



Telling the NREL Story

NREL Key Messages

Every NREL employee is an ambassador for the laboratory and our unique mission. Use these key messages in your presentations, remarks, and conversations.

NREL is the only national laboratory solely dedicated to advancing renewable energy and energy efficiency. Our employees are committed to building a cleaner, sustainable world.

1. Leading the Way to Energy Systems Research

NREL's innovations have a direct impact on America's clean energy future.

- Our expertise in systems engineering and energy markets makes us uniquely suited to integrating energy technologies into a stronger, smarter national energy system
- Our fundamental scientific research is aimed at achieving transformative renewable energy and energy efficiency technologies
- Our mission is to meet national energy challenges by delivering cost effective solutions. Our extensive partnerships with private industry and other research institutions enable promising new technologies to become cost-competitive products in the marketplace

Summary: NREL is optimizing energy performance and energy sustainability to support a clean energy economy.

2. Unique Capability to Link Science to the Market

NREL links investments in scientific research to marketable technologies that strengthen America's economic vitality and energy security.

- Our fundamental energy science enables technology innovation and engineering
- Our technology innovation blossoms through industry partnerships, leading to technology products and commercial services that make a difference in America's energy future
- We consult with standards organizations, utilities, builders, consumers, and state and federal agencies to catalyze large-scale adoption of proven renewable energy and energy-efficiency products and technologies
- Our energy analysis capabilities guide innovation and inform decision making

Summary: NREL maximizes U.S. investments in clean energy by shepherding clean energy from the laboratory to the marketplace.

3. History of Accomplishment

NREL is the heart of America's rich history of clean energy discovery and accomplishment—in energy science, energy technology development, and technology commercialization.

- 37 years of scientifically driven energy innovation
- The 1,700 people at NREL include an extensive concentration of leading clean energy scientists and engineers with a wide breadth of experience
- Our accomplishments provide America and the world clean, sustainable energy choices

Summary: NREL's history of accomplishment and scientific and technological capabilities make it America's best resource for clean energy advancement.

NREL is a national laboratory of the U.S. Department of Energy, Office of Energy Efficiency and Renewable Energy, operated by the Alliance for Sustainable Energy, LLC.