

# Clean Energy Partnership Advisory Group



**December 2023**

# Agenda

**Introductions & Announcements**

**Tech Hubs Update**

**Blaze Partners - Clearinghouse Update**

**Clean Energy Partnership - Innovation Update**

**MTI Technology Sector Assessment Presentation**

**Feedback & Discussion**



# Announcements

1. GEO selects the Roux Institute at Northeastern, Central Maine Growth Council, and Coastal Enterprises, Inc. for Clean Energy Incubators, Accelerators, and Business Support Services
2. GEO partners with DECD and HR&A Advisors to identify economic development opportunities for communities with underutilized energy infrastructure, such as previous industrial sites
3. GEO to submit application for State-Based Home Energy Efficiency Contractor Training Grants funding opportunity in January 2024



# Tech Hubs

# Blaze Partners



Blaze

*Guiding brands with courage.™*

# Clean Energy Partnership Advisory Group Meeting

December 6, 2023

Certified



Corporation

# We're Blaze!

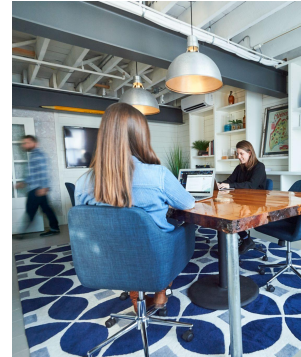
Employees: 14

Home-base: **Yarmouth, Maine**

Established: **2015**

Key Industries Served:

- **Renewable Energy**
- **Financial Services**
- **Higher Education**
- **Outdoor Lifestyle**
- **Mix of B2B and B2C**



# Recent & Current Clients

## State of Maine



## Public/Private Sector







# The Project

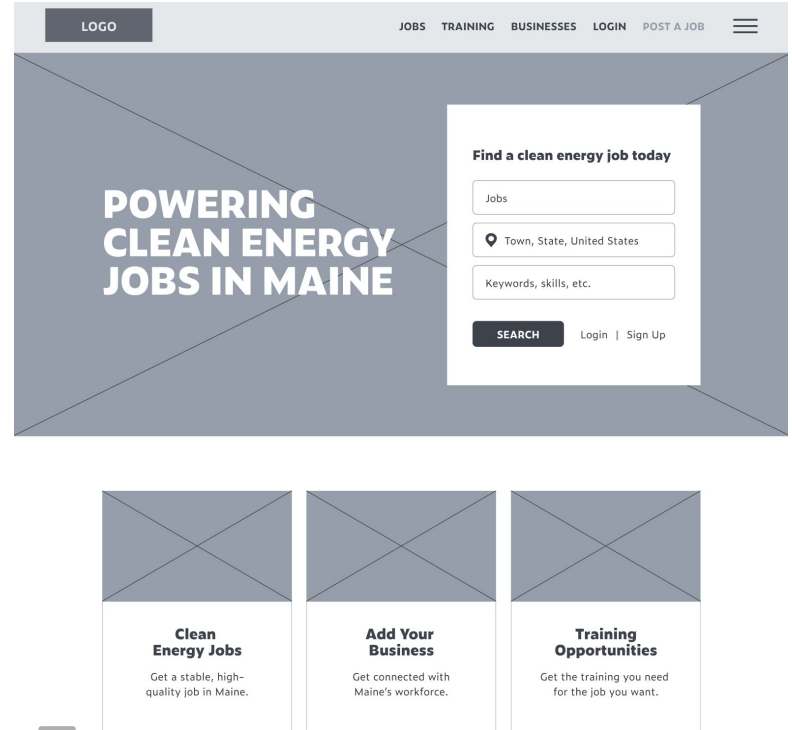
# Discovery

Interview stakeholders, review research, look at competitors/others working in this space, etc. to better understand who our audiences are and how we can best support them through this work.



# Clearinghouse Website

Build a robust, easy-to-manage clearinghouse website that helps job seekers find meaningful jobs and access to training opportunities in the clean energy space, as well as help businesses find talent to fill a backlog of open clean energy jobs.



# WEBSITE REQUIREMENTS

Establish all site requirements prior to building out the website. This will ensure the site has all necessary functionality to be successful.

- **Functionality**
  - Streamlined, Modern Design
  - Job Board
  - Clean Energy Employer Directory
  - Training Opportunities Map
  - Clean Energy Explainers
  - News & Events
  - Measurement & Analytics
- **Custom Functions**
  - Dynamic Job Board
  - Job Seeker Account Profile
  - Employer Account Profile
  - Interactive Map for Jobs, Training, Businesses, etc.
  - Translation tools
- **Integrations**
  - JobLink API - filtered by CE company
  - Training List - provided manually until the WorkSourceMaine API is ready to use

## KPIs

Build a site with key success metrics in mind. What actions do we want customers to take? How should customers be engaging with the site?

- **Primary: Apply Now (job opening)**
- **Secondary: Site traffic (Increase awareness of clean energy jobs)**
- **Tertiary: Click to outside site (training program, business job board, etc.)**
- **Quaternary: Post a Job Opening (businesses)**

## AUDIENCES

Identify target audiences for the site to ensure the website is designed with them in mind.

- **Primary: Job Seekers** - Primarily people already or thinking about working in the trades
- **Secondary: Employers** - Those working in the clean energy sector
- **Tertiary: Educators** - UMaine system, Maine Community College system, trade schools
- **Quaternary: Legislators** - Evaluating the impact of our efforts and the growth of clean energy jobs in Maine

# SITE MAP

Before building the wireframe, the site map outlines all of the necessary pages on the website.

- *Main Navigation*
  - Jobs
  - Training
  - Employers
- *Expanded Menu*
  - About
    - Mission Statement
    - Clean Energy In Maine
  - Clean Energy Sectors
    - Energy Efficiency
    - Clean Energy Generation
    - Alternative Transportation
    - Clean Grid & Storage
    - Clean Fuels
  - Resources
  - FAQs
  - News
  - Events *(if needed)*
  - Contact Us
- *Account Profile Pages*
  - Employer
  - Job Seeker

# Current Timeline

- Review wireframes with site infrastructure *12/14*. State to approve by *12/19*.
- Move site infrastructure into development by *12/21*.
- Design out pages by *12/14*. State to approve by *12/21*.
- Develop communications & measurement plans. State to approve by *12/21*.
- Incorporate design into development by *1/12/24*.
- Site testing *1/12/24-1/19/24*. Prep for soft launch on *1/31/24 - 2/28/24*.
- Launch communications plan by *3/1/2024*.
- *Ongoing* communications and website support.





# Q&A

Ask us anything!

Thank you!

# **Clean Energy Partnership - Innovation Update**

# Program Overview and Objectives

## Program Overview

### Offerings

Business development resources, financing, mentorship, networking events, and other services

### Beneficiaries

Businesses, startups, and entrepreneurs working with products or technologies that reduce carbon emissions, i.e., clean energy, energy efficiency, and cleantech (CE&EE)

## Program Objectives

- Increase deployment and commercialization of clean energy, energy efficiency, and cleantech products and services
- Provide resources that help entrepreneurs overcome barriers to launching and expanding their businesses
- Help reach Maine's climate and energy targets through business development and innovation
- Grow Maine's clean energy economy and provide opportunities for Maine businesses



# Clean Energy Incubators and Accelerators

- **The Roux Institute at Northeastern** was awarded \$975,000 to develop a clean energy incubator program supporting startup companies by providing mentorship and professional services, access to capital, and hosting community events.
- **Coastal Enterprises Inc** was awarded \$300,000 to develop a business advising program aimed at growing and scaling contractor businesses that deliver home weatherization and energy efficiency services in rural and low-income communities.
- The **Central Maine Growth Council** was awarded \$111,774 to expand its Dirigo Labs startup accelerator and pitch contest to provide hands-on startup coaching, advisement, and research and development support for clean energy and cleantech startups.



# Program Timeline and Performance Metrics

- **Timeline:** Beginning February/March 2024
- **Participants:** 3 accelerator cohorts, 20 incubator members, events (2024)
- **Metrics:** Location, Participants (count), Programs (count), Technical Assistance (hours), Events (count), Capital Raised (\$), Job creation (count), Participant Demographics (age, gender, racial/ethnic groups, work status and occupations, social and economic status, educational attainment)
- **Industries:** Energy Efficiency & Weatherization, Renewable Electric Power Generation, Grid Modernization & Energy Storage, Alternative Transportation, Renewable Fuels, Natural Resource Industries



# Feedback & Discussion

- What kinds of business development and financing challenges do you see in your industries and/or among businesses that you work with?
- Do these programs address current needs and gaps in your industries and/or among businesses that you work with?
- What research and analysis activities or topics could support these and other innovation programs and initiatives in Maine?



# **Maine Technology Institute**



# Next Steps



**Feedback**

**Next Meeting**

[www.maine.gov/energy/initiatives/cep](http://www.maine.gov/energy/initiatives/cep)