RENEWABLE ENERGY & ENERGY EFFICIENCY ADVISORY COMMITTEE 101

REEEAC V, In-Person Meeting #1
November 13, 2018
9:15 - 10:30 AM
1. Introduction to DOC & TPCC-REEE
2. General REEEEAC Background
3. Committee Structure
4. Workflow & Outputs
November 13 Meeting Objectives

Five Objectives for Today:

1. Gain basic understanding of DOC and REEEAC workflow and structure
2. Discuss proposed subcommittee workstreams & structure
3. Provide consultations on REEEAC Chair to DOC (and DOC appoint chair)
4. Select subcommittee Chairs and Vice-Chairs
5. Develop next steps for each subcommittee
DOC and TPCC-REEE Introduction
The mission of the Department is to create the conditions for economic growth and opportunity.

- **BEA**: Bureau of Economic Analysis
- **ESA**: Economics & Statistics Administration
- **BIS**: Bureau of Industry and Security
- **ITA**: International Trade Administration
- **Census**: U.S. Census Bureau
- **MBDA**: Minority Business Agency
- **NOAA**: National Oceanic and Atmospheric Administration
- **NTIA**: National Telecommunications & Information Administration
- **NTIS**: National Technical Information Service Oper.
- **EDA**: Economic Development Administration
- **NIST**: National Institute of Standards and Technology
- **USPTO**: U.S. Patent and Trademark Office
Create prosperity by strengthening the international competitiveness of U.S. industry, promoting trade and investment, and ensuring fair trade and compliance with trade laws and agreements.

**International Trade Administration (ITA)**

**GM - Global Markets**
Country expertise focused on removing market access barriers. Commercial diplomacy expertise focused on broadening and deepening the U.S. exporter base.

**I&A - Industry & Analysis**
Industry, trade, and economic expertise focused on improving U.S. competitiveness.

**E&C - Enforcement & Compliance**
Enforce U.S. trade law and ensure compliance with trade agreements.
Advance competitiveness of U.S. industries by leveraging in-depth sector expertise to identify their top trade challenges and opportunities and coordinating public-private sector responses.

**Civil Nuclear**
Reactors, fuel services, nuclear engineering, procurement and construction, advisory services, and decommissioning

**Renewable Energy**
Wind, Solar, Geothermal, Hydro, Biomass & Biofuels Goods and Services

**Environmental Technologies**
Water and Wastewater Treatment, Air Pollution Control, Waste Management, Recycling, Pollution Prevention Goods and Services

**Smart Grid/Transmission & Distribution/Energy Efficiency**
Electricity infrastructure, smart grid, and utility & building energy efficiency systems and services

**Oil & Gas**
Oil and gas field equipment and services used for exploration and production both onshore and offshore, and for shale gas and shale oil production
OEEI Workflow Model

Intelligence Gathering

- Industry Engagement
- Advisory Committee Recommendations
- Market Intelligence/Data
- Global Engagement

OEEI Produces Original Analysis and Recommendations

OEEI Engages Interagency via TPCC Working Groups, WH-led Initiatives and USG Programs/Activities

Products for Both Internal and External Clients
- ITA Top Markets Studies
- Actionable Programs
  - Interagency Initiatives
  - Trade Policy and Promotion Events
  - Exporters’ Portals and Industry Toolkits
  - Webinars, export seminars

Other Initiatives and Programs
- Asia-Edge
- Japan-U.S. Strategic Energy Partnership
- Power Africa
- U.S. India Strategic Energy Partnership
- Team USA Civil Nuclear Working Group
- U.S.-Mexico Energy Business Council
- Solar Section 201

USG Responds to identified challenges and opportunities to maximize potential for export success
Reporting Chain

Secretary Wilbur Ross
performing the non-exclusive duties of Deputy Secretary Karen Dunn Kelley

Under Secretary Gil Kaplan (ITA)
Deputy Under Secretary (Acting) Sarah Kemp

Assistant Secretary Nazak Nikakhtar (I&A)
Principal Deputy Assistant Secretary Anne Driscoll

Deputy Assistant Secretary (MFG)

Office of Energy & Environmental Industries (OEEI)
Director, Adam O’Malley; Deputy Director, Man Cho

Chris, Cora, and Vickie (OEEI RE&EE Industry Analysts)
The TPCC is an interagency committee chaired by the Secretary of Commerce.

It was established under the Export Enhancement Act of 1992 (15 U.S.C. 4727) to provide a unifying framework to coordinate the export promotion and export financing activities of the United States Government and to develop a government-wide strategic plan for carrying out such programs.

The United States does not have a single agency or government department responsible for creating a unified approach to governing export promotion; instead, 21 different departments and agencies approach exports with differing mandates.

The TPCC serves as the coordinating body designed to ensure that these agencies and departments act together and work to implement the Administration's export promotion agenda, through periodic principals meetings and more frequent working group meetings on a variety of subjects.
The TPCC statutory mandate includes:

1. Coordinate the development of the trade promotion policies and programs of the United States Government

2. Provide a central source of information for the business community on Federal export promotion and export financing programs

3. Coordinate official trade promotion efforts to ensure better delivery of services to United States businesses, including: (a) Information and counseling on United States export promotion and export financing programs and opportunities in foreign markets; (b) representation of United States business interests abroad; and (c) assistance with foreign business contacts and projects;

4. Prevent unnecessary duplication in Federal export promotion and export financing activities; and

5. Assess the appropriate levels and allocation of resources among agencies in support of export promotion and export financing and provide recommendations to the President based on its assessment.
The TPCC-REEE held its first meeting on January 22, 2010 and most recently convened on October 30, 2018.
General REEEEAC Background
The Federal Advisory Committee Act became law in 1972 and is the legal foundation defining how federal advisory committees operate. The law has special emphasis on open meetings, chartering, public involvement, and reporting.


FACA Database -- A Searchable Database of All FACA Committees: http://www.facadatabase.gov/
• Established July 14, 2010 by Secretary Locke

• REEEAC was re-chartered June 18, 2012 (REEEAC II); June 12, 2014 (REEEAC III); and June 9, 2016 (REEEAC IV); June 7, 2018 (REEEAC V, current)

• Charter V Expires June 7, 2020

• Committee serves as the pleasure of the Secretary of Commerce

• The only Federal Advisory Committee focused on export competitiveness for the renewable energy and energy efficiency sector

• REEEAC Website: http://export.gov/reee/reecac
Balance Among REEEAC V Representatives

**REEEAC Experience**
- Returning Members: 41%
- New Members: 59%

**Organization Type**
- Small to Medium Sized Firm (< 500 Employees): 36%
- Large Firm (> 500 Employees): 33%
- Trade Associations and NGOs: 31%

**Geographic Location**
- DC Metro Area: 39%
- East Coast: 13%
- Midwest, Central: 15%
- South: 10%
- West Coast: 23%

**Market Segment**
- Trade Associations and NGOs: 31%
- Service Provider: Consultancy, Engineering, Technology: 28%
- Manufacturer: 28%
- Financier and Legal Firm: 13%
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<thead>
<tr>
<th>Renewable Energy</th>
<th>Energy Efficiency</th>
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<tbody>
<tr>
<td>Bioenergy</td>
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Committee Structure
Prior to forming sub-committees, REEEAC II utilized a team structure initially to prioritize issues by sector with the following teams:

- Energy Efficiency
- Renewable Energy
- Biofuels
Objective for Today: Fill in these blanks!

DOC Nomination for REEEAC V Chair: Ken Kramer
Workflow and Outputs
1. Review USG programs and activities

Reeeeac Workflow

- DOC
  - Seeks advice
  - TPCC-REEE
- REEEEAC
- DOC
  - Provides Comments & Feedback
  - TPCC-REEE

2. Committee Brings Issues to DOC Attention

- REEEEAC
  - Delivers to
  - DOC
    - Provides Comments & Implementation Feedback
    - TPCC-REEE
- REEEEAC
**REEEAC Workflow #1**

1. Review USG programs and activities

   ![Diagram](image)

   **EXAMPLES:**
   - REEEAC IV provided recommendation on market access challenges in India
   - Informal feedback on Power Africa Program
   - Committee Provide/Review Logic & Development of “Solutions Toolkits” for Renewable Energy & Smart Grid
**EXAMPLES:**

- REEEAC IV recommendations on the importance of standards
- REEEAC III recommendation on interagency coordination and TPCC-REEE
- REEEAC IV recommendations on the importance of EXIM, OPIC, and TDA

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**2. Committee Brings Issues to DOC Attention**

[Diagram showing the workflow between REEEAC, DOC, and TPCC-REEE with arrows indicating flow and interactions.]
REEEAC Recommendation History

• The primary Committee output is a series of discrete recommendations delivered to the Secretary of Commerce

• The REEEAC has made 56 recommendations over three charters:
  • REEEAC I, 2010-2012: 22 Recommendations
  • REEEAC II, 2012-2014: 16 Recommendations
  • REEEAC III, 2014-2016: 6 Recommendations
  • REEEAC IV, 2016-2018: 12 Recommendations

• Recommendations were drafted by Sub-Committees, then Presented on and Approved by Full Committee

• Some recommendations were supported by letters addressed to the Secretary
1. Sub- or Full Committee: Identify issues
2. Sub- or Full Committee: Prioritize issues
3. Sub- or Full Committee: Perform research; solicit USG briefings
4. Sub-Committee: Draft recommendation and supporting documents
5. Sub-Committee: Outreach to test efficacy
6. Sub-Committee: Recommendation revisions
7. Sub-Committee: Chair notified; proposed recommendation presented to Full Committee
8. Full-Committee: Deliberate; redraft (as necessary); call and record vote; and upon approval, prepare for submission to Secretary of Commerce
9. Full-Committee: Deliver recommendations to Secretary of Commerce
10. Full-Committee: Implementation Feedback
Chair moderates discussion, calls for vote on recommendation during full-committee meetings (subject to Federal Register notice, 15 days).

Possible outcomes of a vote include:

**Approve:** Subcommittee chair works with Chair, DFO, and other members as appropriate to prepare transmittal materials to the Secretary.

**Rejected:** Proposal is dropped and the subcommittee continues work on next issues.

**Returned:** Committee votes to return proposal to Subcommittee for further development.

**Amended:** If a committee member offers an amendment to a proposal, the Chair will call a vote to determine if the amendment is accepted. If accepted, the amendment will be incorporated into the original proposal at the time of the vote of the proposals approval.
Recommendations should be:

- **Complete**: Any recommendation should be supported with sufficient information to provide the Secretary with a clear understanding of the issue, the potential results, and the steps needed for the Department of Commerce to implement.

- **Actionable**: The next steps for implementation should be clear to the Secretary.

- **Clear**: All sub-committee members should agree that the recommendation is ready to be proposed to the full committee. Dissenting views should be clearly articulated within the recommendation.
Recommendations will be formatted using the provided template.

Recommendations will only be considered by the full committee when all elements of the template are completed.

Key Components:
- Recommendation Text
- Background
- Key Milestones
DOC has proposed 20 possible workstreams, five per subcommittee.
• Advise how DOC can best update U.S. business on the new U.S. International Development Finance Corporation (USDFC)

• Advise on the role and effectiveness of U.S. firm involvement in IFC’s “scaling” programs

• Explore potential “standard procurement language” to include in RE&EE projects

• Provide research and the industry perspective on the role of technology neutral tenders

• Advise on actions to assist in overcoming financing gaps for energy access projects
Manufacturing

- Advise on the role of services as related to the sale of manufactured goods
- Advise on HTS codes of importance to RE&EE products and end-product supply chains
- Advise on workforce and apprenticeship policies and programs to support manufacturing
- Advise on policies and programs to stimulate domestic manufacturing of RE&EE products
- Advise on if/how ITA should engage in the Manufacturing USA initiative
Preliminary, DOC Proposed Workstreams

Market Access

• Identify non-tariff trade barriers that ITA can reduce, remove, or prevent to meet its Agency Priority Goal

• Advise on market access challenges and USG programs included under interagency energy initiatives such as Asia EDGE, Power Africa 2.0, U.S.-Japan Energy Exports Working Group and other bilateral energy working groups/dialogues.

• Provide guidance on partnerships with countries – such as Japan – for working in third countries

• Provide guidance on FTA negotiations with Japan and Europe

• Advise on future trade policy trends for emerging technologies that will be important in the late 21st century
Trade Promotion

• Provide feedback as an “industry focus group” on efforts to Re-Envision ITA’s Role with Trade Events

• Advise and serve as an “industry focus group” for development of the Renewable Energy and Smart Grid Toolkits

• Advise on how to improve the trade lead process and review “deal team” documents

• Advise and review Top Market Reports and other market intelligence

• Provide guidance on RE&EE interest in Global IGNITION Program to engage start-up firms in exporting
### Preliminary, DOC Proposed Workstreams

#### Finance
- Advise how DOC can best update U.S. business on the new U.S. International Development Finance Corporation (USDFC)
- Advise on the role and effectiveness of U.S. firm involvement in IFC’s “scaling” programs
- Explore potential “standard procurement language” to include in RE&EE projects
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- Advise on future trade policy trends for emerging technologies that will be important in the late 21st century

#### Manufacturing
- Advise on the role of services as related to the sale of manufactured goods
- Advise on HTS codes of importance to RE&EE products and end-product supply chains
- Advise on workforce and apprenticeship policies and programs to support manufacturing
- Advise on policies and programs to stimulate domestic manufacturing of RE&EE products
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#### Trade Promotion
- Provide feedback as an “industry focus group” on efforts to Re-Envision ITA’s Role with Trade Events
- Advise and serve as an “industry focus group” for development of the Renewable Energy and Smart Grid Toolkits
- Advise on how to improve the trade lead process and review “deal team” documents
- Advise and review Top Market Reports and other market intelligence
- Provide guidance on RE&EE interest in Global IGNITION Program to engage start-up firms in exporting
Breakout Session Outline:

1. Appoint a notetaker

2. Discuss DOC briefing & proposed workstreams

3. Review the 20 proposed workstreams

4. Add any potential additional workstreams

5. Prioritize the top 5 workstreams for your subsector/market segment

6. Appoint someone from your subsector/market segment group to provide readout after lunch