

Social Media Tools for Energy Access Practitioners—Featuring Facebook

20 October 2015

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Agenda

1

Welcome & Introductory Remarks

2

Overview of the Clean Energy Solutions Center

- **Sean Esterly**, National Renewable Energy Laboratory

3

Presentations

- **Justine Sullivan**, Producer, Digital Media, Climate and Energy Initiatives, Public Affairs, United Nations Foundation
- **Aneri Patel**, Energy Access Program Manager, Facebook
- **Shaunt Attarian**, Sustainability Analyst, Facebook
- **Miroo Kim**, Business Development Manager, Facebook

4

Question and Answer Session

5

Attendee Survey

Solutions Center Background and Vision

CleanEnergySolutions.org

The Clean Energy Ministerial (CEM) launched the Clean Energy Solutions Center in April 2011. The Solutions Center:

- Is one of 13 CEM Initiatives, which include:
 - Global Superior Energy Performance Partnership
 - Super-Efficient Equipment and Appliance Deployment initiative
 - Global Lighting and Energy Access Partnership
- Helps governments design and adopt policies and programs that support the deployment of clean energy technologies
- Has more than 35 partners, including IRENA, IEA, IPEEC, Sustainable Energy for All, Bloomberg New Energy Finance and Leonardo Energy
- Is co-chaired by the U.S. Department of Energy and the Australian Department of Industry.



Australia



Denmark



India



Indonesia



Italy



Japan



Mexico



South Africa



France



United Arab Emirates



United States

Clean Energy Solutions Center

CleanEnergySolutions.org

Goals

- **Serve** as the primary resource for clean energy policy information, assistance and peer learning for governments and government-affiliated practitioners.
- **Share** policy best practices, data, and analysis tools across countries.
- **Deliver** dynamic services that enable expert assistance, learning, and peer-to-peer sharing of experiences.
- **Foster** dialogue on emerging policy issues and innovation across the globe.

Primary

- Government Policy Makers
- Advisors

Secondary

- Private Sector Companies
- Energy Entrepreneurs and Investors
- Non-Governmental Organizations
- Civil Society
- Others Engaged in Clean Energy

Target Audiences

Ask-an-Expert: Our Experts in Action

CleanEnergySolutions.org



Connects policymakers to a global network of more than 30 energy experts for quick-response technical assistance on policies and programs relating to:

- Renewable Energy
- Energy Access
- Energy Efficiency
- Smart Grid
- Transportation
- Utilities



Delivered no-cost assistance for more than 160 requests from over 75 countries.



Please submit a question directly at
cleanenergysolutions.org/expert

Or contact me directly to find out how the Ask-an-Expert program can benefit your work:

Sean.Esterly@nrel.gov | 303-384-7436

Justine Sullivan, Public Affairs, UN Foundation



Justine Sullivan graduated from Georgetown University's School of Foreign Service with a major in Culture and Politics and minor in Justice and Peace Studies. Justine worked in editorial roles at Chicago magazine, National Geographic Glimpse magazine and at American Bar Association before attending pastry school and becoming the Executive Pastry Chef at 1789 Restaurant in Georgetown. Justine joined the UN Foundation in 2013 from the ocean conservation group Oceana, where she coordinated their social media platforms.

Aneri Patel, Energy Access Program Manager, Facebook



Aneri Patel works on the sustainability team at Facebook on energy access. Previously, she was working at the UN Foundation on Sustainable Energy for All initiatives. She has experience developing various energy access projects in Uganda, India, and Bangladesh. She has a Masters in Environment and Development from the London School of Economics and a Bachelors in International Development from the University of North Carolina at Chapel Hill.

Shaunt Attarian, Sustainability Analyst, Facebook



Shaunt Attarian works at Facebook on the Sustainability team and was previously involved in advertising and marketing for the company. He attended UC Berkeley and is committed to finding technological solutions to environmental issues.

Miroo Kim, Business Development Manager, Facebook



Miroo Kim is currently working on various internet.org projects in Latin America at Facebook. Before joining Facebook, Miroo worked at Apple for iPhone supply chain management, marketing communications and at Microsoft for Windows Phone product marketing. Working in the tech industry over the last 11 years across different roles and companies, she has been always passionate about how technology impacts the lives of people and she loves growing business.

Question and Answer Session

Please submit any questions through the “Question Pane” of the GoToWebinar panel

Questions



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THANK YOU!

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- For more information on the “Ask-an-Expert” program please email me directly:
 - Sean.Esterly@nrel.gov or 303-384-7436