Guidance Note for Organizers of CEM13/MI-7 Side Events

September 21–23, 2022 | Pittsburgh, USA

This document provides guidance for organizers of official CEM13/MI-7 side events. We are excited for this global event, and we ask that, as you plan, you think **big**, **bold**, and **beyond** topics and audiences covered by MI and/or CEM Missions for your event ideas and speakers. As part of the premier global clean energy event of the year, your side event has the platform to reach audiences beyond the normal CEM and MI workstream participants. It could also include other organizations and workstreams to foster the global collaboration needed to reach our clean energy goals. We encourage you to take advantage of both opportunities.

Background

Mission Innovation (MI) is a global initiative to catalyze innovation in the development of new clean energy technologies. The Clean Energy Ministerial (CEM) is a global forum to promote policies and programs that advance the deployment of clean energy technologies. Together, these organizations represent the clean energy innovation-to-deployment spectrum, and they work together to accelerate the global energy transition. You can find additional background regarding workstreams and member countries at the [CEM](#) and [MI](#) websites.

Side events are key components of the Ministerial meetings. They provide unique, high-level opportunities for Ministers and other government stakeholders, workstreams, partner organizations, private-sector representatives, and other members of the clean energy community to come together and advance the year-round work of CEM and MI in a dynamic and focused context.

Side events can serve a wide range of purposes and audiences, from high-profile announcements and main-stage events to workshops and roundtables with targeted audiences.

To embrace the long-anticipated return to an in-person Ministerial and create opportunities for cross-collaboration among participants, all official side events at CEM13/MI-7 will occur at the venue. There will be limited options for virtual and hybrid participation in these side events.

The organizers listed in the proposal will be responsible for all aspects of the planning and execution of the side event, including scoping, identifying participants, and preparing speakers and moderators. The CEM13/MI-7 host will provide support functions, including room and logistics, based on the event format and level of speakers.

Submissions and Deadlines

Key dates for submissions and communications with the CEM13/MI-7 host are as follows. Each side event organizer should expect to receive a confirmation email following initial proposal submission and should follow up with the host if no email is received.

- **June 13, 2022** – All side event proposals are due for submission to CEM13MI7USA@hq.doe.gov.
- **June 27, 2022** – Organizers being asked to modify or combine side events will be notified.
- **July 11, 2022** – Organizers will be notified of final selections.
- **August 17, 2022** – Final side event descriptions and participant information are due to the host.
- **August 31, 2022** – Final side event agendas are due to the host.

Theme and Subthemes

Theme

The theme for CEM13/MI-7 is *Rapid Innovation and Deployment*. This means accelerating the pace and scale of innovation of energy technologies through collaboration and shared strategies, as well as shortening the innovation-to-deployment continuum to deploy commercially viable technologies at the pace and scale needed to combat the climate crisis in this urgent decade of delivery. Side events should reflect this theme.

Subthemes

In addition to reflecting the overall theme of CEM13/MI-7, side events should contribute to at least one of the following subthemes (with flexibility).

Jobs and Community: The transition to a net-zero energy system will lead to an overall increase in energy sector jobs, yet the prospect for uneven effects requires careful management of the clean energy transition. A focus on workers and communities is crucial to ensuring that the future zero-emissions economy creates opportunities for everyone. Implementation will involve every sector of society – including scientists, engineers, builders, educators, consumers, policy officials, and youth, to name just a few.

Technology Transformation: A wide array of emerging energy technologies, from smarter electricity grids to better batteries to more efficient manufacturing, stand to reduce global emissions while supercharging the clean energy economy. The world needs more innovation to fully unlock the benefits of many technologies under development and to drive down the cost of nascent and existing technologies. We must develop strategies to accelerate the innovation, research, development, demonstration, and deployment of those technologies to speed their contribution to the global energy transformation.

Unprecedented Deployment: Governments and industry have made laudable progress towards decarbonization, yet global emissions are still increasing, although many of the technologies necessary to reverse this trend are already available. To meet our climate goals, we must develop creative ways to dramatically accelerate global commercial deployment of clean energy technologies over the next decade and beyond.

Sectoral Approach

Side events will be organized largely through a sectoral approach to highlight synergies and encourage collaboration within and across the CEM and MI organizations and with other organizations. Side event organizers should attempt to categorize their side events as pertaining to one or more of the following sectors.

Sector	Examples of Possible Topics and Applicable CEM and MI Workstreams
Fuels	Biodiesel, Biofuture Platform, Biorefineries, Hydrogen, Sustainable Aviation Fuel
Power	Smart Grids, Geothermal, 21 CPP, ISGAN, Green Powered Future, RGEI, NICE Future
Transport	Electric Vehicles, Shipping, Sustainable Aviation Fuel
Industry	Green Steel, Embodied Carbon, IDDI, Net-Zero Industries
Buildings	Building Materials, SEAD, Affordable Heating/Cooling
Enabling Environments	Policy and Regulatory Structures, Community Incentives, Empowering People, Investment and Finance, Innovation, Clean Energy Solutions Center, LTES, C3E
Cross-Cutting Technologies	CCUS, CDR, Materials for Energy, Urban Transitions

Timing

Side events should be planned for a standard one-hour time slot. Each event will be assigned a time slot based on the host's overall planning considerations. If an organizer has a potential scheduling conflict or wishes to request a shorter or longer time slot, this should be noted and explained in the event proposal.

Selection Criteria

The United States, as the CEM13/MI-7 host government, will examine submissions alongside the CEM and MI Secretariats. The following criteria will be taken into consideration when evaluating applications:

- Creativity, dynamism, and profile of participants;

- Diversity of participants (gender, ethnicity, geography, youth engagement, etc.) – *please note that events that do not show any gender diversity will not be selected*;

- Alignment with the CEM13/MI-7 theme, subthemes, sectoral approach, and/or the energy transition more broadly;

- Collaboration among CEM and MI workstreams and/or partner organizations (*applies to CEM and MI workstream applicants*);

- Demonstration of tangible progress towards clean energy goals over the last year;

- Clear theory of change for how the work will advance the global clean energy transition over the next decade; and

- Announcements of accomplishments and/or release of deliverables (*if applicable*).

If two or more proposals are similar, the host team may contact event organizers about combining efforts into a single event.

Planning Information for Accepted Events

The host team will notify organizers of proposals selected for CEM13/MI-7 by July 11, 2022. At that time, follow-up timelines and additional information, including information on the date, time, and venue for the side event, will be provided. Below are additional items organizers may wish to consider in planning.

Communications: Once an event is accepted and speakers are confirmed, organizers should work to generate interest and make their events as visible as possible using external communications. In addition, side event organizers will be asked to:

- Build awareness and momentum towards the CEM13/MI-7 Ministerial, including disseminating information about CEM13/MI-7 and the side event through social media and traditional media, in coordination with the CEM and MI Secretariats and the United States as host;
- Promote the event while it takes place; and
- Produce a brief post-event press note or summary that can be further disseminated by the Secretariats.

Speaker invitations: Side event organizers will be responsible for inviting and confirming the participants and speakers/panelists for their agendas. Depending upon the speakers in attendance and whether they travel with security, additional coordination may be required between side event organizers and the event management committee. Discretion as to whether such coordination is required will be determined by the event management committee.

Access control: Only registered, badge-holding CEM13/MI-7 participants will be granted access to the venue. All participants, including speakers, must be registered by the event registration deadline (August 30, 2022), and will be issued a personalized, non-transferable badge. Registration is projected to open in July 2022. Additional guidance regarding registration is forthcoming. Organizers are responsible for ensuring their side event speakers have registered and can access the venue.

Delegate participation: Unless invitation-only, side events will be open to all CEM13/MI-7 participants. For invitation-only side events, it is the sole responsibility of the side event organizer to manage access to the event accordingly.

Location: The side events will take place at the event's main venue and must be organized through the host committee (instructions will be provided upon selection). Side event organizers must not contact the venue directly.

Costs: Side event space, baseline audiovisual (A/V) equipment, and logistical support will be **complimentary and provided at no cost** to organizers. Exceptional requirements may incur costs to be borne by the event organizers, which will be communicated by the hosts.

Use of room: The U.S. host will meet requested room requirements (e.g., size, set-up) to the best of its ability and appreciates organizers' flexibility, given limited space.

Hospitality: Hospitality for side events **will not be provided by the U.S. host**. Hospitality (i.e., food and beverage stations) will be available to attendees for purchase throughout the convening in common spaces outside of meeting rooms. As such, it is recommended that side event organizers not make plans to include hospitality within their program agendas and room set-ups. If hospitality must be included (such as a water station in the room, for example), payment of in-room hospitality will be the sole responsibility of each side event organizer and must comply with venue policies regarding hospitality, food, and beverage. Intention to arrange hospitality within a side event meeting room must be indicated in the application submission. Side event organizers must not contact the venue directly. Failure to comply will have an impact on selection.

Program: Organizers should provide a final event description and participant list (including name, head shot, and brief bio) to the U.S. host and the CEM and/or MI Secretariats by **August 17, 2022**. This content will be uploaded to the CEM13/MI-7 website. Final full event agendas will be due **August 31, 2022**.

Photography and video: *The Registrant consents to having their likenesses and any of their authorized representatives' and designated participants' likenesses taken by the United States' authorized representatives and consents to the use and disclosure of these likenesses in accordance with the terms of this agreement. Consent covers both still photos and video, including any audio, hereafter termed "Imagery." The Registrant hereby agrees that the Imagery and all intellectual property and other rights in the Imagery, or copies thereof, are the sole property of the United States, as host of the CEM13/MI-7 event. The United States' authorized representatives may use or authorize the use of the Imagery for any non-commercial, not-for-profit, purpose including, but not limited to, publication, display, broadcast, exhibition, promotion, advertising, art, or illustration and may revise or otherwise alter the Imagery by electronic and other means without additional consent from the Registrant. The Imagery may be used in any media including, but not limited to, print, video, DVD, CD-ROM, Intranet, Internet, and electronic databases.*

Event Proposal Form

<table>
<tr>
<td colspan="2" style="text-align:center">PROPOSAL FOR CEM13/MI-7 SIDE EVENT
(Submit one form for each proposed event)
Submission Deadline: June 13, 2022</td>
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<tr>
<td>Basic Information</td>
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<tr>
<td>1. Title of event</td>
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<td>2. Submitting organization(s) and/or CEM/MI workstream(s) – Include all groups organizing the event.</td>
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<td>3. Event point of contact – Include name, title, organization, email address, and phone number with country code.</td>
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<td>4. Alternate point of contact – If the point of contact will <u>not</u> be present in person for the event, please list an alternate in-person contact, including the above contact details.</td>
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<td>5. Expected participants and key audience members – Include name, title, organization, role, and confirmation status. Please also describe expectations for diversity of your participants.</td>
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<td>6. Event description (may be used publicly) – 150-word max</td>
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<td>Context and Relevance</td>
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<tr>
<td>1. Which CEM Initiative(s)/ campaigns(s) or MI Mission(s)/ Innovation Platform initiative(s) is this side event associated with? – If not affiliated, please list N/A.</td>
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<tr>
<td>2. Which of the CEM13/MI-7 subthemes does this event relate to? – See Guidance Note for</td>
<td>☐ Jobs and Community
☐ Technology Transformation
☐ Unprecedented Deployment</td>
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subtheme descriptions. *You may select more than one.*	
3. What **sector** does this event pertain to? – *See Guidance Note for sectoral categorizations.*	☐ Fuels ☐ Buildings ☐ Power ☐ Cross-cutting Technologies ☐ Transport ☐ Enabling Activities ☐ Industry ☐ Other
4. What are the desired outcomes/deliverables (including announcements) for the side event? – *100-word max*	
5. How would these outcomes advance the work of CEM, MI, and the global clean energy transition? – *100-word max*	

Logistical Considerations

1. What is the intended program format?	☐ **Panel Discussion:** A panel discussion is intended to include up to four speakers and one moderator at a time. Chairs will be provided to panelists and moderator, on stage or at the front of the room. Audience seating will likely be theater-style. ☐ **Fireside Chat:** A fireside chat is intended to include one speaker and one moderator. Chairs will be provided to speakers, on stage or at the front of the room. Audience seating will likely be theater-style. ☐ **Roundtable Discussion:** A roundtable discussion will include up to twenty participants seated around a table. Exact table configuration (boardroom, hollow square, U) may vary and will be confirmed by host based on availability and capacity considerations. ☐ **Workshop:** A workshop will include a lectern placed at the front of the room with round and/or rectangle types for pod-style audience seating throughout the room. ☐ **Speech/Lecture:** A speech or lecture will include a lectern placed at the front of the room or on stage and is intended for a fewer number of speakers throughout the program (i.e., one or two). Audience seating will likely be theater-style. ☐ **Rapid Talk:** A rapid talk will include a lectern and/or hand-held mic placed at the front of the room or on stage and is intended for multiple speakers, each speaking "rapidly," for

	a short number of minutes throughout the program. Audience seating will likely be theater-style. ☐ **Awards/Prize Giving:** An award session will include a lectern placed at the front of the room or on stage. Audience seating will likely be theater-style. ☐ **Other:** Please describe – *100-word max*
2. Is your event intended to be open to all CEM13/MI-7 registrants, or will you manage access to your event by invitation only?	☐ Open to registrants ☐ Invitation only ☐ **Other:** Please describe – *100-word max*
3. Is your event intended to include on-screen content? Dependent upon room, limited baseline A/V equipment will be provided at no cost to side event organizers. Exceptional requirements may incur costs to be borne by the event organizers, which will be communicated by the hosts.	☐ **Yes**, my event is intended to include on-screen content, and **I will provide my own laptop.** ☐ **Yes**, my event is intended to include on-screen content, and I would like to request that **a laptop be provided to me in the room.** ☐ **No**, my event will not have on-screen content. ☐ **Other:** Please describe – *100-word max*
4. What is your intended media access to your event? Media participating in CEM13/MI-7 events must first be registered to attend CEM13/MI-7 as media.	☐ **Open** to media registered to attend CEM13/MI-7. ☐ **Closed** to media throughout entire program. ☐ **Open** to **invited** media only, from amongst media registered to attend CEM13/MI-7. ☐ **Other:** Please describe – *100-word max*
5. How many people do you anticipate will attend as in-person audience members during your event?	
6. Will your event require virtual participation? There will be **limited** virtual capacity within the event space, and not all requests will be accommodated. Those requests that are accommodated will be at the discretion of the hosts.	☐ **Yes**, we request that our event be broadcasted via livestream to a passive virtual audience. **Please explain the need for this request in no more than 150 words.** ☐ **Yes**, we request two-way hybrid capability so that in-person speakers and attendees can engage in live conversation with virtual speakers. **Please explain the need for this request in no more than 100 words.** ☐ **No**, the event is intended for an in-person audience only. ☐ **Other**: Please describe – *100-word max*

10. Will your event require a non-standard time slot (more or less than one hour)?	☐ **No**, the event will fit in a standard one-hour time slot. ☐ **Yes,** the event will require more or less time than the standard one-hour time slot. **Please specify the time required and explain this need in no more than 100 words.**
8. Do you have a preferred time slot (e.g., morning, afternoon)?	☐ **No**, the event can occur at any time of day. ☐ **Yes,** the event needs to occur at a specific time. **Please explain the need for this request in no more than 100 words.**
9. Translation services will not be provided for side events. You can, however, organize your own services. Will you need space for this at your event?	☐ **Yes**, we will be providing translation services and request the room layout accommodate this. ☐ **No,** we do not require translation services.
Communications	
1. What is your communications plan to promote attendance? – *100-word max*	
2. What are your social media handles (Twitter, LinkedIn, Instagram, etc.) and website?	
3. Who is responsible for communications on this event? Please provide name and email.	
Other Information	
Do you have any other information or special requests you would like to share with conference organizers?	