



NORTHEAST ENERGY EFFICIENCY AND RENEWABLE ENERGY

Web-based Education & Training Search Tool

PRESENTATION TO: CLEAN ENERGY STATES ALLIANCE
DECEMBER 11, 2009

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ED SCHMIDT, NORTHEAST ENERGY EFFICIENCY PARTNERSHIPS

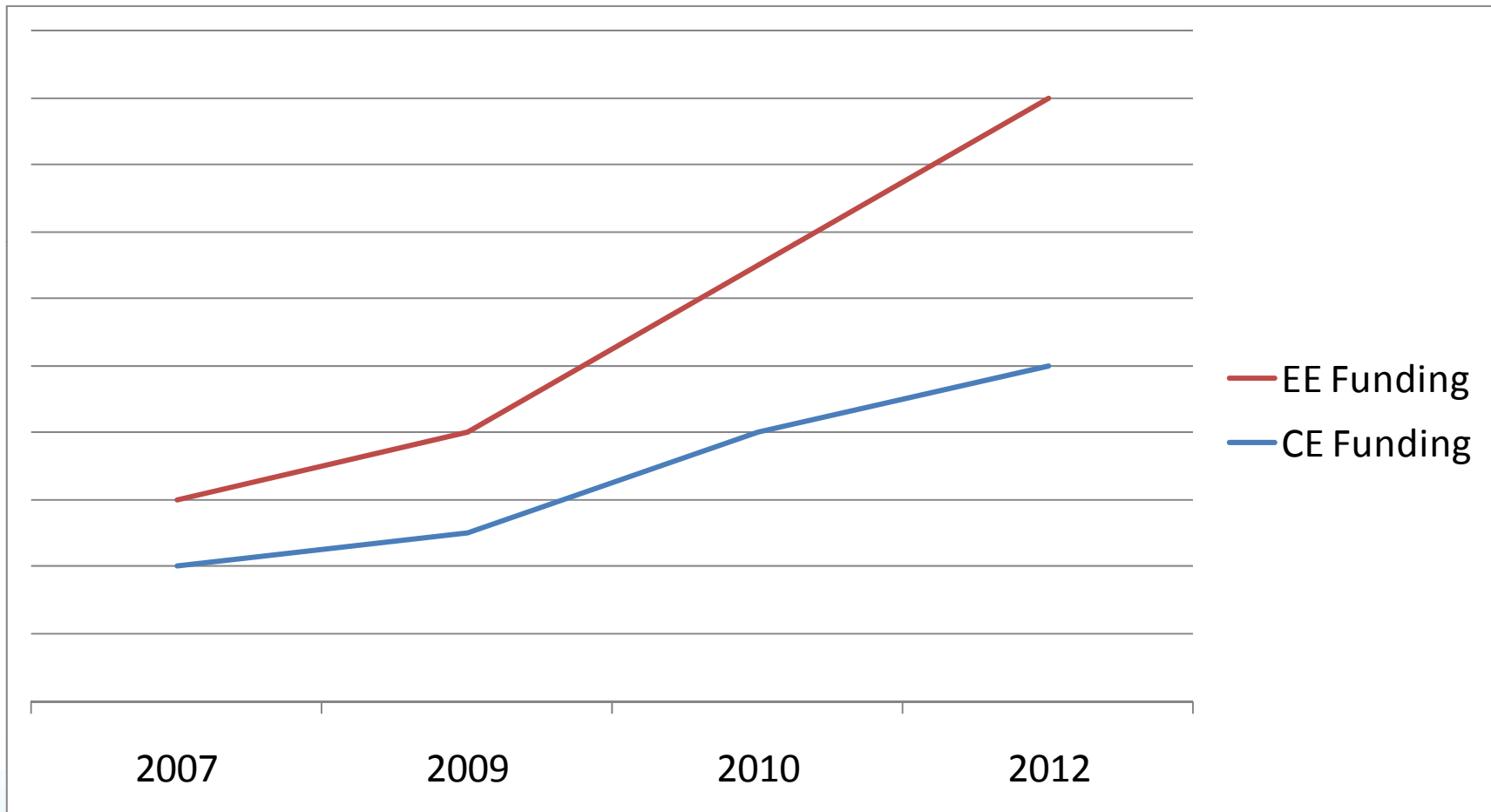
DESIRED OUTCOMES FOR TODAY



1. Introduce our vision for a regional clean energy industry education and training portal.
2. Describe our progress to date.
3. Tell you a little bit about NEEP and NECEC.
4. Describe how other organizations and agencies can become part of this initiative as partners, sponsors, participants and/or advisors.
5. Share ideas about next steps.



WHY WORKFORCE MATTERS



CONSIDER...



- There are at least 1,500 colleges, community colleges, vocational schools and training programs (including labor union efforts and nonprofits) in the 11-state Northeast region, plus the District of Columbia.
- Hundreds of these institutions are developing or improving clean energy/energy efficiency classes and programs in multiple academic departments.
- Thousands of students, job-seekers, employers, media outlets, and government officials are seeking online information about clean energy education and training programs in the Northeast every day.

WHAT IF...



- There was one common online portal with continually updated information about all clean energy education and training opportunities in the Northeastern states?
- This online information source was designed so that visitors could easily sort through the entire region's offerings to find just what they are looking for?
- This online resource was created, funded and managed by a consortium of state-level, regional and national clean energy leaders from government, industry, academia and the non-profit world?
- The portal was administered on behalf of everyone by a respected regional clean energy organization?
- The portal was "co-branded" so that all members of the consortium could claim it as one of their own programs?

THAT'S OUR VISION!



HISTORY ABOUT OUR WORK SO FAR:

- March 26, 2009: Participants at the Regional Energy Efficiency Workforce Development Forum at Eastern Connecticut State University (sponsored by NESCAUM and USEPA Region 1, in association with the New England Clean Energy Council) identify the need for a regional online directory of clean energy industry education and training offerings.
- NEEP and NECEC representatives learn that both organizations have plans for a similar online resource. With encouragement from NESCAUM and USEPA, NEEP and NECEC agree to work together on the project.

ABOUT OUR WORK SO FAR



- Summer 2009: NEEP and NECEC create a three-year proposal for creation of the regional online portal.
- September, 2009: Proposal is sent to USEPA for advice about possible funding by EPA or other federal government agencies with an interest in green jobs.
- October 6, 2009: Participants at the Governors' Clean Energy Innovation Forum identify the need for a regional source of online information about clean energy education and training offerings.
- NEEP and NECEC contact Clean Energy States Alliance. Jointly sponsored webinar is set up.

ABOUT OUR WORK SO FAR



- Late October, 2009: Federal government fundraising queries suggest that “single donor” federal option may be difficult and/or take too long. A strategy involving more the active involvement of more state, regional and national partners and sponsors evolves.
- November 2, 2009: A proposal is submitted to the Massachusetts Clean Energy Center (CEC) to fund the Massachusetts portion of the clean energy education and training online directory.

FIRST FUNDING APPROVED



December 9, 2009: Massachusetts Clean Energy Center sends tentative approval of an \$89,000 award to NEEP and NECEC for the Massachusetts component of the project.

Just in time for today's webinar!



SEARCH TOOL MODULES



- Phase I: Academic Programs addressing energy efficiency & renewable energy
- Phase II: Professional Development & Training Resources & Programs
- Phase III: Northeast Workforce Development Policy Activities & Resources (related to Energy Efficiency & Renewable Energy)
- Phase IV: Organizations serving the energy efficiency & renewable energy market

PRELIMINARY CONTENT



- Organization Name
- Web site
- Program Name(s) and 2-3 sentence description
- Program type
- Examples of courses, elements
- City, State
- Contact for more information



“PARTNER PORTALS”



- Funders and In-Kind Partners share the database
- Customized, branded portals provide fully functional, internet front-ends to access the database



STATUS AND TIMELINE



- CURRENTLY SEEKING FUNDING
 - \$220,000 per year for three years
 - \$20,000 per partner portal
- YEAR ONE FUNDING 33% COMMITTED
- UPON SECURING FULL YEAR ONE FUNDING:
 - Secure professional resources (8-10 weeks)
 - Develop database infrastructure (4-6 weeks)
 - Populate database (4-6 weeks)
 - Develop initial portals (4 weeks)

OUR MISSIONS



THE NEW ENGLAND CLEAN ENERGY COUNCIL

To accelerate New England's clean energy economy to global leadership by building an active community of stakeholders and a world-class cluster of clean energy companies.

NORTHEAST ENERGY EFFICIENCY PARTNERSHIPS

To promote the efficient use of energy in homes, buildings and industry in the Northeast U.S. through regionally coordinated programs and policies that increase the use of energy efficient products, services and practices and that help achieve a cleaner environment and a more reliable and affordable energy system.

OUR AUDIENCES



NEEP's AUDIENCE

- State Policy Makers and Administrators
- Ratepayer-funded Energy Efficiency Program Administrator in the broader Northeast region (New England, New York and Mid-Atlantic states)

NECEC's AUDIENCE

- Clean Energy Companies
- Venture Investors
- Major Financial Institutions
- Local Universities And Colleges
- Industry Associations
- Area Utilities
- Labor
- Large Commercial End-users

WORKFORCE EFFORTS



NEEP'S WF EFFORTS:

Supports development of an educational infrastructure that provides a trained and qualified workforce needed to acquire all cost-effective energy efficiency in New England, New York and the Mid-Atlantic region.

NECEC'S WF EFFORTS:

Creates greater awareness of clean energy technologies, clean energy companies, and the clear opportunity the sector represents as an engine for accelerating the region's economic growth.



WIDENING THE CIRCLE OF PARTNERS



Making the online directory the “go-to” portal for regional clean energy industry education and training information requires:

- **SPONSORS** - Those who share program design and funding responsibilities.
- **PARTNERS**- Those who help deepen the reach of the portal among specific audiences and/or locales.
- **ADVISORS** - Those who provide valuable advice and share thoughts about how to improve and finance the work.

QUESTIONS AND DISCUSSION





THANK YOU!

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