

Investing in Oregon's Renewable Energy Economy



OregonWaveEnergy
TRUST

THE ROLE OF STAKEHOLDER RELATIONS IN BUILDING A WAVE ENERGY INDUSTRY

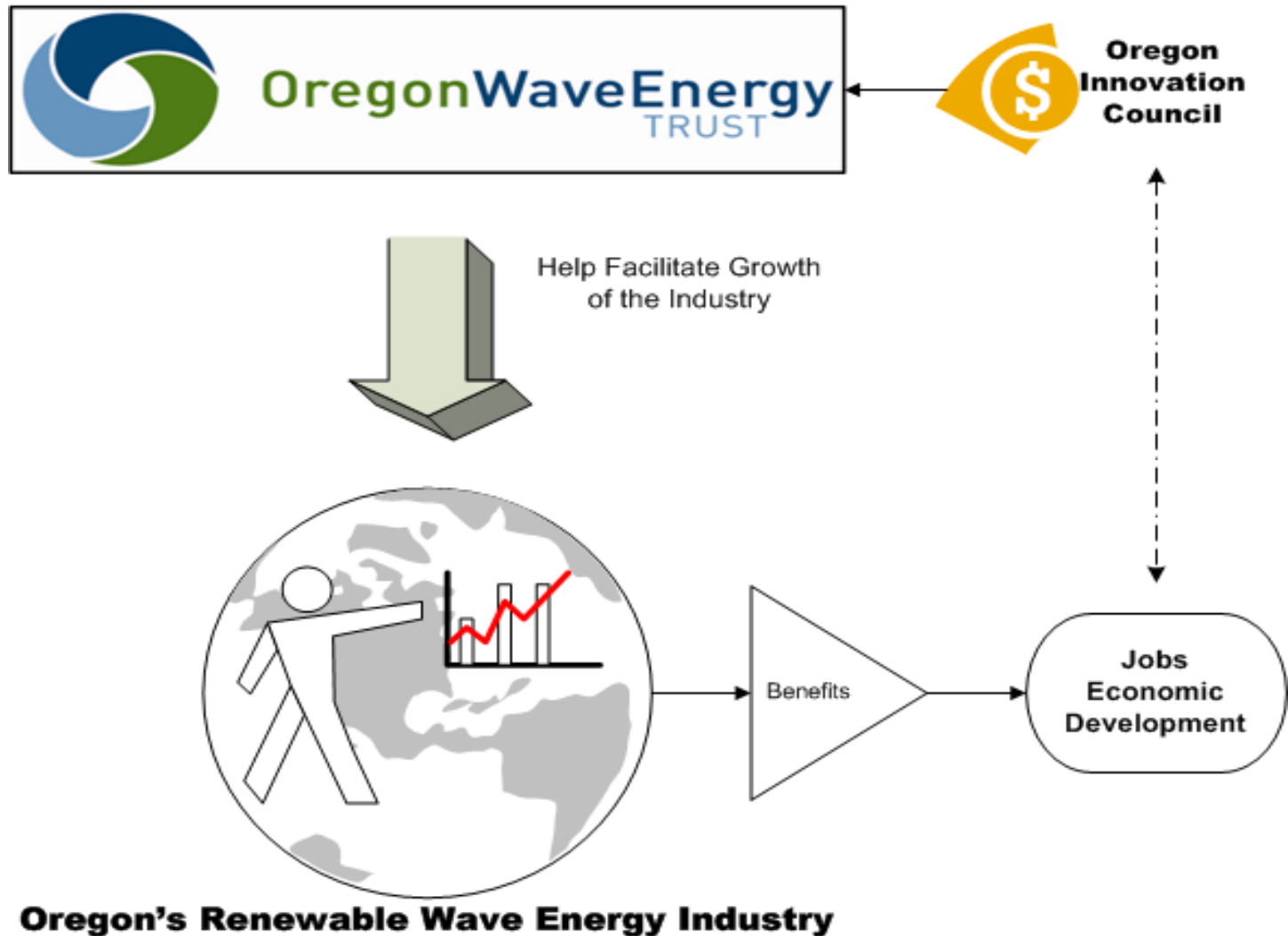
Presented by:

Stephanie Thornton, Executive Director

November 1, 2008

Presentation Summary

- Introduction – who is OWET and what do we do?
- What are the issues around which we exist?
- What's our strategy?
- What is “stakeholder relations” – why do it?
- What is OWET's stakeholder relations strategy?
- Discussion



Why does OWET exist?

To create jobs and economic development opportunities for Oregon

How will OWET achieve this?

By building a robust wave energy industry



OREGON'S WAVE ENERGY GOALS

**Spring
2009**

**1st pilot
test buoy**
(not grid
connected)

**Spring
2010**

2 MW
(grid
connected)

**Spring
2025**

500 MW
(powering
Oregon)

REDUCING BARRIERS TO THE CREATION OF A WAVE ENERGY INDUSTRY

Permitting and regulatory

Project financing, investment and economic assessment

Utility market

Marine environment

Applied research

Community engagement and education

What is “stakeholder relations”– why do it?

Jobs = People

**Economic Development
affects groups of people**

**Permitting and
regulatory changes
requires public support**

**Utility industry interest
in purchasing wave
energy requires support
by their customers**

**Policy changes require
political support, which
requires constituency
support**

Simply put...

“Stakeholder relations” is about building people support to reduce the barriers to a viable wave energy industry

WHAT IS OWET'S STAKEHOLDER RELATIONS STRATEGY?

Go Local

**Bring information
to the communities**

- **Wave Energy Open Houses or 'Town Halls'**
- **Seminars & conferences**
- **Issue identification and concerns – address them directly**
- **Simplify technical information**
- **Provide readily accessible information**

**Engage
stakeholders early
and often**

- **Project work plans**
- **Permitting processes and other policy issues (e.g. FERC Settlement Agreement or Adaptive Management)**
- **Find ways to bring stakeholder expertise to us**

WHAT IS OWET'S STAKEHOLDER RELATIONS STRATEGY? *continued...*

Listen

- **Defining our stakeholders**
- **Blogs & other social media**
(<http://docktalk.wordpress.com>)
- **Capturing questions**

Collaborate

- **Build partnerships with those who can help extend the reach – e.g. the academic community**
- **Find ways to provide resources (e.g. funding to create fishermen's groups or cost-share wave energy project development)**



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P.O. Box 8626

Portland, Oregon 97207

[www. oregonwave.org](http://www.oregonwave.org)

<http://docktalk.wordpress.com>

Stephanie Thornton, Executive Director

503-481-5949

sthornton@oregonwave.org