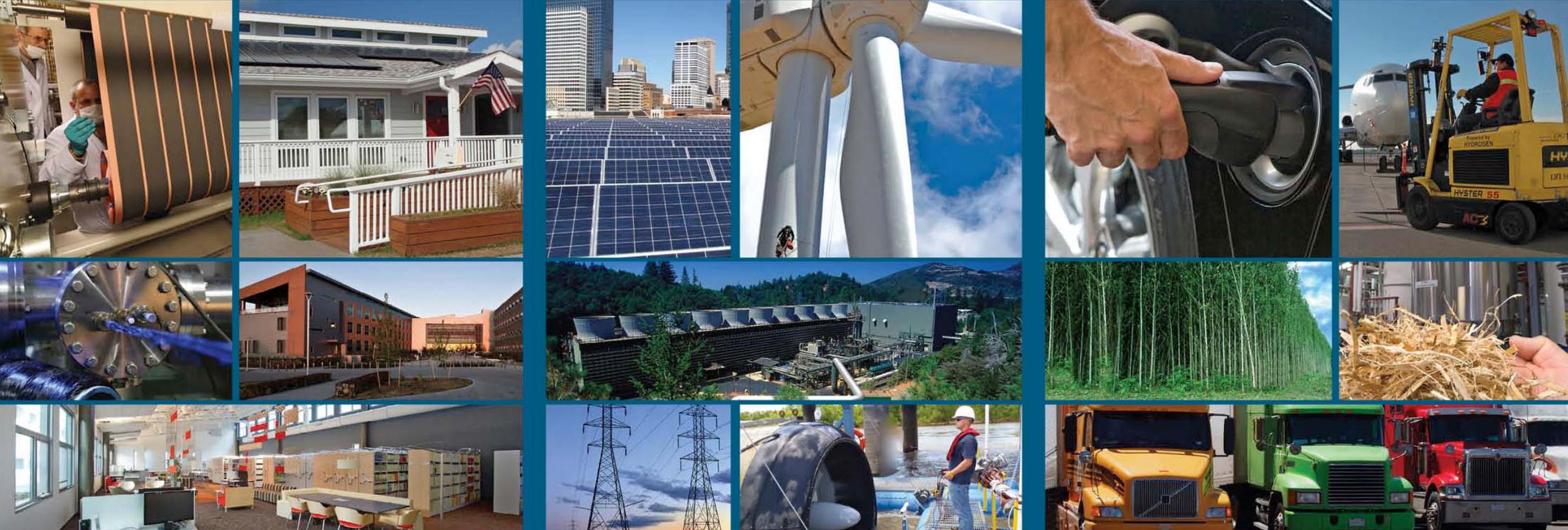


2017 Peer Review: Strategic Communications & Stakeholder Engagement

Bioenergy Technologies Office



U.S. DEPARTMENT OF
ENERGY

Energy Efficiency &
Renewable Energy

Sheila Dillard, Communications Lead

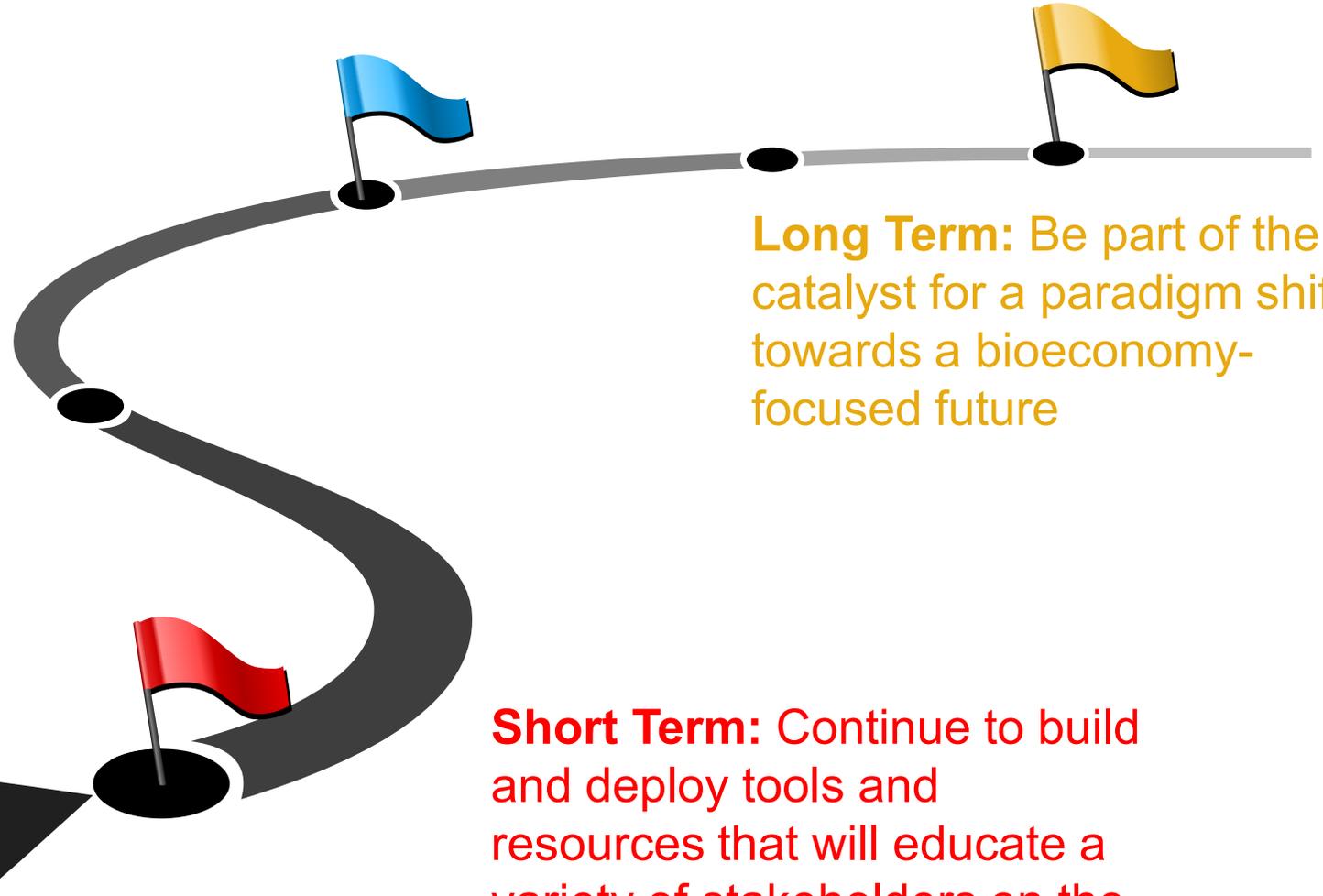
Strategic Communications & Stakeholder Engagement

- The Bioenergy Technologies Office's (BETO's) **Strategic Communications & Stakeholder Engagement** serves as an umbrella over all other critical program areas, playing a pivotal role in the long-term success of the bioeconomy.
- **Strategic Goal:** Grow an informed community of public and private stakeholders that understands and contributes to an enduring, sustainable bioeconomy, while appreciating its challenges and benefits



Stakeholder Engagement and Collaboration: Strategies

Mid-Term: Evaluate and improve the methods with which we communicate and advance awareness of the bioeconomy, with an emphasis on penetrating new stakeholder markets

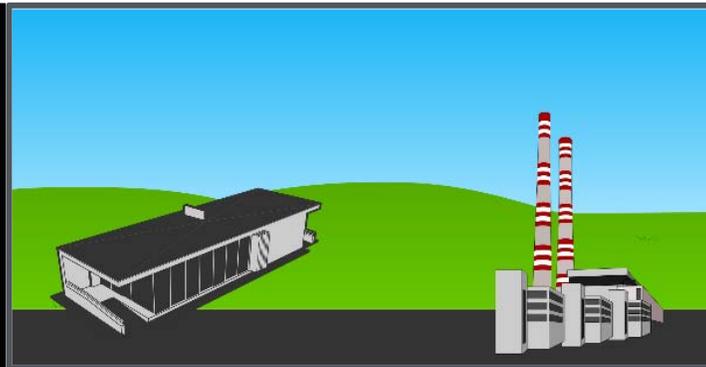
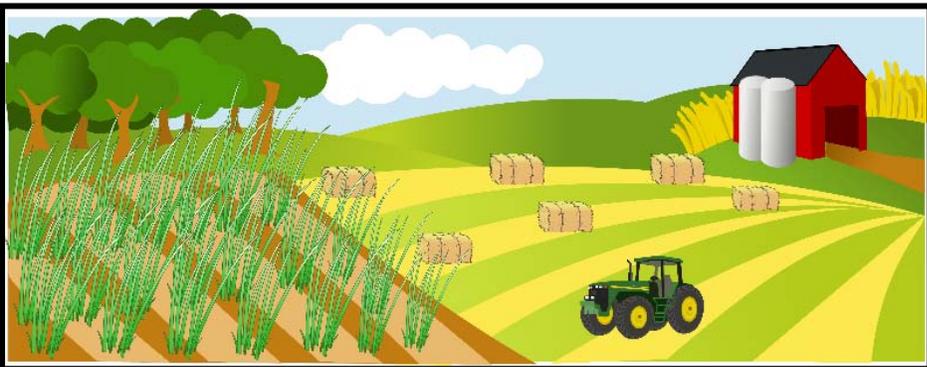


Long Term: Be part of the catalyst for a paradigm shift towards a bioeconomy-focused future

Short Term: Continue to build and deploy tools and resources that will educate a variety of stakeholders on the bioeconomy

Strategic Communications & Stakeholder Engagement

- The **bioeconomy** must involve sustained, **coordinated operations among many sectors** of the U.S. economy. **Effective stakeholder collaboration and communication** will help **build a strong network** of public and private partners, enabling the bioeconomy to succeed.
- Successful stakeholder engagement will lead to
 - More **effective collaboration** among stakeholder groups
 - **Greater knowledge transfer** between technical researchers and bioenergy industry professionals
 - The accelerated development of a well-trained **bioeconomy workforce**
 - An **improved understanding** of bioenergy for non-technical members of the public

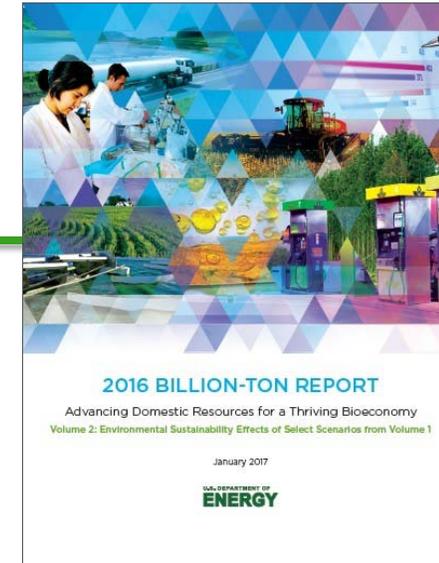
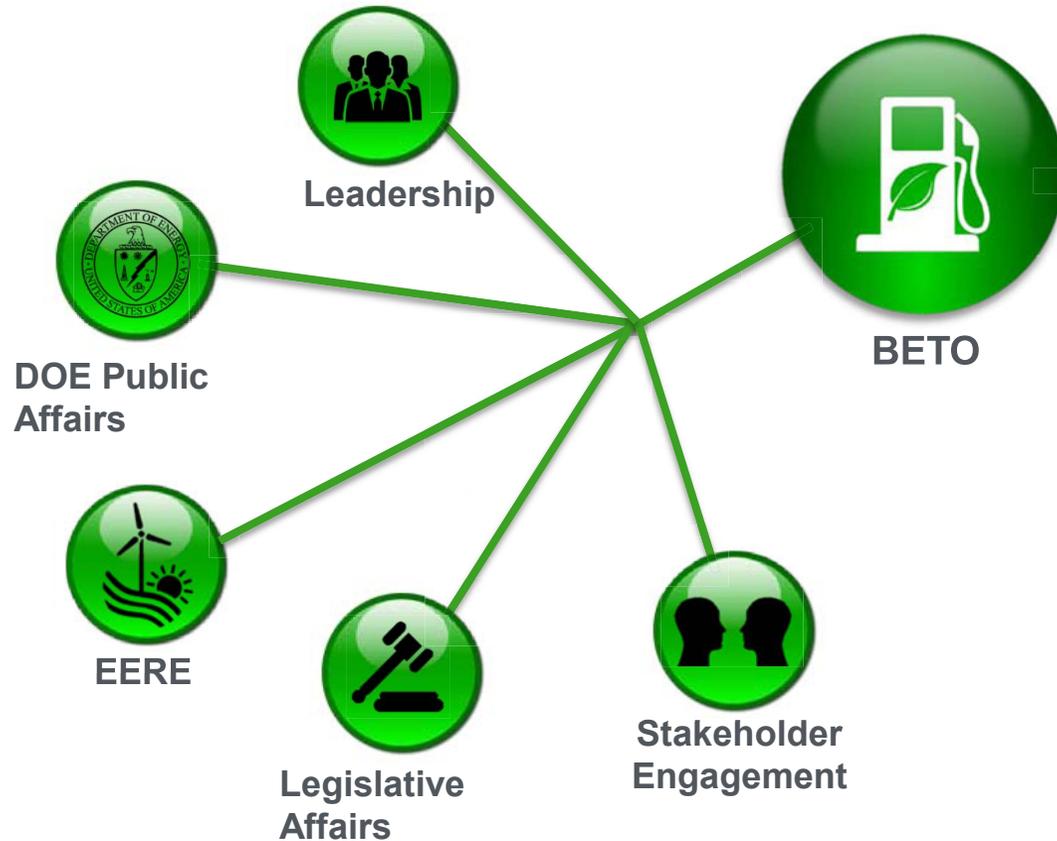


Evolution of BETO's Communications Portfolio

- Historical focus on traditional media (e.g., publications, fact sheets, and press releases)
- Beginning in fiscal year (FY) 14, BETO's Communications (Comms) portfolio greatly **expanded its scope** to
 - **Address myths** by providing consistent, factual information
 - Include a diverse **new media** platform
 - Develop initiatives designed to improve the growth and competitiveness of the domestic **bioeconomy workforce**
- At the same time, Comms **enhanced coordination and collaboration** among key federal, industry, and academic stakeholders—that includes the national labs.
- These activities have significantly **improved and increased access** to BETO's publications, news releases, and other traditional content, **raised awareness** of bioenergy, and **challenged common misconceptions** of the industry.



Communications Products: Where Does It All Begin?



To complete the review of many communication requests and products, we go through layers of concurrences and work closely with BETO programs, the Office of Energy Efficiency and Renewable Energy (EERE), Public Affairs, Stakeholder Engagement, Leadership (BETO, EERE, U.S. Department of Energy [DOE], and White House), and Legislative Affairs.

Wide Range of Communications Products & 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, funding opportunity announcement 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 BETO activities and the emerging bioenergy industry



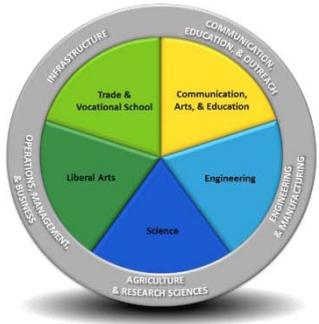
Internal/External Strategic Communication

Addressing misconceptions, developing messaging document and strategic communications plans, legislative affairs, collaborating with internal DOE offices

Communications: Key Accomplishments FY12–FY16



- **Development of BETO’s external new media portfolio**
 - Expanded outreach through social media, interactive website content, and multimedia development
 - 2016 National Algal Biofuels Technology Review social media efforts reached 34,000 people on Facebook.
 - In 2016, BETO Facebook posts were potentially seen 105,000 times; Twitter posts were potentially seen 211,000 times; and the website received, on average, approximately 1,000 views per day.



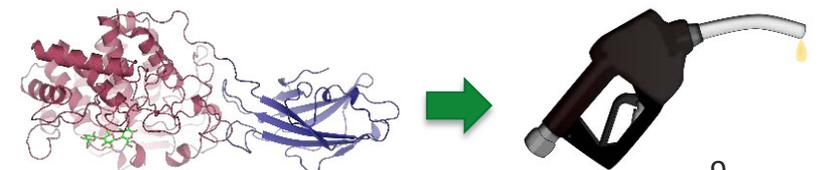
- **Development of BETO’s Workforce Development portfolio**
 - Diverse number of activities designed to improve the growth and competitiveness of the domestic bioeconomy workforce
 - Developed and deployed the Bioenergy Career Map
 - BioenergizeME Infographic Challenge received more than 21,000 unique page views during the 11-day social media campaign in 2016.



- **Enhanced coordination among key federal, national laboratory, industry, and academic stakeholders**
 - Worked successfully with internal and external stakeholders to amplify major BETO events and successes
 - Southeastern Bioenergy Study Tour outreach reached 490,000 on Facebook in 12 countries.
 - Collaborated with NASA to increase reach by an additional 500,000

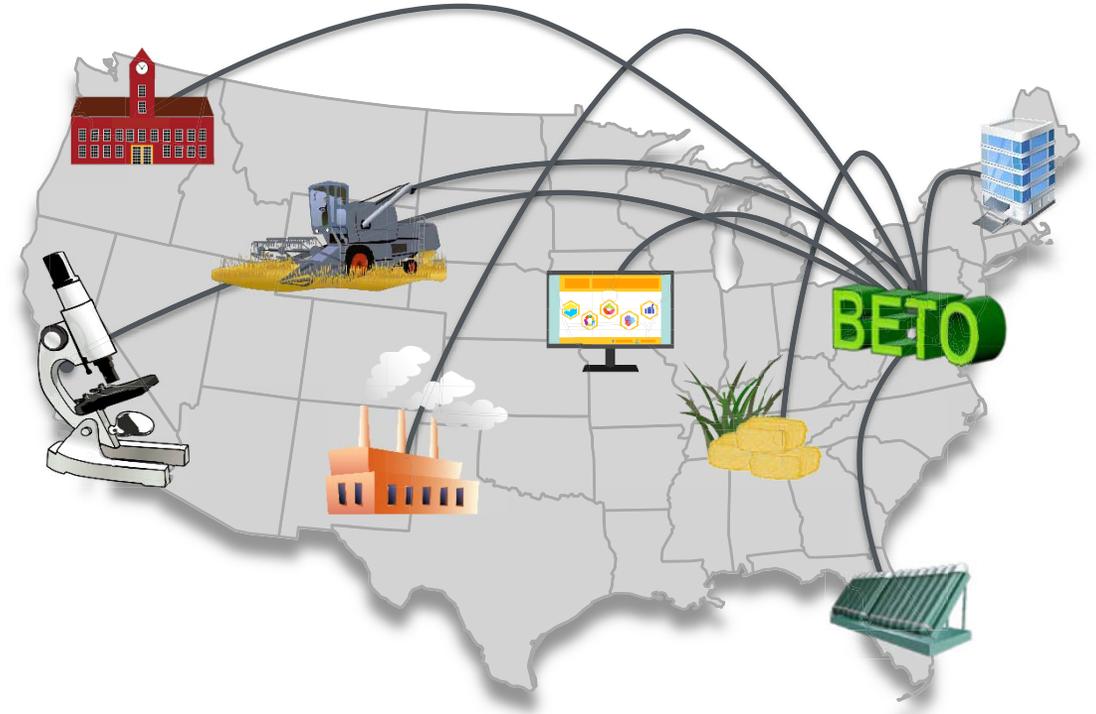
Communications: Challenges

- Bioenergy is relatively **nascent** when compared to more **established** industries within the transportation sector.
- There are many **misconceptions** that still need to be addressed.
- There is a **lack of awareness** regarding the **evolution of the industry** from starch-based ethanol to renewable hydrocarbon fuels.
- The **complex** and **highly technical** nature of our research and development portfolio can be **challenging** for our **non-technical stakeholders**.
- Challenges can sometimes lie in **communicating** the high-level or **commercial significance** of **bench-scale research**.
- There are also internal challenges with **consistent messaging**.



Major Goals Moving Forward

- Increase communication between researchers and industry, enabling a two-way flow of information that will help stakeholders make decisions that are critical to the sustainable growth and competitiveness of the bioeconomy
- Develop and enhance pathways to bioenergy-related training and careers
- Improve public accessibility to information about bioenergy



BETO has a wide network of stakeholders that it can utilize as a vehicle for workforce development and sustained economic growth.



Researchers



General Public



Policymakers



Private Companies



Investors



Students & Educators

Strategic Focus on Workforce Development & Economic Impact

- The bioenergy industry has significant potential to serve as a **vehicle for job creation and economic opportunities** from **rural to urban** communities.
- Tools that illustrate career pathways, income diversification, and other community impacts are essential.
- **FY 17 initiatives:**
 - Driving workforce development across key sectors
 - Providing information on bioenergy-related economic opportunities
 - Improving industry access to cutting-edge research.



Agriculture, Life,
& Physical
Sciences



Engineering &
Manufacturing



Education,
Communications,
& Outreach

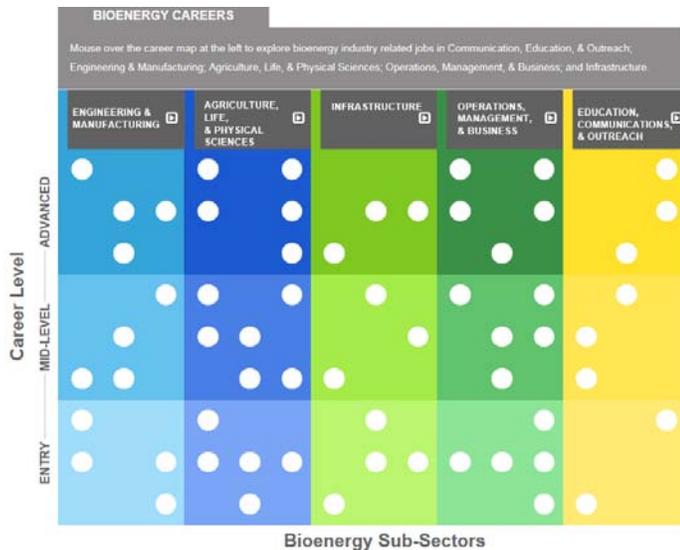
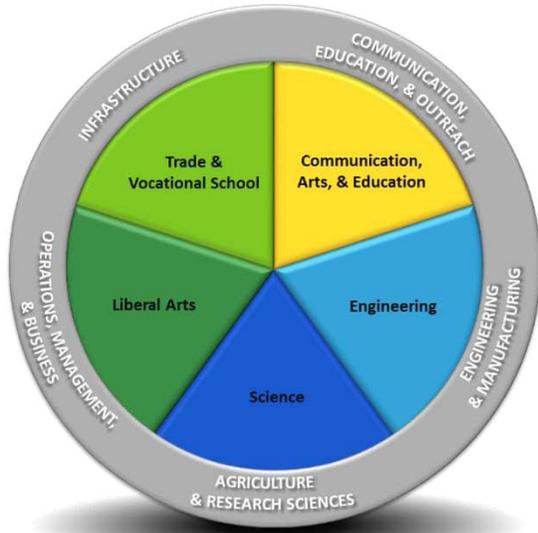


Operations,
Management, &
Business



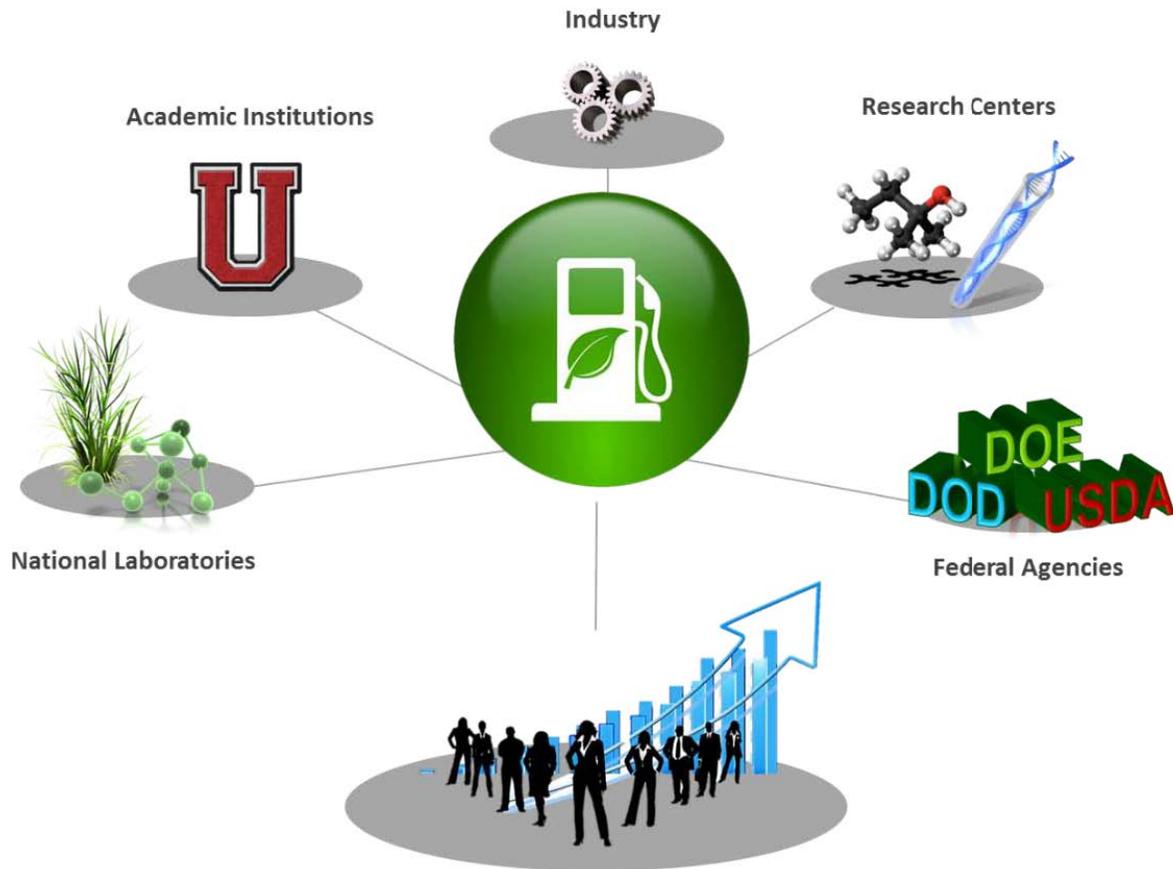
Infrastructure

Bioenergy Career Map



- **Objective:** Engage a broad range of stakeholders to **provide guidance on diverse career pathways** to help advance the bioenergy sector
- Developed in partnership with Argonne National Laboratory and EERE Education
- **Phase I:** More than **60 career profiles** have been outlined with required training, experience, and opportunities for progression within and across different sectors.
- **Phase II:** Active **training and education opportunities** will be identified across the United States.
- **Phase III:** **Interactive** features will display opportunities for economic growth and job creation across the **bioenergy supply chain**.

Workforce Development Working Group



- **Objective:** Establish bioenergy education and workforce development **community of practice** to enhance bioenergy literacy and increase awareness and interest in **bioeconomy workforce opportunities**
 - **Improve access** to educational resources and awareness of bioenergy- related **workforce opportunities**
 - **Provide workforce training resources** to ensure the U.S. has a competitive advantage in clean energy technologies
 - Identify and **address gaps** in the bioenergy education and **workforce development sphere**
- Developed in partnership with the National Renewable Energy Laboratory (NREL)

Bioenergy Educators Study Tour



Photo Courtesy of The Wisconsin Energy Institute



Photo Courtesy of The Great Lakes Bioenergy Research Center

- **Objective:** Establish bioenergy **professional development program** for STEM educators, agricultural extension specialists, and other non-traditional educators to
 - Enhance energy literacy
 - Increase awareness and interest in workforce opportunities
 - Address common misconceptions associated with the industry
- Developed in partnership with Oak Ridge National Laboratory (ORNL)
- The average **educator** has five classes with 25 students each during the school year, with a career lifetime of approximately 30 years—meaning that the average educator **impacts at least 3,500 students during his or her tenure.**

BioenergizeME Infographic Challenge



- **Objective:** Provide an opportunity for 9–12th-grade participants to **gain foundational knowledge** about bioenergy and **educate others** about what they have learned
- Developed in partnership with Idaho National Laboratory (INL)
- Enables students to be **better consumers of energy information** and to **dispel myths** they may encounter
- Student teams research bioenergy topics and report their findings in an infographic.
- Selected teams promote their infographic in an **11-day social media challenge**.
- Submissions are reviewed for infographic quality and design and effectiveness of social media campaign.

BioComms



- **Objective:** Collaboration of national laboratory and BETO communications professionals and lab relationship managers to **streamline resources and knowledge, share information, and promote successes**
- Vehicle through which key BETO communications messages are amplified and shared with important stakeholders
- Important network with which to receive and share high-level impacts of BETO-funded work
- Steering committee consists of representatives from ORNL, NREL, and INL.

NREL Communications Support

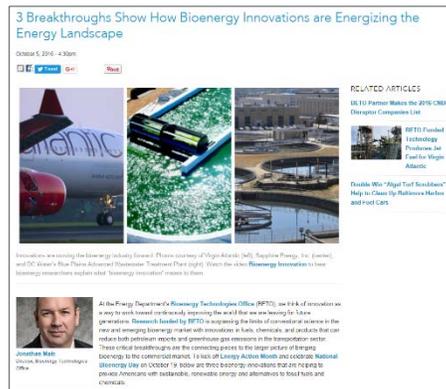


- **Objective:** Provide communications support for BETO events at NREL
- Helps support
 - BETO annual conference
 - Education & Workforce Development Working Group
 - BioComms
 - Outreach for BioenergizeME and Bioenergy Career Map

Additional FY17 Activities



- The **Small Business Innovation Research Project Map** will identify all active and past funded projects that help small businesses bring their ideas and products to market faster and provide important guidance to new applicants.



- **BETO technical blogs** will help link cutting-edge research with real-time industry experts, giving them the most up-to-date information on successful BETO-funded breakthroughs that can help them overcome technical barriers to commercialization. It will also serve as a platform to help address common misconceptions of the industry.

Thank You!

**Sign up for our newsletter at:
<https://energy.gov/eere/bioenergy/newsletter>**

