

Leaders in Energy Year-in-Review - 2023

Overview of Key Program and Activity Categories

- 1) Organizational planning, development, and visioning meetings with the LE Brain Trust group,
- 2) Ambassador group program meetings including program planning and research activities,
- 3) Circular Economy group work on developing DMV circular economy roadmap,
- 4) Volunteer Recruitment for organizational capacity building,
- 5) Outreach, Communications including a couple of newsletters and blog postings,
- 6) Events – piggybacking with other organizations this year, and
- 7) Development and Partnering activities to keep knowledgeable and abreast of developments in clean energy and sustainability field including engaging with other affiliated/partnering organizations and networks.

2023 Programs and Activities

1) Organizational planning, development, and visioning meetings with the LE Brain Trust group;

This group met several times during the year and was comprised of Janine Finnell, Linda Mansdorf, Carol McCaffrey, and Francois Geraud. A new member, Stephanie Sand Udler, joined Leaders in Energy to assist in helping the organization to plan and develop a vision for its future direction.

Stephanie conducted a meeting in May using the Mural Board software tool for team brainstorming with the Brain Trust group around the following themes:

--LE Overview

--LE Rubric (current structure of LE with its five pillars)

--Themes for the Meeting

--LE Challenges

--LE 5 Years from Now

--Combination View

--Next Steps

The Combination View was particularly insightful in how it provided a bigger picture overview by integrating content in seven key focus areas -- 1) Vision/Goal; 2) Audience, 3) Organization/Governance, 4) Activities/Programs, 5) Funding, 6) Communications and Marketing Outreach, and 7) Outcomes -- aligned with the listing of "LE Challenges" and "LE 5 Years from Now" categories.

OUTPUT: Several documents including a summary of past activities of LE, a strategic planning visioning synthesis document #1 based on meeting that Stephanie led in May with the group. A follow-up survey was then prepared with 10 questions on current and future activities which was completed by members of the team. This Visioning document #2 is currently being compiled by Stephanie for reporting and examination at our January 2024 meeting.

2) Ambassador group program meetings including program planning and research activities

This group has been meeting monthly and is comprised of Anant Mohan who is the program lead. Sudhanshu Jinda was active in the beginning and has not been as active in recent meetings. Others include Janine Finnell, Linda Mansdorf, Gabrielle Peterson, Victor Nwaneri, and Dina Mansour. At the last meeting, various individuals representing the India Ambassador group attended including Sushmita Majumdar and Ruchira Chakravarty.

There is a need to flesh out a more substantial definition of what the Ambassador program representatives should be doing and how to monitor their activities.

It has been suggested in the LE Brain Trust meeting that future meetings have presentations being made by the Ambassadors to get their ideas on how they would like to move forward based on activities taking place in their respective local area.

OUTPUT: A visioning/planning Google document has been developed by the group. Sudhanshu developed two research documents looking at other organizations and their Ambassador programs along with a Excel document examining the characteristics of the 75 people in the UK LinkedIn group to learn more about their interests and backgrounds for building connections in that region.

3) Circular Economy group work on developing DMV Circular Economy Roadmap

The CEWG group has been comprised of Tina Calvin, Janine Finnell, Linda Mansdorf, Jim Schulman, Kaifi Jamal (occasionally). It had been meeting monthly up to May 2023 and working on the development data pertaining to the DMV circular economy roadmap. Primary emphasis on developing the District of Columbia, Maryland, Virginia (DMV) Roadmap to assess what circular economy activities are taking place in the region via plans from municipal governments.

The group has not met since Tina announced that she could no longer serve as the lead due to family medical issues that she is involved in.

OUTPUT: Spreadsheet with data on various aspects of the circular economy in various jurisdictions of the DMV with summary content for Arlington, Prince George's County, and DC.

4) Volunteer Recruitment for organizational capacity building

Effort has been spearheaded by Linda Mansdorf. Several meetings were conducted with individual volunteers by Janine and Linda. Carol McCaffrey also met with a potential volunteer.

OUTPUT: Met with numerous volunteers and we (Linda/Janine) are working towards arranging a 2024 volunteer orientation meeting.

5) **Communications and Outreach**

Newsletters – Two newsletters were produced during the year. In addition, a newsletter was produced in draft that was delayed and not transmitted.

Blog Articles – Numerous articles were posted on our blog article including, an article on renewable energy in Libya from one of our Leaders in Energy members.

OUTPUT: Couple of LE newsletters and blog articles.

6) **Events**

While LE did not conduct any events as a stand-alone organization this year, LE partnered with other organizations which were conducting events by LE as a media partner. These included:

--LE partnered with EcoAction Arlington, Faith Alliance for Climate Solutions (FACS), Sierra Club, and Alliance for Regional Cooperation on its final program in a series of three events on zero waste and circular economy on 1/17/23.

--LE was a partner on a virtual green finance event in March 2023 which conducted an interview with a female banker in Kenya on their green financing initiative. The event was moderated by one of the LE Ambassador participants, Ruchira Chakravarty.

7) **Development and Partnering Activities to keep active, knowledgeable, and abreast of clean energy and sustainable developments, build partnership relationships, and attract others to the organization by maintaining a visible public presence.**

See the description of these organizations and related activities below.

- Janine served as a moderator at a **Public Leadership Education Network (PLEN)** in January 2023 on clean energy topics with panelists from Congress and the Nuclear Energy Institute which was held at the Edison Electric Institute building in Washington DC.
- Janine attended **GreenBuild** with Annette Osso, Executive Director of Resilient Virginia. Met with exhibitors and heard speakers on mitigating the impact of dangerous heat in urban and other areas.
- Attended **Kaiser Permanent Conference** in DC on mitigating the health impacts of climate.
- Janine attended several webinars from the **Center for Biological Diversity** (on the green economy and climate issues. Carol McCaffrey and Janine also met with Kelley Deming to learn more about the CBD and explore opportunities for collaboration.
- Attended numerous webinars from the Washington Post and other organizations on clean energy and climate related topics.
- Attended event at **Edison Electric Institute (EEI)** with an interview with a scientist by Dr. Lawrence Jones heads up the EEI International Programs division in their communication series as an opportunity to network with other attendees.
- Janine was recruited by **Virginia Tech University** to teach a class on clean energy and sustainability development in the summer. This was a fantastic opportunity and it ended up taking quite a bit of time to develop the curriculum and plan the course with a good number of speakers but dovetailed well with the mission of LE.

- **Association of Energy Engineers National Capital Chapter** - Janine also occasionally attends the AEE-NCC Chapter activities to stay current on energy issues and toured the new Amazon building in Crystal City in October.
- **Iceland Charge Energy Branding conference** – Janine continues to serve as a judge for its World Greenest Brand award. This year evaluated several companies spanning clean energy involved in electric vehicle infrastructure and related areas.
- Help to cross-promote events and activities from other organizations in our newsletter such as **Our Energy Policy, Clean Energy Business Network**, and others.
- **Resilient Virginia (RV)** – Attended several organizational strategic planning meetings and their annual conference. Leaders in Energy supports Resilient Virginia with a partner membership and has collaborated with the organization on numerous past events including the 2021 Green Jobs Forum.
- **Alliance for Regional Cooperation (ARC)**– Janine has been serving as a Board Member for ARC. which works to promote regenerative business and coops to create a sustainable regional economy in the District of Columbia, Maryland, and Virginia (DMV). Their Executive Director, Jim Schulman, has been an active participant and supporter of many LE programs including the Circular Economy Working Group.
- **Earthworks Collective** – This organization has offered to facilitate an LE Ambassador meeting.
- **Center for Biological Diversity** - Carol McCaffrey and Janine met with Kelley Deming in December to learn more about the CBD and explore opportunities for collaboration. (Mentioned in collaboration section as well).
- **Green Teach for Opportunity** - There may be an opportunity to partner with this group on a green education/jobs event being planned for Feb 2024. There is also a link available to Martin Ogle’s article on green careers which discussed this further. (NOTE: Leaders in Energy became an event partner of the Green Upskills Summit- GUP -24 in February 2024).

Snapshot on LERCPA Member Group on LinkedIn and Other Social Media Numbers

Although this snapshot dates back to 2022, it provides a helpful reference point on the LE community and social media reach.

Apr-20			10_12_22	
Direct Mailing and More Directed Interactions				
Constant Contact – 2000+			2000	Total of 2400+ in Constant Contact database but not all are active or current
LERCPA LinkedIn group – 3300+			3900	
LE LinkedIn organization page – 620			993	
Circular Economy Google Group 100+			152	
Other Social Media				
Twitter – 1100+			1279	
JAF Twitter page used to amplify publicity (10_22)			517	
LE Organization Page Facebook – 377			402	
LERCPA Group on Facebook - 60			60	
Instagram – 324			611	
Youtube - 29			54	
JAF				
			9968	