

Energy Efficiency Partnership conference call

August 4, 2010

Participants: Julie Woosley, ESRC; Paula Del Giudice, Myla Kelley, Peaks; PPRC; Kevin Dick and Donna Walden, WSPPN, Madeline Sten, P2Rx.

The energy efficiency partnership group met by conference call on Wednesday, August 4, 2010 to discuss progress. The centers used a standard format Madeline prepared following the last call. Centers submitted white papers on the following topics:

Author	Center	Topic
Myla Kelley	Peaks	Tribal energy efficiency
Kevin Dick	WSPPN	Transportation
Paula Del Giudice	PPRC	Small to Mid-sized businesses
Julie Woosley	ESRC	Water Conservation

The centers briefly discussed the white papers. Madeline provided her insights on how the white papers related both to the strategic planning efforts and to her work in Fall 2010. She suggested that the white papers be appended to the end of the strategic plan providing an action item hit list of organizations to approach in Fall. She intends to go to DC two or three times in Fall to promote partnerships with the organizations listed in the white papers. Prior to setting up meetings, she will contact the person submitting the paper for advice on who to approach and the nature of the approach. What services would the candidate partner be most interested in? Madeline assured the group that she would respect existing relationships.

With respect to partnerships in the future, Madeline suggested that the method of engagement should be more flexible than the ones contemplated in prior partnership discussions which assumed that all centers would be engaged. It is likely that future partnerships may involve clusters of centers rather than the entire group. She acknowledged that this approach presents challenges relative to maintaining the cohesiveness of the group as a whole.

The group discussed enhancements to the P2Rx home site as a way to engage future partners. Candidate partners may be approached to do guest blogs for GLRPPR, contribute videos, news articles and calendar items. Each "adhesion" brings the partner closer to a substantive role with P2Rx.

Next steps:

- ❑ Madeline will work with the authors to identify key contacts.
- ❑ Madeline will continue working with NEWMOA to update the home page with videos and an updated calendar and connection to the GLRPPR site.
- ❑ Madeline will contact the candidate partners for interest in doing guest blogs for GLRPPR and contributing videos, news articles and calendar items.
- ❑ Centers that have not submitted their papers should organize their information around the following format.

Partnership white paper format

General overview Provide an overview of the topic area, identifying the overall opportunity to work in the area, and why it is strategic to P2Rx/EPA.

What P2Rx has to offer (General areas are provided below. Please be as specific as possible)

- Content (existing Topic Hubs, project work, etc)
- Network (existing or emerging contacts or networking capabilities)
- Measurement

Recommended candidate organizations/companies for partnership. For each partnership provide:

- Name of organization/company
- Contact information: name (when possible), address, email, phone number
- Website for general information on the organization
- Potential nature of the partnership (e.g. fund source, collaborator on future funding opportunities, operating synergies (e.g. increases P2Rx reach, content and/or services)
- Why should the partner be interested in partnering with us?
- What new initiatives would this collaboration enable?
- Suggestions on how to approach the partner (e.g. a past relationship/experience with organization, use an organization friendly to P2Rx to provide an introduction, séance, cold call, or other)
- Include a plan for how we are to approach them and why they would consider partnering with us.

Length: 2 pages