



Creating and Communicating the Value Proposition for the Bioeconomy

July 2017

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Noteworthy Successes in the Bioeconomy



Over the past decade:

1. Commercializing advanced biofuels, biobased products, and renewable chemicals
2. Demonstrating commercially viable technology
3. Developing feedstock supply chains
4. Reducing greenhouse gas emissions and air pollution
5. Forging strategic partnerships in the U.S. and abroad
6. Creating market pull from the aviation and defense sectors
7. Leveraging success in early-stage technologies to expand and diversify the bioeconomy

Communicating and Marketing the **Bioeconomy's** Value Proposition

- » Underscore job growth potential especially for rural economies
 - Currently supports more than 4 million domestic jobs
- » Highlight progress achieved without government funding or subsidies
 - Successful companies have a strong track record of leveraging public and private sector dollars
- » Communicate the status of technology today and the value of products being developed today versus first generation products and technologies
- » Note the value of energy independence
 - Trump's America First policy aligns with diversifying energy supplies and reducing petroleum imports
 - Defense Department intimately understands the connection between energy dependence and lives lost on the battlefield; see Mattis' [Future Fuels](#) report
- » Explain how advancing the bioeconomy drives U.S. innovation, competitiveness, and global leadership



Outreach to Administration and Congressional Officials

» Current Landscape

- House spending bills
 - EERE – Cuts \$986 million; cuts BETO funding in half
 - ARPA-E – Defunds agency completely
 - DOE loan program – Rescinds \$161 million in funding and removes authority to issue loans after October 1st
 - USDA loan program – Rescinds \$65 million in funding and limits loan authority to \$31 million in a given fiscal year



» House markup scheduled for today

» Potential Outcomes

- Continuing resolution
- Full budget around the end of 2017
- Funding and commercialization programs could be severely cut or eliminated without more significant direct industry involvement
- Heritage Foundation materials could dictate innovative energy outcomes for the Administration if more action isn't taken on Capitol Hill

Key Capitol Hill Committees

- » Senate Committee on Agriculture, Nutrition and Forestry
 - [Full committee](#)
 - [Subcommittee on Rural Development and Energy](#)
- » Senate Committee on Appropriations
 - [Full committee](#)
 - [Subcommittee on Agriculture, Rural Development, Food and Drug Administration and Related Agencies](#)
 - [Subcommittee on Energy and Water Development](#)
- » Senate Committee on Energy and Natural Resources
 - [Full committee](#)
 - [Subcommittee on Energy](#)
- » House Committee on Agriculture
 - [Full committee](#)
 - [Subcommittee on Commodity Exchanges, Energy and Credit](#)
- » House Committee on Appropriations
 - [Full committee](#)
 - [Subcommittee on Agriculture, Rural Development, Food and Drug Administration, and Related Agencies](#)
 - [Subcommittee on Energy and Water Development, and Related Agencies](#)
- » House Committee on Energy and Commerce
 - [Full committee](#)
 - [Subcommittee on Energy and Power](#)



Example Talking Points

- » Highlight jobs in their district and surrounding districts
- » Promote private sector involvement to date
- » Identify current market pull for technology without government subsidies
- » Educate on lack of government funding to date in your particular sector (e.g. government funding for renewable chemicals is limited)
- » Highlight value for U.S. global competitiveness and leadership in innovation and overall job creation potential
- » Promote value of government programs for R&D and removing market obstacles



Conclusions



- » Leverage successes to date and learn from lessons of the past
- » Clearly communicate value propositions in a conservative and bipartisan manner – this requires some thought but will garner respect and credibility
- » Monitor legislative activities and prepare for continued efforts to dismantle programs that promote energy innovation
- » Communicate directly with members of Congress on behalf of your company – this is now more important than ever



Thank You!

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