

Energy Fact Sheet Kick Off Meeting Summary

Discussion

- *Vision of Energy Fact Sheets*
 - *Purpose:*
 - Be able to put numbers in context, numbers for comparison
 - Present key issues, trends, and future considerations
 - Simple and as close to unarguable as possible
 - *Audience:* It was agreed that the primary audience of these fact sheets is to be us as Energy Club members and other similarly energy-educated folks. It was also mentioned that if these sheet come together well they could be resources for many people and could serve as a valuable advertisement for / service of the Energy Club.
- *Type and scope of information*
 - *Historical trends versus future projections:* The idea of the sheets is to focus mostly on the most recent data and avoid future. The data should be relatively unarguable. The sheets should, however, also have some information relevant to the key issues and future prospects for that particular aspect of energy. For example, a fact sheet on biofuels could have some information different methods people exploring low cost cellulosic ethanol production options, but not estimates of ethanol penetration in 2010.
 - *Key references:* The information should be referenced. Most liked the idea of having a second page with references and calculations used (see below). We may consider having a few of the key references on the fact sheet itself.
 - *US versus world information:* This will depend somewhat on the topic. For example, a solar fact sheet should likely include global information while a fact sheet on energy use in buildings might want to be limited to US data. Authors should use their discretion.
- *Presentation and structure*
 - *Number of pages:* It was generally agreed that the fact sheets should only 1 page in length, but a well received suggestion was to have a second page with references and calculations used in constructing the fact sheet.
 - *Information common amongst sheets:* At a couple times it was stressed that were applicable, folks should try and communicate amongst people working on similar fact sheets to discuss what type of information is best to include. For example, the folks working on fact sheets for solar, wind, and electric power should confer as they would want to have information on installed capacity and generation in similar units over similar time intervals. While common units may be nice, it was thought that using units most common to a field would be best, perhaps with some conversion information.
 - *Fact sheet template / format / style:* The template for the sample fact sheet will be posted. It was created using PowerPoint, and for starters, this is what we can use to compile the fact sheets. The template has some

