InDEEP

Innovating Distributed Embedded Energy Prize

Engagement and Outreach Toolkit

Welcome!

Thank you for helping us amplify the U.S. Department of Energy (DOE) Water Power Technologies Office's (WPTO) Innovating Distributed Embedded Energy Prize (InDEEP). This kit includes top line messaging to help share the prize story through blog posts, newsletters, or other amplification mechanisms that fit your particular organization and/or role in the prize. We've also included social media promotional tips and sample posts in this toolkit.

If you have any questions that are not covered in the following pages, please contact us directly at InDEEP@nrel.gov.

Announcement Overview

WPTO is launching InDEEP to encourage innovation in distributed embedded energy converter technologies (DEEC-Tec) to generate new, pre-commercial concepts relevant to wave energy conversion.

This three-phase, two-year competition is offering a combined cash prize pool up to $2.3 million. Teams will also receive technical support, teaming support, and other forms of mentorship throughout the prize to enable their success.

InDEEP Prize Background Information

Wave energy is the most abundant and geographically diverse marine energy resource in the United States. The total available wave energy resource in the United States is equivalent to approximately 34% of all U.S. power generation in 2019.

To help build energy resilience in coastal cities and support President Biden's goal of net-zero carbon emissions by 2050, InDEEP seeks innovations that blend materials and renewable energy research to help convert wave energy to usable electricity. This prize is the first step in exploring DEEC-Tec's potential for ocean wave energy conversion.

DEEC-Tec combines many small energy converters, often less than a few centimeters in size, into a single, larger ocean wave energy converter. This larger system could convert energy from a wide range of ocean locations and wave types. Successful DEEC-Tec concepts developed through this prize are those that show the greatest techno-economic potential to contribute to grid-scale power systems.

Topline Message and Impact Statement

When describing the InDEEP Prize, please use the following talking points to guide the creation of your materials:

- The U.S. Department of Energy's (DOE's) Water Power Technologies Office (WPTO) is launching the Innovating Distributed Embedded Energy Prize (InDEEP) to encourage innovation in distributed embedded energy converter technologies (DEEC-Tec) to generate new, pre-commercial concepts for wave energy conversion.
    - To help build energy resilience in coastal cities and support President Biden's goal of

net-zero carbon emissions by 2050, InDEEP seeks innovations that blend materials and renewable energy research to help convert wave energy to usable electricity.

- This prize will challenge innovators from within and beyond wave energy to design and develop novel materials for marine energy applications that will lay the foundation for generating electricity at the grid scale.
- This three-phase, two-year competition is offering a combined cash prize pool up to $2.3 million. Teams will also receive technical support, teaming support, and other forms of mentorship throughout the prize to enable their success.
- InDEEP leverages the American-Made Network, a diverse and powerful support network of national laboratories, energy incubators, and other resources from across the United States. The American-Made Network provides mentoring, tools, resources, and support to accelerate the transition of ideas into real-world solutions to achieve clean energy goals.

Image and Logo Usage

- The InDEEP hero images are available for download here. Incorporate the hero image into all prize communications, including all promotional materials (print, electronic, or other). The InDEEP hero image includes a strong recognition of DOE's ownership of the event, so it is important to include this visual in all prize communications.

InDEEP Hero Graphic

- The American-Made Challenges (AMC) logo is available for download here and may be used in promotional materials (print, electronic, or other). The logo should not be stretched, rotated, or broken up in any way. These images cannot be used in any way that implies that outside organizations are managed or directed by the AMC program. Outside organizations must use the logo or badge with qualifying language that explains their presence on non-AMC materials. An example of qualifying language includes, "We're a proud competitor in the American-Made Challenges Innovating Distributed Embedded Energy Prize."

- Other photos for outreach use can be found at a copyright-free image source like the NREL Image Gallery or the DOE Flickr site.

AMERICAN MADE WATER PRIZE
U.S. DEPARTMENT OF ENERGY

AMC Logo

Social Media

Tips for Promotion

- Use pictures or graphics—posts with images perform best across most social media channels.
- In addition to the #InDEEPrize hashtag, feel free to work these hashtags into your posts, especially on Twitter and Instagram:

- #InDEEPrize (always use)
- #WaveEnergy
- #MarineEnergy
- #WaterPower
- #RenewableEnergy
- #CleanEnergy
- #Innovation

Accounts to Tag

U.S. Department of Energy (DOE)

- Twitter: @ENERGY
- LinkedIn: @U.S. Department of Energy
- Facebook, Instagram: @energy

DOE Office of Energy Efficiency and Renewable Energy

- Twitter, LinkedIn, Facebook: @eeregov

National Renewable Energy Laboratory (NREL)

- Twitter, LinkedIn: @NREL
- Facebook, Instagram: @nationalrenewableenergylab

American-Made Challenges®

- Twitter: @AMCprizes
- LinkedIn: @americanmadeprogram

Sample Social Media Posts

Use the following social media posts as they are, or as inspiration to write your own and promote your involvement in the competition.

Note: If you are copying and pasting directly from this list, double-check that you're tagging the correct accounts—the one you are looking for may not be the first one in the list.

Twitter

A new prize from @ENERGY is paving the way for grid-scale energy from waves—and carbon-free power for coastal cities! Learn more about the $2.3M #InDEEPrize, encouraging #Innovation in distributed embedded energy converter technologies (DEEC-Tec): bit.ly/InDEEPrize

The new @AMCprizes Innovating Distributed Embedded Energy Prize (#InDEEPrize) is looking for innovations in material sciences that could be applied to #WaveEnergy! Dive into this $2.3M prize & see how you could be part of the solution: bit.ly/InDEEPrize

LinkedIn

A new prize from the @U.S. Department of Energy is looking for innovative ways to produce grid-scale power from waves using distributed embedded energy converter technologies (DEEC-Tec). The $2.3M #InDEEPrize will challenge innovators to design and develop novel technologies for

#MarineEnergy applications that could change the way we power coastal cities. Learn more 👉 bit.ly/InDEEPrize

Waves, tides, and ocean currents have huge potential to produce abundant #CleanEnergy for the 50% of the U.S. population that lives within 50 miles of coastlines. 🌊 👉 The new $2.3-million #InDEEPrize from the @americanmadeprogram is seeking innovative designs for distributed embedded energy converter technologies which can capture that wavy potential. Details: bit.ly/InDEEPrize

Facebook

A new wave of capturing #MarineEnergy is here: distributed embedded energy converter technologies (DEEC-Tec) could revolutionize the way we turn power from waves into usable electricity! And the new #InDEEPrize from @energy wants you to be part of the revolution—dive in and learn more about how to join this $2.3M prize: bit.ly/InDEEPrize

New materials have the potential to change the marine energy game—and the $2.3-million #InDEEPrize from @energy is looking for innovators to maximize that potential! Learn more about this new prize designed to inspire new technologies that use #WaterPower to electrify the grid: bit.ly/InDEEPrize

Instagram

Imagine coastal cities powered only by #CleanEnergy! 🌊 The potential is there, courtesy of abundant waves, tides, and ocean currents—and a fledgling method called distributed embedded energy converter technologies (DEEC-Tec).

Find out how DEEC-Tec is taking center stage in the new $2.3-million #InDEEPrize from @energy, and how you can get involved in this prize designed to maximize DEEC-Tec's potential: bit.ly/InDEEPrize

From waves to tides to currents, #MarineEnergy has huge potential. And the new #InDEEPrize from @energy is inspiring innovators to make the most of ocean wave potential using an early-stage technology in material sciences! Dive in and see you can get involved in this revolutionary $2.3M prize: bit.ly/InDEEPrize