

# COMMUNITY OUTREACH

FY 2017 | **IMPACT REPORT**



# NREL OUTREACH

Integral to the U.S. Department of Energy's National Renewable Energy Laboratory (NREL) mission and organizational culture is our dedication to community outreach, education programming, and charitable giving. NREL Director Martin Keller describes the foundation of NREL's community engagement as the important organizational pillars—work, family, and community. He urges employees to, "participate in whatever ways make sense to them, whether it is supporting a charitable organization, volunteering in the community or coaching a youth team—the key is participation."

453   
COMMUNITY  
ACTIVITIES





NREL's managing operator, Alliance for Sustainable Energy, LLC, partners with the laboratory in delivering many of these compelling activities.

In Fiscal Year (FY) 2017, NREL community outreach activities spanned 453 activities reaching 43,289 individuals. In addition to community giving, volunteering, and education programs, NREL experienced an increase in visitors from our neighborhood and across the globe tapping into the laboratory's science and technology advancements.



**43,289**  
**COMMUNITY**  
**MEMBERS**

# INSPIRING STUDENTS

Inspiring NREL's future workforce to pursue Science, Technology, Engineering and Mathematics (STEM)-related careers and informing students about the value of energy innovation and environmental responsibility is achieved through numerous activities. These activities include regular programming at our Education Center, externally hosted public events, and taking our STEM outreach materials to Denver metro area schools and events. This year's highlights included training 30 teachers in the seventh annual Energy Institute for Teachers, teaching 2,402 students during regularly scheduled Education Center programming, and interacting with thousands of girls, boys, and parents during Girls in Science at the Denver Museum of Nature and Science.



**122** STEM outreach events inspired  
**11,123** students,  
**330** teachers and  
**213** NREL volunteers

## Current Student Programs:

- Watts up with Electricity?
- Exploring Energy Efficiency and Renewable Energy
- Energy in Today's Global Society
- And other energy topics

Visit: <http://www.nrel.gov/about/education-center.html>





# IN THE COMMUNITY

The NREL Education Center is a convening destination for community and energy industry organizations who seek information and expertise. NREL regularly connects with 4,500 neighboring community members through targeted communications, including eight electronic invitations and several mailings in FY 2017. Our community webpage provides information about campus events and news that may impact the community.

NREL actively engages with community organizations and is a member of nearly 20 local and national business groups. The Sunrise at NREL program offers a customized public program and NREL tour for community organizations.

The NREL corporate exhibit traveled to 20 destinations throughout the country and in metro Denver. It helped to amplify NREL's outreach to a variety of audiences, including the 20,000 participants at Earth Day Texas and attendees of The Solar Power Colorado Annual Conference. A traveling community exhibit helped visitors to metropolitan Denver libraries gain knowledge of NREL's work.

## Current Offerings:

- Walking Campus Tour (Energy Systems Integration and Building Efficiency)
- Sunrise at NREL Program and Campus Tour
- Power Lunch Lecture Series
- Meet with a Scientist

Visit: <http://www.nrel.gov/about/education-center.html>

# NREL GIVING

Our employees gave \$3.4 million to non-profits through annual giving campaigns between FY 2008 and FY 2017. The FY 2017 NREL Giving Campaign received honors for community support with the 2017 "Health Heros at Work" Campaign Success Award from Community Health Charities and a Community Shares of Colorado Partner Award.

In FY 2017 NREL, with support from its management contractor Alliance for Sustainable Energy, LLC:

- Donated a book for each of the 288 students at Pleasant View Elementary School
- Collected more than 5,000 school supply items from employees for local students

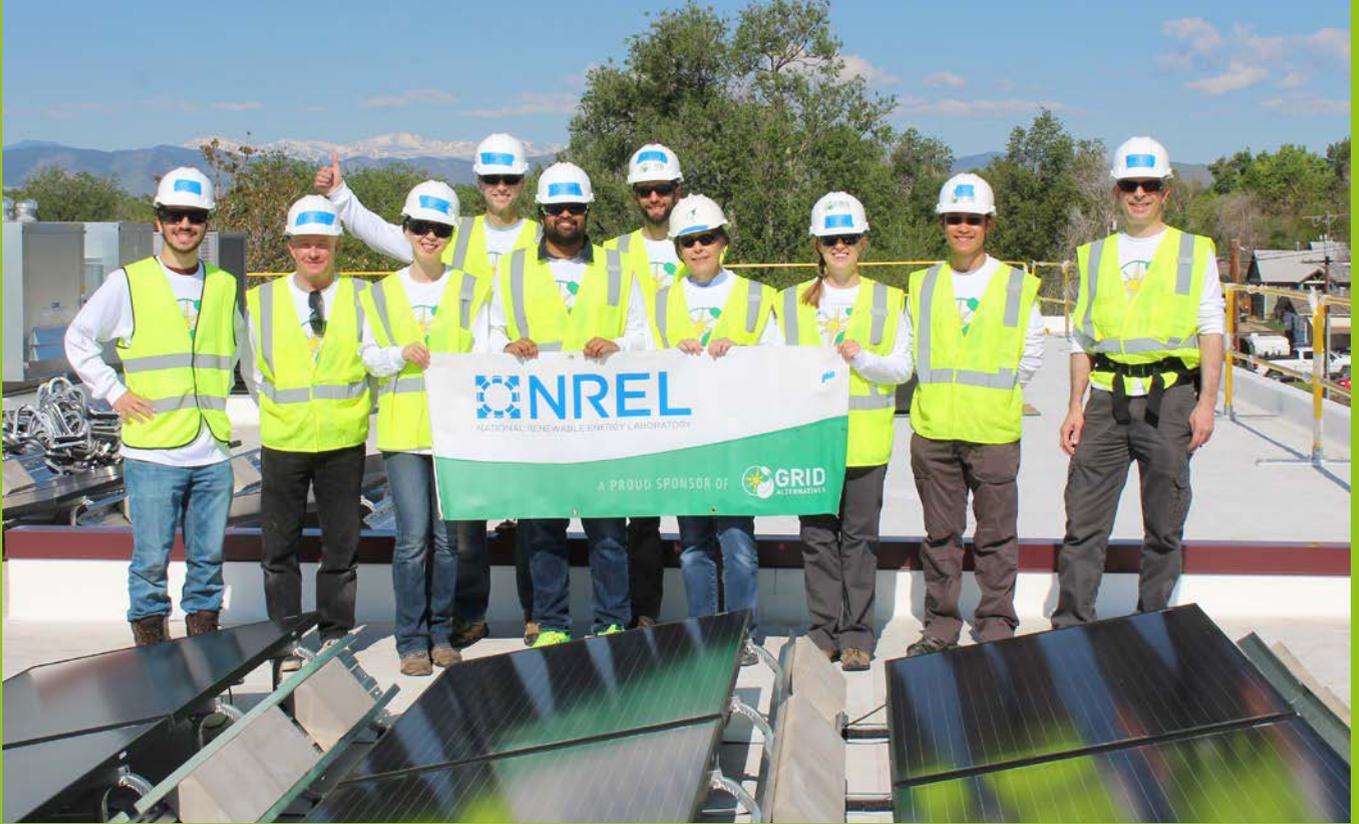
- Provided 50 volunteers for a year of Read with Me with second-graders at Pleasant View Elementary School.

The inaugural year of Community Volunteer Connections enabled employees to log 1,529 volunteer hours, unlocking \$15,290 in donations from the Alliance for Sustainable Energy for the dozens of nonprofit organizations they supported with their time.

Partnering with GRID Alternatives provided employees with volunteer opportunities aligning with NREL's mission. This resulted in the installation of a solar power system creating an estimated \$275,943 in savings for a building aimed at ending homelessness.



**\$478,052**  
was raised for  
**367** nonprofit  
organizations in  
FY 2017



### Nonprofit Connections:

- Adams County 4-H Members Council
- Chef Ann Foundation
- Colorado Science and Engineering Fair
- Community Health Charities of Colorado
- Community Shares of Colorado
- Denver Asset Building Coalition
- Denver Museum of Nature & Science
- Golden Schools Foundation
- Greater Houston Community Foundation
- GRID Alternatives
- Jefferson County Fairgrounds
- Jefferson County Library Foundation
- Jefferson County Public Schools Foundation
- Mile High United Way
- Outdoor Lab Foundation
- The Gathering Place



# Welcome to NREL



A global leader in advancing the future of energy science and technologies, NREL hosts tens-of-thousands of public visitors, researchers and scientists, and industry leaders annually. In FY 2017, NREL welcomed 28,641 visitors, including 251 visiting delegations and 2,751 individuals and dignitaries from destinations such as France, Brazil, Netherlands, and Sweden.

Representatives from diverse industries visit NREL to learn about advancing energy systems, building sustainable communities, and tapping the benefits of new energy technologies.

Learn more: <https://www.nrel.gov/about/education-center.html>



**28,641**  
visiting individuals  
and dignitaries



# FORUM FOR ENERGY LEADERS

The Executive Energy Leadership Academy—called Energy Execs—provides business, government, and community leaders an opportunity to learn about the advancing energy industry while understanding the economic and environmental impacts. The program delivers an in-depth discussion about renewable energy and energy efficiency technologies, analytical tools, and financing to guide their organizations and communities in energy-related decisions and planning. Since its inception in 2007, more than 275 decision-makers from across the nation have completed Energy Execs. This year, 22 community and industry leaders participated in the four-month program.

*“The Energy Exec Program was an invaluable experience. Not only does the class benefit from exposure to cutting-edge research at NREL, they also have the opportunity to build relationships with classmates of talented professionals from wide-ranging backgrounds related to renewable energy.”* – Kyle Lauter, Associate Director, Portfolio Management-Development, EDF Renewable Energy

*“Outstanding learning experience delivered by some of the brightest energy experts in the world”* – Kevin Kenny, Network Engineer IV – RAN Hardware Standards, Power

*“The NREL Energy Execs program was a profoundly valuable experience, which exponentially enhanced my knowledge base on renewable energy and emerging technologies. I highly recommend this program to anyone in the energy industry.”* – Scott Rupp, Missouri Public Service Commissioner

Learn more: [www.nrel.gov/workingwithus/energyexecs.html](http://www.nrel.gov/workingwithus/energyexecs.html)



## Community Leaders Look to NREL

NREL collaborates with other organizations by sharing our mission, providing information about new technologies transforming the energy landscape, strengthening workforce development, and fostering partnership opportunities. In FY 2017, a variety of business organizations visited NREL including representatives from the Greater Golden Area Chamber of Commerce, Leadership Jefferson County, German American Chamber of Commerce, Advanced Energy Symposium, and the Denver Association of Business Economists.

# CELEBRATING 40 YEARS

Community members and organizations joined NREL employees throughout the year in special programs, events and history tours, as well as celebrating NREL's July 5 birthday. NREL Director Keller's keynote to the Colorado Solar Energy Industries Association honored our solar history, and Noble Laureate Shuji Nakamura held a Distinguished Lecture for university and scientific community members.



**Golden Chamber of Commerce**  
*NREL 40th Anniversary Honor*



**Jefferson County Economic  
Development Corporation**  
*2017 Community Partner Award*



**1977 – 2017**

**40 YEARS OF  
ADVANCED ENERGY  
INNOVATION AT  
NREL INCLUDES:**



Wind energy **COSTS HAVE BEEN CUT** from **40 CENTS** per kilowatt-hour when the lab was founded to **4–7 CENTS** today. NREL's contributions include blade design and research on turbine gearboxes and controls.



Solar **COSTS HAVE FALLEN 96% TO LESS THAN A DOLLAR A WATT.**

NREL's innovations include materials, cell designs, and module reliability.



**700+ PARTNERS** are tackling the biggest challenges facing the nation's energy system.



**COST OF CELLULOSIC ETHANOL DECREASED 78%.**

NREL has advanced research on fermentation catalysts and biochemical processes.



NREL and its **employees** have garnered many prestigious awards including **61 R&D 100 awards** for scientific achievements.

# Find out more

<https://www.nrel.gov/about/community.html>



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NREL is a national laboratory of the U.S. Department of Energy  
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Operated by the Alliance for Sustainable Energy, LLC

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