STRATEGY MEMO

FROM: Alexander Ochs, Christoph von Friedeburg
TO: German Embassy to the United States (Georg Maue, Michael Weber)
DATE: 24 June 2014

With the transition away from fossil and nuclear sources toward energy systems based on domestic, renewable production; highly efficient use; as well a smart solutions for transmission and distribution, Germany and the United States have embarked on a journey of historic dimensions. But despite numerous social, economic, financial, environmental, and security benefits, numerous myths regarding past, presence and future of the “Energiewende” have emerged. This document provides ideas, in tabular form, for activities and events that aim to a) better communicate the Energiewende to decision- and opinion-makers; and b) create constructive dialogue between key audiences from both sides of the Atlantic in order to learn from each other’s experiences and contribute to each other’s future problem solving. The suggested activities build on the results of the first strategic dialogue “Energy Transitions in Germany and the United States”, held on December 9–10, 2013 at Worldwatch Institute’s headquarters in Washington, D.C., with support from the German Embassy and the Transatlantic Climate Bridge Program.
<table>
<thead>
<tr>
<th>Title</th>
<th>Description</th>
<th>Goals</th>
<th>Format</th>
<th>Target Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Energiewende: Understanding a Century Project</td>
<td>Compilation of Expert Interviews. Broad publication and communication of intelligence from leading German and U.S. experts about Energiewende achievements, the future of electricity systems and supporting markets, challenges and opportunities, and suggested policy and regulatory reform.</td>
<td>Using new media formats to present exciting analysis and opinion from leading experts and decision-makers to a broad audience in order to increase public awareness, understanding, and support for one of these century’s most important societal challenges.</td>
<td>Prepared and structured in-person interviews; filmed and presented on YouTube; edited transcripts will be distributed broadly via multiple websites, newsletters and a LinkedIn forum. An official launch event for the series including a widely distributed press release will bring attention to the series.</td>
<td>A list of charismatic experts and storytellers “from all ways of life” can be provided; this should include individuals who have become their own, independent power producers and explain how this has altered their lives. Targeting decision-makers on all political levels, and through the support of information multipliers the general public.</td>
</tr>
<tr>
<td>Sustainable Rural Energy Solutions</td>
<td>Inclusion of rural populations and businesses in the Energiewende</td>
<td>Present information about the opportunities and feasibility of distributed generation models for rural industry and populations to these groups; including the discussion of necessary reforms</td>
<td>Prepared and orchestrated townhall meetings</td>
<td>Representatives from German rural power producers and supporting technology companies.</td>
</tr>
<tr>
<td>Event Type</td>
<td>Description</td>
<td>Participants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regulatory Reform for the 21st Century Grid</td>
<td>Expert, regulators and decision-makers exchange about existing and future power industry regulation &amp; standards</td>
<td>State level regulators and grid operators from Germany and the U.S.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investors Forum</td>
<td>Presentation of highlights from market analysis including new business models to the investment community</td>
<td>Banks, investors, representatives of 21st century energy companies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Press Outreach</td>
<td>Presentation of highlight findings to the press in bilateral phone briefings and a series of media breakfasts</td>
<td>Journalists from whole spectrum of media outlets</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Disseminate hallmark achievements and ideas as proof of the transition’s feasibility and necessity as well as present and future benefits</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Panel discussion with invited audience, piggybacking to related events such as the Bloomberg New Energy Finance summit</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Disseminate market trends and new investment opportunities including the success of new business models as proof of the transition’s profitability and way to attract new investors</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>