tour (unless after)
XX:XX AM/PM	Pull-aside meetings, as applicable
XX:XX AM/PM	Guests arrive
XX:XX AM/PM	Comms staff welcome and wrangle press
XX:XX AM/PM	Speakers assemble for pre-brief with MOC staff
XX:XX AM/PM	Speakers move to podium

Program

XX:XX AM/PM	MC opens program, introduces project lead
XX:XX AM/PM	Project lead provides remarks, introduces local labor leader
XX:XX AM/PM	Local labor leader provides remarks, introduces MOC
XX:XX AM/PM	MOC provides remarks, brings back MC
XX:XX AM/PM	MC concludes

Post-event

XX:XX AM/PM	Gaggle/one-on-one interviews, as applicable
XX:XX AM/PM	MOC interaction with guests
XX:XX AM/PM	Site tour (unless before)
XX:XX AM/PM	Departure for additional events, as applicable



Heidelberg Cement Plant in Mitchell, Indiana





Sample Social Media Post

The clean energy future is happening right here in [STATE]!

Today, I joined leaders from [COMPANY] to learn more about the \$XX investment coming to the [LOCATION] community. Thanks to the President's Investing in America agenda, [COMPANY] will be [BRIEF PROJECT DESCRIPTION].

That equals more jobs in our [DISTRICT/STATE], a cleaner environment, and an American-made clean energy future.

Read more: [LINK TO PRESS RELEASE OR ARTICLE]

Press Release Template

[MOC] Showcases Major Local Clean Energy Investment in LOCATION

LOCATION, STATE—Today, [MOC] held an event at [ORGANIZATION], highlighting a recent clean energy investment of more than \$\$\$ in [REGION]. [MOC] was joined by leaders of the company and discussed how this investment is strengthening local economies, enhancing our energy and national security, and lowering costs for American families and businesses.

“Quote,” said [MOC].

[MOC] and local leaders also took part in a tour of [LOCATION], which will receive \$\$\$ to bolster the local clean energy economy by ...

“Quote,” said [PROJECT POC].

[INSERT PROJECT/ORGANIZATION BACKGROUND, AS APPLICABLE.]

This project is part of more than \$97 billion in Federal funding, approved by Congress through the Bipartisan Infrastructure Law and Inflation Reduction Act, to renew our nation's infrastructure, rebuild domestic manufacturing, create millions of good-paying jobs, address climate change, and increase American competitiveness. Through these historic investments, the Administration is delivering on the nation's ambitious climate goals of reducing U.S. greenhouse gas emissions 50-52% below 2005 levels in 2030 and net-zero emissions by 2050.

###



U.S. DEPARTMENT OF
ENERGY

OFFICE OF THE UNDER SECRETARY FOR
INFRASTRUCTURE