

REEEAC Deliverables Fact Sheets

Recommendation #1: Rejuvenate the Trade Promotion Coordinating Committee’s Renewable Energy and Energy Efficiency (TPCC RE&EE) Working Group to address strategic issues impacting the effectiveness of trade promotion programs

Key Components and Steps toward Success

1. Provide a strategic and coordinated approach to the development of trade promotion programs that facilitate visits to the United States for foreign delegations intended to establish business partnerships with U.S. exporters, including reverse trade missions, U.S. “road shows” and site visits, International Buyer Program delegations, and other visits by international buyers and foreign government officials.
2. Improve the development and execution of trade missions targeting the RE and EE sector that involve U.S. leadership from multiple agencies and/or target cross-sector emerging markets, like smart cities.
3. Establish an industry steering committee that can play a consultative role throughout execution of the above steps.

Interagency Partners

Agency for International Development
Department of Agriculture
Department of Energy
Department of State
Export-Import Bank
Office of the U.S. Trade Representative
Overseas Private Investment Corporation
Trade and Development Agency

Expected Effect on Export Competitiveness

Increased sales for U.S. exporters to energy markets through direct sales, supply chain integration, pilot projects, and other commercial partnerships with foreign buyers

Metric(s) to Track Success

- **Near-Term:** Annual meetings of the TPCC RE&EE Working Group co-chaired by appropriate Departments of Commerce and Energy Assistant Secretaries that result in selection of foreign markets and U.S. cities for specified trade promotion activity.
- **Longer-Term:** Growth in exports resulting from U.S. Government-led reverse trade missions targeting the renewable energy, smart grid, and/or energy efficiency sub-sectors; growth in exports resulting from International Buyer Program trade shows promoting the renewable energy, smart grid, and/or energy efficiency sub-sectors.

Background Information

- The TPCC RE&EE Working Group is in position to provide strategic guidance on the selection of countries, delegations, and project stakeholders that will be involved in the programs outlined above. The TPCC RE&EE Working Group should work to identify markets, and even specific projects in those markets, that are best fit to benefit from reverse trade missions and similar activities. It should also interface with industry to ensure that the selection of site visits matches the needs of the market and project delegates along with the capabilities of the local U.S. industry.
- The planning, execution, and follow-up of trade missions targeting the RE and EE sectors – particularly those co-led by interagency leadership – can be greatly enhanced through the strategic and coordination role of the TPCC RE Working Group.
- The emergence of cross-sectoral trade missions, like “smart cities” trade missions that target opportunities for RE & EE firms require the expertise of stakeholders from multiple U.S. agencies to best inform the scoping, marketing, and planning processes.
- By better-integrating industry expertise, the process of matching cities and technologies for foreign delegation site visits and other activities under the umbrella of trade promotion programs can be greatly improved.

Recommendation #2: Provide enhanced U.S. Government support for the financing of renewable energy and energy efficiency projects and advance Export-Import Bank reforms that will help capitalize a broader range of projects and U.S. exporters

Key Components and Steps toward Success

1. The Department of Commerce should lend resources and expertise to advance necessary reforms at the Export-Import Bank that will maximize the depth and breadth of RE and EE projects and U.S. companies involved in those projects.
2. The Department should help determine standards and thresholds for the reforms and facilitate industry input into the process as detailed in the REEEAC's October 21, 2015 letter to the Secretary of Commerce
3. The Department should facilitate training for the interagency partners listed below, drawing upon the expertise of other agencies and entities.

Interagency Partners

Agency for International Development
Export-Import Bank
Overseas Private Investment Corporation
Trade and Development Agency

Expected Effect on Export Competitiveness

Expansion of renewable energy and energy efficiency projects – and U.S. exporters involved in those projects – that benefit from U.S. government financing.

Metric(s) to Track Success

- Increase in Export-Import Bank acceptance of third-party due diligence reports
- Reduction in time for production and processing of due diligence reports
- Increase in proportion of funding for renewable energy projects that benefits U.S. small- and medium-sized enterprises
- Establishment of metrics to track year-to-year progress of international “power-sector initiatives” and recording of quantifiable progress towards established goals

Background Information

See attachment: *REEEAC Recommendations—ExIm and Finance Support*

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Recommendation #3: Work with industry to expand the resources utilized for the *Renewable Fuels Top Markets Report (RFTMR)*

Key Components and Steps toward Success

1. Improve access to data sources from private companies and other fuel reporting organizations
2. Utilize relationships with REEEAC committee members to form an advisory committee for the RFTMR to expand and enhance the gathering of additional information for the RFTMR, including through conference calls with key individuals
3. Utilize other reports and sources of information from other government agencies to inform the RFTMR, primarily reports published by the Departments of Agriculture and Energy
4. Include a country-by-country section on trade barriers, tariff rates, and other trade issues.

Interagency Partners

Department of Agriculture

Department of Energy

Office of the U.S. Trade Representative

Expected Effect on Export Competitiveness

Improved decision-making, marketing efforts, and expansion of both product sales and technology transfer internationally of U.S. investors, companies, exporters, and government with more targeted information

Metric(s) to Track Success

- Near-term: Add biodiesel as a new category to the RFTMR. Increase the accuracy of information and expand sources of information for the RFTMR.
- Long-term: Increase exports for renewable fuels and pellets, as well as renewable fuels and pellets technologies abroad.

Background Information

See attachment: *2015 Renewable Fuels Top Markets Report*

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Recommendation #4: Utilize the White Paper prepared by the Smart Transportation Subcommittee that highlights key trade promotion events and other trade opportunities to bring awareness to the *Smart Transportation* sector

Key Components and Steps toward Success

Utilize the white paper to highlight key talking points, economic drivers, and export competitiveness affected by public policy decisions

Interagency Partners

Environmental Protection Agency
Department of Agriculture
Department of Energy
Office of the U.S. Trade Representative
Department of Transportation

Expected Effect on Export Competitiveness

Increased exports of renewable fuels goods and technologies resulting from informed decision-making by Secretary Pritzker and other government officials during meetings, negotiations, and other public policy events

Metric(s) to Track Success

- Near-term: Highlight changes in public policy that can positively affect *Smart Transportation* exports for products and technology
- Long-term: Increase exports for both products and technologies internationally in the *Smart Transportation* sector

Background Information

- The white paper is a compilation of activities by various REEEAC Committee members and Department of Commerce staff to highlight near-term trade activities for the *Smart Transportation* sector.
- The information presented in this white paper will serve as a foundation for Recommendation #5.

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Recommendation #5: Integrate sectoral-focused training modules and increase other actions that build government capacity in market promotion, starting with the area of *Smart Transportation* including the areas of renewable fuels, electric vehicles, charging infrastructure, and other transportation technologies

Key Components and Steps toward Success

1. The Department of Commerce/International Trade Association Industry analysts should act as a liaison to the U.S. Commercial Service Global Energy Team, and other relevant staff, to provide information and materials to assist in deploying new business leads for *Smart Transportation* products and services.
2. REEEAC Members and other industry partners will present at upcoming DOC Conferences and webinars to train DOC staff on opportunities in key export countries.
3. Develop a training module to disseminate information through a webinars or as a brochure.

Interagency Partners

Department of Agriculture

Department of Energy

Department of Transportation

Expected Effect on Export Competitiveness

More efficient and timely exports of *Smart Transportation* goods and technologies

Metric(s) to Track Success

- Near-term:
 - Increase in number training presentations and generated resources for U.S. government staff.
 - Increase the Gold Key service potential for these type of products and technologies.
- Long-term: Increase exports for *Smart Transportation* products and technologies through more efficient and timely efforts by the public and private sectors.

Background Information

This recommendation is the implementation of Recommendation #9 by the previous REEEAC Committee (2012-2014 Charter). The recommendation is as follows:

“Work with industry and other technical experts to increase education and training for the U.S. and Foreign Commercial Service, the Economic Development Administration, and the National Institute of Standards and Technology about the U.S. renewable energy and energy efficiency industry and its competitiveness.”

Recommendation #6: Undertake analysis to define the scope of international smart cities opportunities and improve the development of trade promotion programs supporting cross-sectoral smart cities exporters

Key Components and Steps toward Success

1. Establish a definition for smart cities to be utilized by the Department of Commerce, particularly in its development and marketing of smart cities trade promotion programs
2. Establish a working group comprised of Department of Commerce staff and private sector advisors to develop recommendations for developing a “Smart Cities” action plan
3. Convene a workshop with the outside organizations and agencies – such as the Smart Cities Council, Rockefeller Foundation, Energy Central’s Smart Cities Community, Bloomberg Philanthropies, and other international organizations – to:
 - a. Review active global programs who promote and support the smart/green city concept
 - b. Obtain additional information
 - c. Identify active global cities, companies, programs, products, technologies, and services to inform U.S. export promotion program planning

Interagency Partners

Department of Energy
Export-Import Bank
Housing and Urban Development
Department of Transportation
Environmental Protection Agency

Expected Effect on Export Competitiveness

Increase sustained U.S. employment, manufacturing, and export sales to international governments and companies

Metric(s) to Track Success

- Near Term:
 - Establish working group
 - Hold workshop to inform recommendations that would be an efficient mechanism for engaging the identified stakeholders to solicit information in a timely manner
 - Create recommendations to guide “Smart Cities” action plan development that includes recommending establishing a system and protocol for tracking U.S. export sales and the effects on international markets where the sales occurred.
- Long term:
 - The Department of Commerce responds to working group recommendation and briefs REEEAC on action plan; then implements action plan.
 - After implementing the action plan, the Department of Commerce provides export sales update to REEEAC and other industry advisory committees to inform future smart cities recommendations.

Background Information

After six months of initial research and due diligence by the REEEAC members, REEEAC members concur that there is sufficient information and documentation to support and prove that “smart cities” programs are effective, create economic value, and are successful, if properly developed with cooperation from the government and private sectors.