

U.S. Department of Energy Competitiveness Improvement Project (CIP)

2022 Project Commercialization and Market Development Awardee: Eocycle America Corporation

Project dates: Feb. 27, 2023–Nov. 26, 2024

Project Overview

Marketing Campaign To Raise Awareness of Distributed Wind's Value to Agribusiness

Annually, agriculture and related industries contribute approximately \$1.2 trillion to the U.S. gross domestic product—and 11% of the nation's output of greenhouse gas (GHG) emissions. At the same time, agribusiness operations account for about 30% of energy use worldwide.

Distributed wind energy produced on site can power agricultural, industrial, and commercial operations in windy rural areas, offering cost savings, GHG emissions reductions, and the potential to supply excess electricity to the grid. Considering these benefits, distributed wind offers the potential for exponential growth in rural America.



An Eocycle EOX S-16 Model 25-kilowatt turbine installed at Nutrien Ag Solutions, a company dedicated to helping growers achieve high crop yields sustainably. *Photo from Eocycle*

Eocycle America Corporation (Eocycle) plans to develop partnerships with agriculture and related industries and implement a marketing strategy to educate corporate customers about the benefits of distributed wind.

This is the fourth Competitiveness Improvement Project (CIP) award for Eocycle, which received funding in previous rounds for turbine testing, certification, and listing and foundation system research and development.

“Through this campaign, Eocycle expects to speed up the market for distributed wind energy by significantly raising awareness among some of its largest potential customers. We trust the campaign will create a snowball effect that contributes to a healthy economy and environment in rural areas.”

Richard Legault, president and CEO, Eocycle America Corporation

Project Outcomes and Deliverable

Through the CIP initiative, Eocycle will create a marketing plan to raise interest in distributed wind energy among American and European corporations with operations in rural areas. Campaign goals are to encourage rapid deployment of distributed wind energy, as well as to create high-paying energy sector jobs through increased manufacturing, sales, maintenance, and related services. Eocycle plans to identify 15 agriculture-related corporations with the potential for at least 25 turbine sales each.

Project Approach

To raise interest from large American and European commercial entities, Eocycle will develop fact-based marketing materials that demonstrate distributed wind energy's significant value propositions beyond just its ability to reduce GHG emissions. The marketing campaign will also quantify financial benefits related to levelized cost of energy, financing opportunities, and renewable energy, carbon, and tax credits.

Project Financial Information

Award Amount: \$149,616.67

Awardee Share: \$150,216.33

Total: \$299,833.00



An Eocycle EOX S-16 turbine installed at U.S. food company Smithfield Foods. *Photo from Eocycle*

“In creating this market development plan, Eocycle is leveraging its considerable technological and business expertise to help the entire distributed wind sector grow. This will be a powerful tool to communicate the returns on investment businesses can anticipate by employing clean energy in commercial operations.”

Heidi Tinneland, technical monitor, National Renewable Energy Laboratory (NREL)

Product Commercialization and Market Development

One of nine types of CIP awards, Product Commercialization and Market Development projects focus on the development of markets for new products or existing products into new markets. This topic area helps address cost barriers to commercialization and rapid, large-scale deployment of improved distributed wind energy technology.

About the Competitiveness Improvement Project

The U.S. Department of Energy's (DOE's) CIP supports U.S. leadership in distributed wind technologies. Managed by NREL on behalf of DOE's Wind Energy Technologies Office, the CIP supports innovation to advance wind energy as a low-cost, distributed generation technology option.

More Information

Visit NREL's website at www.nrel.gov/wind/competitiveness-improvement-project.html

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