THE CLEAN ENERGY MINISTERIAL’S PUBLIC-PRIVATE ROUND TABLES AND CAMPAIGNS

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AGENDA

1) The Clean Energy Ministerial

2) The Eighth Clean Energy Ministerial in Beijing

3) CEM Public-Private Roundtable on Networked Devices

4) Post-roundtable activities
CEM MEMBERSHIP

24 countries and the European Commission

90% Clean energy investment
75% Global CO₂ emissions
CEM INITIATIVES
Year-round technical and policy collaboration delivering tangible results

Energy Demand
- Appliances (SEAD)
- Buildings and Industry (EMWG)
- Electric Vehicles (EVI)

Energy Systems & Integration
- 21st Century Power (21CPP)
- Energy Access (Global LEAP)
- Smart Grids (ISGAN)

Energy Supply
- Solar and Wind

Cross-Cutting Support
- Women in Clean Energy (C3E)
- Clean Energy Solutions Center
CEM CAMPAIGNS

short-term efforts to raise ambition, increase visibility, and target resources to initiative work and topic areas that have particular potential for impact

CEM6 Campaigns

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Description</th>
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<tbody>
<tr>
<td>Global Lighting Challenge</td>
<td>A global race to reach cumulative global sales of 10 billion high-efficiency, high-quality, affordable advanced lighting products, such as LEDs, as quickly as possible</td>
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<tr>
<td>Power System Challenge</td>
<td>A set of principles and a platform for actions to help guide country efforts toward the clean, reliable, resilient, and affordable power systems of the future</td>
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<tr>
<td>Expanded Clean Energy Solutions Center</td>
<td>A scaled-up Solutions Center to respond to significantly more requests for expert policy assistance and establish a new clean energy finance portal</td>
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CEM7 Campaigns

<table>
<thead>
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<th>Campaign</th>
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<tbody>
<tr>
<td>Advanced Cooling Challenge</td>
<td>Challenge governments and industry to develop and deploy at scale super-efficient, smart, climate-friendly, and affordable cooling technologies</td>
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<tr>
<td>Energy Management Campaign</td>
<td>Secure 50,001 global certifications to the ISO 50001 energy management standard to transform how organizations meet sustainable energy goals</td>
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<tr>
<td>Corporate Sourcing of RE</td>
<td>Get more companies to commit to powering operations with renewables and deploy tools and resources to enable more companies, large and small, to do so</td>
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</tbody>
</table>
CEM8 in Beijing

- Fully use “CEM 2.0” to accelerate the global clean energy transformation.
- Launch new, high-visibility CEM initiatives and campaigns that tap into globally relevant and compelling clean energy areas that can have significant impact.
- Draw full minister participation; attract the participation and active support from high-profile business, philanthropic, and other leaders in clean energy.
- Synergy of CEM and Mission Innovation
LOCATION AND HOTELS

Inter Continental Hotel ★★★★★

- 337 Guest rooms
- Coffee Shop
- Chinese Restaurant
- Italian Restaurant
- Lobby Bar
- Spa
- Swimming Pool

China National Convention Center Grand Hotel ★★★★

- CNCC Grand Hotel
- China National Convention Center (CNCC)
- National Indoor Stadium
- National Aquatics Center (Water Cube)
- National Stadium (Bird's Nest)

CNCC Grand Hotel

- 420 Guest rooms
- Coffee Shop
- Private Dining Hall
- Lobby
- Bar
- Tea Bar
- Fitness Center
# Block Agenda

<table>
<thead>
<tr>
<th></th>
<th>TUES, 6 JUNE</th>
<th>WED, 7 JUNE</th>
<th>THU, 8 JUNE</th>
<th>FRI, 9 JUNE</th>
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<tbody>
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<td><strong>Morning</strong></td>
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<td>High Profile Opening Ceremony</td>
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<td>Closed door CEM</td>
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<td>Public-Private Action</td>
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<td>Meeting</td>
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<td>Summit with CEM and MI</td>
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<td>announcements, keynote</td>
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<td>Joint CEM / MI lunch</td>
<td>Innovation Theater</td>
<td>keynote speakers, and panel</td>
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<td>Technology Exhibit</td>
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<td>Other potential side events</td>
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<td>Press Conference</td>
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<td>CEM / MI Delegate’s Site</td>
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<td>Minister and High-Level</td>
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<td>Visits</td>
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<td>Private Sector Attendance</td>
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<td>Reception for Ministers, RT</td>
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<td>High-Level Guests</td>
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<td>Ministers’ Dinner</td>
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**TECHNOLOGY EXHIBITION**

**Selection criteria**
Topicality, Impact, Representative, Intelligibility, Completeness of Application, Sector and Geographic Diversity

**Number of the Exhibitors**
More than 100 leading companies from CEM and MI countries

**Categories**
- Renewable energy
- Energy-efficient technologies and facilities
- Energy storage technologies and facilities
- Digital energy and smart grid
- Electric vehicles and related technologies
- Finance and business model innovation
INNOVATION THEATER

A new feature this year will be the Innovation Theater, which will be presentations in the style of TED Talks to showcase new and emerging clean energy innovations, to generate excitement and interest, and to provide a platform for financial investors to connect with innovation leaders.

**Date & Time**
- 7 June 2017, 09:30-18:00
- 16 Time Slots, 20mins each

**Application**
- by member counties recommendation
- by voluntary registration
- 31 March 2017, Application deadline
- 10 April 2017, Complete Selection

**Draw Investors’ Attention**
- Electricity
- Transportation
- Manufacturing
- Buildings
- Agriculture
INNOVATION THEATER

Highlights
- Provide a platform between innovation leaders with financial investors.
- Provide an international platform for the enterprises to launch their latest technologies and products.
- A good supplement for the exhibition’s physical display
- “TED Talks” style

Participants’ Profile
- Innovative leaders
- Investors
- CTO from leading companies
- Incubators
- Global and Chinese medias
PUBLIC PRIVATE ACTION SUMMIT

• An open press public-private action summit.
  - Announcements from ministers and partners to launch the new CEM8 campaigns
  - Keynote remarks from global clean energy leaders;
  - Panel discussion on key thematic areas;
  - Other announcements of ambitious efforts to drive the global clean energy transformation.
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**CEM / MI Public-Private Roundtables**
CEM’S PUBLIC-PRIVATE ROUNDTABLES

• Opportunity for Energy Ministers to have open, frank discussions with leaders from the private sector on a relevant topic

• Small, high-level discussions (around 20 total participants) closed to press (under Chatham House Rule) for 1.5-2 hours

• 5-6 Ministers (Head of CEM Delegation) plus around 15 C-suite level private-sector representatives and associated, relevant stakeholders

• Ministers speak very highly of past roundtables and we often hear this is the highlight of their CEM experience

Each Roundtable focuses on a clean energy topic of global interest that aligns with existing CEM initiatives. Roundtable proposals satisfy the following criteria:
• Addresses a gap in knowledge or barriers to advancing work in a CEM initiative
• Seeks to identify actions that can be taken to address knowledge gaps and/or barriers
• Would benefit from high level input from energy ministers, CEOs, etc.
1) Energy Savings Through Increased Connectivity – Considering the Potential and Pitfalls of Networked Devices

2) How can Policies for Renewable Energy and Energy Efficiency be Optimized Together?

3) EV Deployment Policies for the Next Decade: From the 1st Million to Mass Market Adoption

4) Leveraging City-Scale Building Efficiency Action

5) Mission-Innovation
SUCCESSFUL PUBLIC-PRIVATE ROUNDTABLES

• Clearly connected to ongoing CEM workstream

• Experienced, respected moderator to ensure a candid exchange of information and ideas among all the participants around the table

• Diverse, relevant, and knowledgeable participants, representative of CEM country membership

• Follow-up actions and forward-looking process proposed coming out of the roundtable
  – For example, the Roundtable could propose a CEM Campaign to elevate the topic among public- and private-sector partners
NETWORKED DEVICES ROUNDTABLE DISCUSSION
CEM CAMPAIGNS

Campaign Purpose

• Intended to elevate prioritized initiatives, or certain efforts of initiatives, from the technical level to the political level in order to garner high-level Ministerial guidance, private sector and other stakeholder engagement, and more public visibility and support.

• Campaigns are expected to generally be of short duration, with the underlying initiatives being of longer duration.

• CEM campaigns can take a variety of forms and can be co-branded with efforts of other international organizations or fora, as is helpful.
Campaign Criteria

• Address a globally relevant challenge that resonates with a broad range of CEM countries, the private sector, and other stakeholders.

• Catalyze public and private action to generate global impacts toward a clear, well-defined, and preferably short-term goal.

• Build on existing momentum, including the successful technical work of CEM Initiatives and other undertakings that have a robust government sponsorship.

• Represent the diversity of CEM’s thematic pillars.

• Have the support from two or more CEM members who agree to sponsor and lead the campaign.

• Have sufficient resources to bring the campaign to fruition.
## Amplifying Initiative Work

<table>
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<tr>
<th>Campaign</th>
<th>Underlying Initiative(s)</th>
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</table>
| **CEM7** | **•** Advanced Cooling Challenge  
**•** Corporate Sourcing of Renewables  
**•** Energy Management | **•** Super-Efficient Equipment and Appliance Deployment (SEAD)  
**•** Multilateral Solar and Wind Working Group  
**•** Energy Management Working Group (EMWG) |
| **CEM6** | **•** Global Lighting Challenge  
**•** Expanded Clean Energy Solutions Center | **•** Super-efficient Equipment and Appliance Deployment (SEAD)  
**•** Global Lighting and Energy Access Partnership (Global LEAP)  
**•** Clean Energy Solutions Center (CESC) |
| | **•** Power System Challenge | **•** 21st Century Power Partnership (21CPP)  
**•** Clean Energy Solutions Center  
**•** Electric Vehicles Initiative (EVI)  
**•** International Smart Grid Action Network (ISGAN)  
**•** Multilateral Solar and Wind Working Group |
### CHARACTERISTICS OF SUCCESSFUL CAMPAIGNS

<table>
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<tr>
<th>Characteristic</th>
<th>Example</th>
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<tr>
<td>Well-timed with external factors</td>
<td>Advanced Cooling Challenge is active during a period marked by rapidly growing demand for air conditioning.</td>
</tr>
<tr>
<td>Robust support</td>
<td>The Energy Management Working Group has 16 CEM government members and a significant private sector following which has allowed for its success.</td>
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<tr>
<td>Aligned with similar efforts</td>
<td>Corporate Sourcing of Renewables is a broad coalition of governments and international organizations coordinating and amplifying global efforts on corporate sourcing of RE.</td>
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<tr>
<td>Extensive outreach</td>
<td>The Global Lighting Challenge built a successful coalition via vast online, email, and in-person communications.</td>
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<tr>
<td>Focused and brief</td>
<td>The Expanded Solutions Center focused efforts to build additional support and expand services over a one year period.</td>
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</table>
**Potential Networked Devices Campaign**

- To be launched at CEM9 in Europe (May-June 2018)?
- What could this campaign look like?
  - Recruit X number of public- and private sector entities to endorse the CDA principles
- Requires the support from two or more CEM members who agree to sponsor and lead the campaign.
- Requires campaign leaders to provide sufficient resources to bring the campaign to fruition.
NETWORKED DEVICES CAMPAIGN DISCUSSION
## CEM8 Campaigns Proposals

<table>
<thead>
<tr>
<th>Topic</th>
<th>Synopsis</th>
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</thead>
<tbody>
<tr>
<td><strong>EV 30@30</strong></td>
<td>In accordance with each country’s respective priorities and programs, campaign would undertake a series of actions in an effort to support the market for electric passenger cars, light commercial vans, buses, and trucks (including battery-electric, plug-in hybrid, and fuel cell vehicle types).</td>
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<tr>
<td><strong>Advanced Power Plant Flexibility</strong></td>
<td>The campaign will challenge governments, companies, and other stakeholders to share relevant knowledge and to utilize existing and proven power plant flexibility measurements to pave the way for cost-effective large-scale variable renewable energy integration.</td>
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<td>Previous RoundTables</td>
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<tr>
<td><strong>CEM1</strong></td>
<td><strong>CEM2</strong></td>
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<tr>
<td><strong>Clean Energy</strong></td>
<td>Clean Electricity</td>
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<tr>
<td><strong>Power System &amp; Integration</strong></td>
<td>Sustainable Cities</td>
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<td><strong>Human Capacity</strong></td>
<td>Energy Access</td>
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<td><strong>Finance</strong></td>
<td>Finance for EE</td>
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