CLEAN ENERGY BUSINESS NETWORK
GOALS & OUTCOMES 2017-2018
The CEBN... Couples economic data and compelling case studies to illustrate the benefits of the clean energy economy
- Since 2013: 8 CEBN-led reports and 75+ case studies/Q&As included in research reports or on website
- Since May 2017: 35+ case studies/news updates/Q&As, shared via web, email, social media, and dozens of meetings with policymakers

Brings business and policy audiences face-to-face via events, meetings, and site tours
- Since 2013: 50+ events in states and 12 in Washington DC
- Since May 2017: 11 events in states and 3 in Washington DC (plus remarks at partner events)

Elevates small business voices to the forefront via earned media coverage
- Since 2013: 40+ business OpEds, LTEs, or articles published
- Since May 2017: 3 OpEds/LTEs published

Serves as a unified, collective voice on critical policy issues
- Since 2013: 1,200+ signatures on policy letters/comments
- Since May 2017: 285+ signatures
Faces Behind the Facts launched in 2018

- 16 business leaders profiled
- 2,400+ website views
- 100s of print copies distributed at National Clean Energy Week symposium in Washington
- 60+ Congressional offices received email copies
- Dozens of policymaker meetings on appropriations and energy resilience utilized these profiles
- 5 turned into videos for social media (one interview by CRES Forum, 4 slideshows by CEBN)
- 2 resulted in site tours (1 completed, 1 planned)
- 3 featured in blog posts/OpEds with partner groups
- 1 led to legislative commenting opportunity
- Gubernatorial candidates received letters with link to profiles
- Positive business exposure reported by several companies
GOALS

FEDERAL INVESTMENT
- Advance federal policies that drive market-based approaches to accelerate the nation's transition to cleaner, more efficient sources of energy
- Spur energy innovation and U.S. competitiveness in the global clean energy economy

INFRASTRUCTURE
- Advance the use of cleaner, more efficient, more affordable, and more resilient energy solutions
- Promote government leadership and corporate action on sustainability and clean energy procurement

TRANSPORTATION
- Encourage the innovation, development, and deployment of cleaner, more efficient transportation solutions

STATE POLICY
- Promote dialogue and information exchange between policy and business leaders on opportunities and barriers to growing state clean energy economies

INTERNATIONAL
- Promote information exchange and collaboration on international trade and export initiatives impacting clean energy

BUSINESS SUPPORT
- Promote industry collaboration and help small businesses reach target markets and grow.
GOAL: Advance market-based approaches to spur the nation’s transition to cleaner, more efficient sources of energy.

STRATEGIES: Educate policymakers on the need for stable, predictable tax policies that spur deployment of clean energy, accelerate cost declines, and create a level playing field for technologies currently disadvantaged in the tax code.

PERFORMANCE:

1. INFORM BUSINESSES: 1,415 unique page views of CEBN’s tax updates in 2017-2018 (8 regularly-updated iterations of blog posts, 1 podcast). CEBN Executive Circle members received briefing and opportunity to comment on Rep. Reed’s draft Emerging Energy Technology Credit legislation.

2. ADVOCATE ON POLICY: 79 business leaders signed onto a letter on Tax Cuts and Jobs Act. Others emailed/called their representatives.

3. EDUCATE POLICYMAKERS: 21 business leaders participated in DC or in-district meetings to highlight their work and local economic impacts of federal tax policy.

Wins: Many harmful provisions eliminated from Tax Cuts and Jobs Act. Favorable provisions included on energy efficiency expensing. ITC extension included in Bipartisan Budget Act of 2018. Still working on PTC and efficiency credit extensions and modifications of certain credits for WHP, storage, and commercial geothermal.
GOAL: Spur energy innovation and U.S. competitiveness in the global clean energy landscape.

STRATEGIES: Secure robust government investments in clean energy research, development, commercialization, and deployment. Help decisionmakers and customers understand the broad range of available and emerging clean energy technologies.

PERFORMANCE:

1. INFORM BUSINESSES: 535 unique page views/downloads of CEBN’s appropriations updates in 2017 (2 blog posts, 1 webinar, 1 podcast).

2. ADVOCATE ON POLICY: 51 CEBN business leaders signed onto FY19 letter (House, Senate) and 86 signed onto FY18 letter (House, Senate) encouraging robust support for clean energy programs. BCSE shared this again in letter to conferees.

3. EDUCATE POLICYMAKERS: 16 Faces Behind the Facts profiles, 17 case studies, 1 video, 4 Q&As, 1 OpEd, 1 webinar, and 7 site tours highlighting examples of energy innovation, PPPs, and in some cases, the impact of federal investments.

WINS: Consolidated Appropriations Act of 2018 rejected the deep funding cuts proposed in the Administration's FY18 budget request, and instead provided increase of nearly $1.5 million for DOE clean energy programs, stable funding for the EPA, and preserved key programs that were at risk of deep cuts/elimination. The FY 2019 minibus containing the Energy & Water Development Appropriations bill also provided robust funding for clean energy programs.
GOAL: Advance the use of cleaner, more efficient, more affordable, and more resilient energy solutions

STRATEGY: Ensure that clean energy solutions are included in policy efforts to modernize U.S. energy and transportation infrastructure. Promote public/policymaker awareness of clean and efficient energy solutions that can improve energy resilience, reliability, and affordability.

PERFORMANCE:

1. INFORM BUSINESSES: 743 unique page views/downloads of blog posts, webinar, and podcast on infrastructure issues (including Farm Bill, FERC NOPR on grid resilience, disaster recovery, Clean Power Plan/Affordable Clean Energy rule, NDAA energy provisions). CEBN Executive Circle members included in BCSE’s thought leader speaker series on energy resilience, and held telephone discussion with Rep. Barletta’s staff on the Disaster Recovery Reform Act.

2. ADVOCATE ON POLICY: 36 business leaders signed onto 2018 Farm Bill letter (House, Senate). 21 signed onto letter to Senate on pre-disaster mitigation and response provisions in FAA bill. Comments submitted to Congress on recovery options after 2017 hurricane season. 12 members submitted individual letters on FERC NOPR.

3. EDUCATE POLICYMAKERS: Podcast and several case studies on energy resilience and reliability shared via social media and in outreach to policymakers.

WINS: FAA reauthorization enacted with provisions from the Disaster Recovery Reform Act, which upgrades federal disaster policies to encourage pre-disaster mitigation and allow infrastructure to be rebuilt to a higher standard following disasters. Senate Farm Bill includes energy title, House does not—conference TBD shortly. FERC rejected DOE’s grid resilience and reliability proposal and initiated a technical conference with ISOs/RTOs. DOE pursuing emergency measures—outcome TBD.
GOAL: Promote government leadership and corporate action on sustainability and clean energy procurement

STRATEGY: Educate policymakers, corporations, and the public about the broad suite of available clean energy technologies and their benefits. Engage business leaders in technical dialogues on place-based and topic-based strategies to promote procurement.

PERFORMANCE:

1. THOUGHT LEADERSHIP: Served on small- and medium- enterprise (SME) working group of the “We Are Still In” initiative and helped develop a list of recommended actions that SMEs could take to reduce their climate footprint.

2. PROMOTE COLLABORATION: Worked with the Climate Collaborative to identify a business leader to give an overview of clean energy solutions for corporate tenants on a webinar August 17, 2018. Invited business leaders to participate in BCSE meeting (Sept. 13, 2018) and WASI Day in San Francisco (Sept. 12, 2018) in advance of the Global Climate Action Summit. Other potential activities: blog posts or webinars summarizing other clean energy solutions for tenants, various ways to go solar, and ways to improve energy resilience.

WINS: CEBN’s recommendations included in WASI platform recommending potential climate/clean energy actions for SMEs. More than 1,918 business and investors have submitted commitments (breakdown not available for portion that are SME actors.)
GOAL: Encourage the innovation, development, and deployment of **cleaner, more efficient transportation solutions**

STRATEGY: Include transportation-related technologies (e.g., alternative fuels and electrification) in infrastructure, innovation, and general education campaigns. Protect **federal fuel economy standards** and support state- and utility efforts to deploy clean and efficient transportation solutions.

PERFORMANCE:

1. INFORM BUSINESSES: Updates on tax and appropriations included programs relevant to alternative fuels and transportation. Newsletter updates provided on fuel economy standards.

2. ADVOCATE ON POLICY: May mobilize businesses on federal fuel economy standards in future – TBD.

3. EDUCATE POLICYMAKERS: **4 Faces Behind the Facts** profiles addressed transportation-related technologies (natural gas vehicles, electric vehicles, and biofuels). Podcast on energy resilience also addressed 1 transportation case study.

WINS: Infrastructure and innovation outcomes relevant to transportation. Outcomes on fuel economy standards TBD as this issue is in the early stages.
GOAL: Promote dialogue and information-sharing between business and policy leaders on to explore drivers, barriers, and opportunities for the clean energy economy.

STRATEGY: Educate state and local policymakers on clean energy businesses, projects, and benefits in their districts through events and communications. Facilitate dialogues on policy opportunities/barriers. May eventually lead to future policy campaigns on topics such as distributed generation, state renewable energy and efficiency standards/goals, climate policies/GHG reduction targets, state incentives.

PERFORMANCE:
1. INFORM BUSINESSES: 1,302 unique page views/downloads of blog posts, podcasts and webinars on state policy developments and events in 2017-2018. 200+ business and policy leaders participated in dialogues via CEBN Power Circuit—new regional event series—with partners in MD, TX, and PA. CEBN presented at several other state events and informed business leaders about dozens of other opportunities for engaging in state policy issues or events.

2. EDUCATE POLICYMAKERS: Power Circuit events promoted dialogues between policymakers and businesses. Partnered with Citizens for Responsible Energy Solutions on policymaker site tours in August-September 2018 in IA, PA, NC, SC, and VA.

WINS: Outcomes TBD as this initiative is in its early stages.
GOAL: Inform business leaders about international trade and export initiatives impacting clean energy, and promote international collaboration.

STRATEGIES: Inform business leaders about policy developments and government and private-sector initiatives relevant to international trade and export opportunities for clean energy.

PERFORMANCE:

1. INFORM BUSINESSES: Included updates on Paris Agreement, solar trade case, and tariffs in newsletter updates to members. Planning blog posts and/or webinars on several programs intended to promote international trade and collaboration. Webinar on intellectual property also discussed international IP considerations.

2. PROMOTE COLLABORATION: Participated in meetings with Representative of German Industry and Trade, delegation of Israeli government officials, and UK Department of International Trade to learn about opportunities for collaboration and sharing business case studies. Exploring potential guest blog posts and webinars to promote international collaboration.

WINS: Outcomes TBD as this initiative is in the early stages.
GOAL: Promote industry collaboration and help small businesses reach target markets and grow.

STRATEGY: Help businesses understand the range of government and private-sector resources available to support their work and improve their chances for success. Provide targeted feedback, funding recommendations, or introductions to accelerate technology development and help businesses reach target markets and grow.

PERFORMANCE:

1. INFORM BUSINESSES: 1,077 unique page views/downloads of CEBN’s resources on government resources or general business development strategies (5 blog posts, 3 webinars).

2. PROMOTE COLLABORATION: 17 businesses received targeted assistance on their business needs from April-October 2018. Searchable member directory and funding database launching for premium members in October 2018.

3. PROVIDE EXPOSURE: Shared Faces Behind the Facts profiles, case studies, and Members of the Week with entire membership to promote industry information-sharing and collaboration. Provided opportunities for 4 businesses to exhibit at intimate events.

WINS: Aware of positive outcomes for at least 5 companies provided targeted assistance since April 2018:
- 1 secured $1.4 million DOE grant
- 1 advanced to finals of a Texas A&M competition
- 1 advanced to top 25 nationwide semifinalists in a NASA competition
- 1 advanced to 2nd round consideration for an incubator competition
- 1 invited by VC to submit pitch for $4M investment consideration