

Enterprise Implementer

“ I want to help my organization save energy, because that helps our bottom line.”



BASICS

LOCATION

Majority live in the United States

EDUCATION - ADVANCED DEGREES

Business owners:

35%

Government employees:

44%

Utility managers:

36%

Engineers:

58%

AGE

Late 40s / early 50s

GENDER

Predominantly male (engineers are 89% male; government employees and business owners include up to 36% females)

TOPICS I'M INTERESTED IN



I'M MOTIVATED BY

Saving energy, and therefore money, at my organization

MY INFLUENCERS ARE

- The economy and pressure to do more with less
- Management at my organization
- Government regulations and requirements
- Media (CNN, NPR, BBC, New York Times, etc.)
- Business journals
- Trade and government organizations (ACEE, EnergyStar, EPA, etc.)
- My peers and what they are doing
- Climate and seasonal changes (winter heating season, etc.)

“ Last year you were offering small business loans as part of a stimulus package - are you still doing this?”

NEEDS

ENTERPRISE IMPLEMENTERS are individuals who make decisions on energy usage and implement energy efficiency and renewable technologies for communities, organizations, commercial businesses, or government agencies. This group includes:

- Facility energy managers
- Operations managers
- Engineers
- Business owners/executives
- Utility/energy services managers
- Fleet/transportation managers
- Volume purchasers

I WANT TO *save my organization money.*

- Assess and reduce our energy use
- Adopt the most sustainable and appropriate energy-saving technologies
- Determine if energy efficient technologies are affordable or funded
- Stay informed about any new developments which might benefit my organization
- Gain recognition for “greening” my organization, agency or community

BY USING THE EERE WEBSITE TO

- Find energy assessment software tools, programs, and trainings
- Find programs my organization can participate in
- Find solutions to support my organization's energy needs
- Get funding or find energy-saving incentives.
- Understand the return on investment (ROI) for potential projects
- Read news and case studies on the latest developments
- Find networking events
- Share information about our latest projects with stakeholders

“ I'm the operations manager of a large grocery store. It has become very expensive to light our parking lots and nearby facilities. Will energy efficient lighting systems help us cut costs?”

EERE WANTS ME TO

- Perceive EERE as the go to source for unbiased, relevant, up-to-date, and reliable information on energy efficiency and renewable energy technologies.
- Reduce my energy use and adopt relevant renewable energy technologies.
- Find available funding, incentives, and rebates.
- Use the web and other EERE digital technologies to meet as many of my information needs as possible before I call someone.

I'M FRUSTRATED BY

- Information that is biased, unreliable, or incomplete and search results that are unhelpful.
- Inability to find someone at EERE that I can contact about my specific information needs.

I'M A TOP PRIORITY FOR THESE PROGRAMS

- Renewable energy programs (Biomass, Geothermal, Solar, Wind, Water)
- Energy efficiency programs (Advanced Manufacturing, Buildings, FEMP, Vehicles, Weatherization & Intergovernmental)
- EERE Corporate (International, Energy Innovation, Deployment, Financial Opportunities)
- Golden Field Office

TYPICAL BEHAVIOR

NUMBER OF TOPICS I VISIT



Most Enterprise Energy Implementers plan to visit an average of 3 out of 12 topical areas when they use the site, although utility/energy service managers plan to visit 5 out of 12 topical areas.

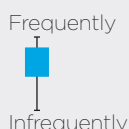
Enterprise energy implementers typically look for information that is fairly specific, although some look for general updates in a particular field or technology.

KNOWLEDGE LEVEL



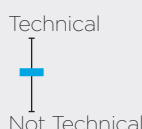
Enterprise Energy Implementers report that their satisfaction with the EERE site ranges from an average of 7.5 out of 10.

VISITS EERE WEBSITE



First time visitors range from 17-33% (government employees are more frequent visitors; engineers and business owners are less frequent)

INFORMATIONAL NEEDS



Most enterprise implementers look for nontechnical information, with the exception of engineers, who look for more technical information (such as specific software tools to conduct energy analyses).

SATISFACTION LEVEL



Audience segment averages range from 6.1-7.3

Satisfied with:

- Clarity of the menus/links
- Visual design
- Speed of doing tasks

Dissatisfied with:

- Ease of finding contact information
- Completeness of the information
- Helpfulness of the search results

Interested Public

“ I want to save money and help the planet.”

BASICS

LOCATION & EDUCATION

students living in the United States: general public living in the United States:

69% **92%**

1/3 of students are international.

students without an advanced degree: general public without an advanced degree:

82% **80%**

AGE

varies from

20s-60s

GENDER

Predominantly male
(general public 74%, students 62% male)

TOPICS I'M INTERESTED IN



The public needs access to a broad range of EERE topics.

I'M MOTIVATED BY

Saving money and learning about clean energy. I want to know how I can reduce my energy bills and use affordable green energy technologies to make a positive impact on people and the planet.

“ I'm doing a school project on alternative energy. I need more statistics and data for graphs.”

NEEDS

INTERESTED PUBLIC are individuals who are interested in learning more about the basics of energy efficiency and renewables. This group includes: private individuals, homeowners and students

I WANT TO *save energy for myself and my community*

- Make affordable, sustainable updates to my home and car
- Complete homework assignments on renewable energy
- Understand the future of energy in the USA and the world

BY USING THE EERE WEBSITE TO

- Find rebates and other funding
- Find basic information on green technologies such as wind turbines, solar panels, etc.
- Research key programs and find expert predictions on future developments

“ Is buying a fuel efficient car worth the investment?”

EERE WANTS ME TO

- Find basic information on energy efficiency and renewable energy
- See how investing in technologies can save me money
- Reduce my energy usage (and collectively our reliance on foreign energy sources)
- Learn about green jobs and energy careers
- Find grants, scholarships, enter contests
- Share what I learn with others

“ I want to make energy efficient updates to my home. Are there any rebates or incentives to help me?”

I'M FRUSTRATED BY

- Wading through scientific or technical information. Make it quick and easy to find what I need.
- Incomplete information or information that only partially answers my question. Give me all the information I need to answer my question.

MY INFLUENCERS ARE

- Friends and family. People in my social network.
- Media and news sources such as CNN, MSNBC, Yahoo
- Places I shop for clean energy products, such as Home Depot and Garden web.
- University professors, teachers, and classmates (students)

I'M A TOP PRIORITY FOR THESE PROGRAMS

- Energy Efficiency: Homes, Vehicles, Buildings
- Renewable Energy: Solar, Wind, Biomass
- Websites such as EERE Corporate, Energy Basics, Multimedia, Advisory, PM&E, States, Education target this group.

TYPICAL BEHAVIOR

VISITS EERE WEBSITE

Frequently
|
Infrequently

Members of the public are largely new to the site. 55% are first time visitors. However, this group has a significant amount of return visitors (33% return at least once every few weeks). Students have fewer return visitors than other interested members of the public.

THE NUMBER OF TOPICS I VISIT

Many
|
Few

The interested public plans to visit an average of 2 out of 12 topical areas when they use the site.

SATISFACTION LEVEL

Satisfied
|
Dissatisfied

The interested public and students rate their satisfaction as 6 out of 10.

KNOWLEDGE LEVEL

Expert
|
Novice

This group tends to be less knowledgeable than other groups. The interested public report that their knowledge level with the EERE site ranges from an average of 5.3 out of 10.

Satisfied with:

- Up-to-date information
- Simple, easy-to-understand language
- Accurate, timely and factual information

Dissatisfied with:

- Incomplete information
- Hard to find contact information

INFORMATIONAL NEEDS

Technical
|
Not Technical

Most of the interested public do not look for highly technical information, but may search for very specific information such as the gas mileage for a specific fuel-efficient car. The public needs geographically relevant information and often search for information specific to their local area.

It is important for members of the public to obtain accurate information and to know it is from a credible, trustworthy source. The public, especially students, use a broad range of devices from cells phones to tablets, and are in social media spaces such as Facebook.

Ambassadors



“ I want to inspire others to learn about green energy.”

BASICS

LOCATION & EDUCATION

live in the United States:

86%

have an advanced degree:

77%

AGE

early

50s

average age:

53

GENDER

Educators are mostly female (43% male / 57% female)

Non-profits are mostly male (87% male / 13% female)

“ I want to try the new vehicle cost calculator so I can share it with my students.”

ABOUT THE ORGANIZATION

Type: Non-profits, educational institutions (from grade schools to universities)

Size: Diverse size; non-profits tend to be small (1-25 employees) whereas educators belong to larger organizations (51- 5000 employees)

TOPICS I'M INTERESTED IN



I'M MOTIVATED BY

The desire to inspire others to learn about energy efficiency and renewable energy and spark interest in green energy careers.

I'M A TOP PRIORITY FOR THESE PROGRAMS

- EERE Corporate
- Energy efficiency

NEEDS

AMBASSADORS are those who educate and engage others in learning about energy efficiency and renewable energy. This group includes non-profits and educators.

I WANT TO educate students and the public on green energy

- Develop trainings and lessons plans
- Encourage my students and the general public to adopt sustainable energy practices.
- Help others start a career in green energy

BY USING THE EERE WEBSITE TO

- Find materials and activities to use for my class
- Incorporate EERE information when training energy professionals
- Learn about and advocate for the latest green technologies
- Find resources such as online calculators to help me be an energy advocate
- Connect students to EERE internships, fellowships and scholarships
- Find information about clean energy careers to share with others

EERE WANTS ME TO

- Create awareness about the role of energy efficiency and renewable energy in leading sustainable lives
- Extend EERE's reach by providing local support for green energy projects
- Connect students with scholarships and grants
- Train the next generation of energy industry professionals

“ I work for a non-profit that encourages citizens to live greener lifestyles. I want to find progress reports, hard numbers and a historical perspective on clean energy.”

I'M FRUSTRATED BY

- Inability to find information I need quickly and easily; I don't have a lot of time
- Incomplete information or information that doesn't entirely answer my question
- The difficulty in finding someone to contact at EERE to answer my question

MY INFLUENCERS ARE

- Educational websites
- People in my social network
- Teacher associations (NSTA, NEA)
- Colleagues and peers
- Media and news sources
- Trade journals and magazines

“ I want to teach my students about building energy-efficient homes and need a good lesson plan.”

TYPICAL BEHAVIOR

THE NUMBER OF TOPICS I VISIT



Ambassadors plan to visit an average of 4 out of 12 topical areas when they use the site.

VISITS EERE WEBSITE



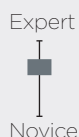
Overall, Ambassadors visit the EERE website occasionally. 56% reported visiting every few months to weekly, while 28% are first-time visitors.

SATISFACTION LEVEL



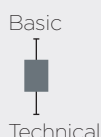
Ambassadors reported that their satisfaction with the EERE site ranges from an average of 6.9-8 out of 10.

KNOWLEDGE LEVEL



Ambassadors report that their knowledge of energy efficiency and renewable energy ranges from an average of 6.7-7.6 out of 10.

INFORMATIONAL NEEDS



Non-profits: Top 3 needs are to “understand new technologies,” “use department of energy programs and services,” and “assist with my technical research.”

Educators look for non-technical information primarily in order to help them prepare for a class, lecture or lesson plan.

Satisfied with:

- Up-to-date information
- Simple, easy-to-understand language
- Accurate information

Dissatisfied with:

- Incomplete information
- Confusing menus and links
- Hard to find contact information



Innovators

“ I need data and details for my research.”

BASICS

LOCATION

foreign / international:

30%

international scientists:

43%

EDUCATION

have an advanced degree:

56%

AGE

average age of scientists:

40

average age of students:

32

GENDER

Predominantly male (80% male, 20% female)

“ I'm looking for data and details to help further my research.”

ABOUT THE ORGANIZATION

Organization type and size is diverse, including universities, national laboratories, industry and private entrepreneur-inventors (self-employed).

TOPICS I'M INTERESTED IN



I'M MOTIVATED BY

Doing cutting edge research and changing the field. I want highly technical information and to have a close relationship with EERE.

NEEDS

INNOVATORS are individuals who conduct research to advance the energy field. They have deep expertise in a specific field or energy technology. This group includes:

- Scientists
- Inventors
- Researchers
- Graduate students

I WANT TO *conduct innovative research*

- Find data and information related to my research
- Submit research ideas and proposals for grants and funding
- Stay up-to-date on new technologies and research developments
- Understand and help drive EERE's research priorities

BY USING THE EERE WEBSITE TO

- Get help with my technical research
- Find funding for my research
- Learn about current research efforts

EERE WANTS ME TO

- Research and develop energy efficient and energy renewable technologies
- Build upon EERE's existing knowledge base to move green technologies forward
- Increase our nation's energy supply

“ I want to create technologies that will reduce our world's carbon imprint.”

I'M FRUSTRATED BY

- Inability to find technical and contact information
- Incomplete information or information that doesn't entirely answer my question
- Difficulty in finding someone to contact at DOE to answer my question
- Poor navigation

MY INFLUENCERS ARE

- Academic journals
- Mentors
- Peers
- Websites such as: Gas 2, US Energy Information Administration, National Institute of Standards and Technology, US Green Building Council

“ I need to stay up on the latest energy trends to be a competitive researcher.”

I'M A TOP PRIORITY FOR THESE PROGRAMS

- Energy efficiency programs (Buildings)
- Renewable energy program (Solar, hydrogen, wind, biomass)

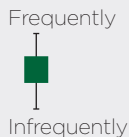
TYPICAL BEHAVIOR

THE NUMBER OF TOPICS I VISIT



Innovators visit an average of 3 out of 12 topical areas when they use the site.

VISITS EERE WEBSITE



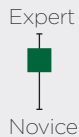
Scientists visited the website more frequently (56% reported to visit daily to weekly) than students (45% first time visitors, 18% monthly).

SATISFACTION LEVEL



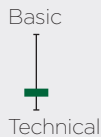
Innovators rated their satisfaction as an average of 6.3 of 10

KNOWLEDGE LEVEL



Scientists report that their knowledge of energy efficiency and renewable energy ranges from an average 8 out of 10. Graduate students reported that their level of knowledge with the EERE site is an average of 5.2 out of 10.

INFORMATIONAL NEEDS



Innovators have a higher level of knowledge of energy efficiency and renewable energy and tend to look for technical information to assist with their research.

Satisfied with:

- Fast to do things
- Uses language that is easy to understand
- Up-to-date information

Dissatisfied with:

- Incomplete information
- Hard to find contact information

Investors



“What are the most promising new developments in green energy that I could invest in? I want to be ahead of the curve!”

BASICS

LOCATION & EDUCATION

live in the United States: **88%** have an advanced degree: **59%**

AGE

late **40s-50s** early
average age: **53**

GENDER

Predominantly male (82%)

“I want to build my financial portfolio; what’s trending in renewable energy?”

ABOUT THE ORGANIZATION

Type: Commercial businesses, Contractors, Consultancies, and University research institutes

Size: Over half are small businesses (58% have 1-25 employees)(51- 5000 employees)

TOPICS I’M INTERESTED IN



NEEDS

INVESTORS are individuals and early adopters who are interested in investing in the latest developments in energy. This group is made up of:

- Business owners
- Executives
- Consultants

I WANT TO *capitalize on innovative technologies*

- Keep up with the latest technologies
- Determine feasibility of an applied technology
- Learn about EERE program goals and funding priorities
- Learn about the projects organizations, government agencies, communities have implemented.

BY USING THE EERE WEBSITE TO

- Learn about trending technology developments
- Understand the return on investment (ROI) of technologies
- Identify funding or incentives
- Analyse funding outcomes and determine what technologies worked

EERE WANTS ME TO

- Support development of innovative technologies
- Grow the workforce to support green jobs
- Attract top talent to the research and development space

“I want to invest in electric car technology but need to know if it will be a viable investment.”

I’M FRUSTRATED BY

- Information that is biased, unreliable, or incomplete
- Unhelpful search results
- Timeliness of information available

I’M MOTIVATED BY

Invest in the “next big thing” in energy. Understanding which technologies work, which ones are funded by the federal government and which may be viable in the future, but ripe for investment now.

TYPICAL BEHAVIOR

THE NUMBER OF TOPICS I VISIT

Many Investors visit an average of 4 out of 12 topical areas when they use the site. Few

VISITS EERE WEBSITE

Frequently Investors are very frequent visitors; 44% visit daily, every few days or weekly, while 35% are first time visitors. Infrequently

SATISFACTION LEVEL

Satisfied Investors range in their satisfaction level from 5 - 8.8 of 10. Dissatisfied

KNOWLEDGE LEVEL

Expert Investors report that their knowledge of energy efficiency and renewable energy ranges from an average 5 - 8.8 out of 10. Novice

INFORMATIONAL NEEDS

Basic Most investors and entrepreneurs do not look for information that is very technical in nature, with the exception of financial information and analysis. Technical

Satisfied with:

- Clear menu and links
- Uses language that is easy to understand

Dissatisfied with:

- Completeness of the information
- Helpfulness of the search results
- Hard to find contact information
- Out of date information