Energy Efficiency & Renewable Energy Silhouette Personas

Innovators

"I need data and details for my research."

I conduct research to advance the energy field. I have deep expertise in a specific field or energy technology. I may be a scientist, inventor, or researcher (or graduate student).

I want to conduct innovative research

- Find data and relate it to my research
- Submit research proposals for funding
- Stay informed on new technologies

I'm interested in:

Investors

"What are the most promising investments in green energy? I want to be ahead of the curve"

I am interested in investing in the latest developments in energy. I may be a business owner, executive or consultant.

I want to capitalize on innovative technologies

- Determine the feasibility of an applied technology
- Learn about EERE goals and funding priorities
- Stay informed on current and emerging technologies

I'm interested in:

Ambassadors

"I want to inspire others to adopt green energy practices."

I engage and educate others about energy efficiency and renewable energy. I may be a teacher or a nonprofit employee.

I want to educate students and the public on green energy

- Encourage people to adopt green energy practices
- Develop training and lessons plans
- Help others start a career in clean energy

I'm interested in:

Advisers

"I need to track the latest trends so I can help clients make smart, informed decisions."

I am an energy expert and help clients save energy and use green energy. I may be a consultant, engineer or energy analyst.

I want to help my clients save money and energy

- Assess and improve client's energy use
- Find clean energy funding and grants
- Maintain expertise on trends and innovations

I'm interested in:

Enterprise Implementers

"I want to help my organization save energy because that helps our bottom line."

I choose and implement clean energy solutions for communities, businesses, or government. I may be an energy manager, engineer, business owner or transportation manager.

I want to save my organization money

- Assess and reduce our energy use
- Adopt the most sustainable green technologies
- Stay informed on new technologies

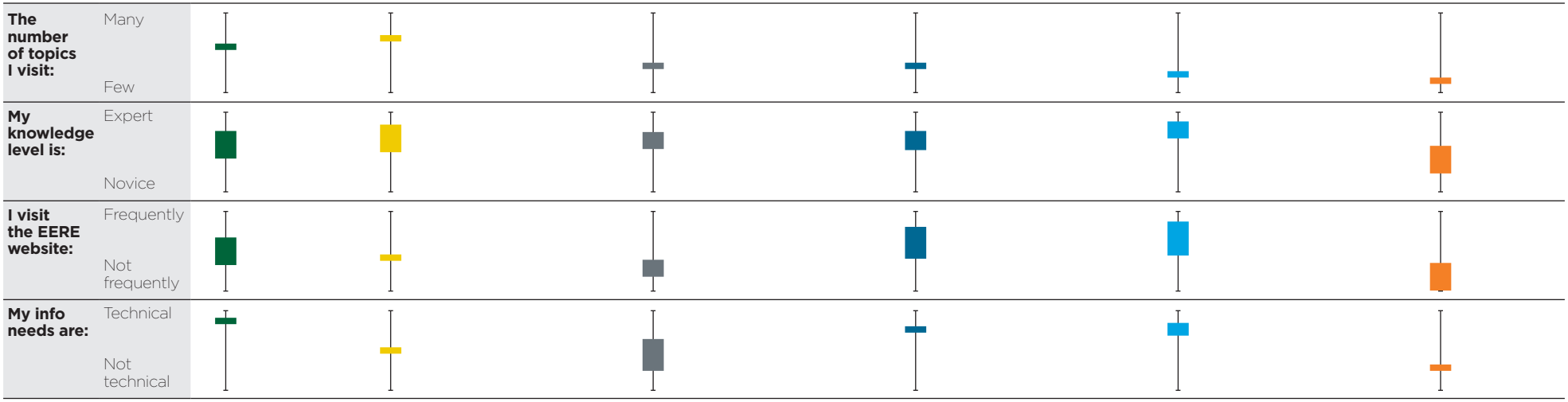
I'm interested in:

Interested Public

"I want to save myself money and help the planet."

I am interested in learning more about the basics of energy efficiency and renewables. I may be a homeowner, student or individual.

I want to save energy for myself and my community

- Make updates to my home and car
- Do homework assignments on green energy
- Understand the future of energy in the USA

I'm interested in: