

Investing in Oregon's
Renewable Energy Economy



OregonWaveEnergy
TRUST

THE ROLE OF STAKEHOLDER
RELATIONS IN BUILDING A
WAVE ENERGY INDUSTRY

Presented by:

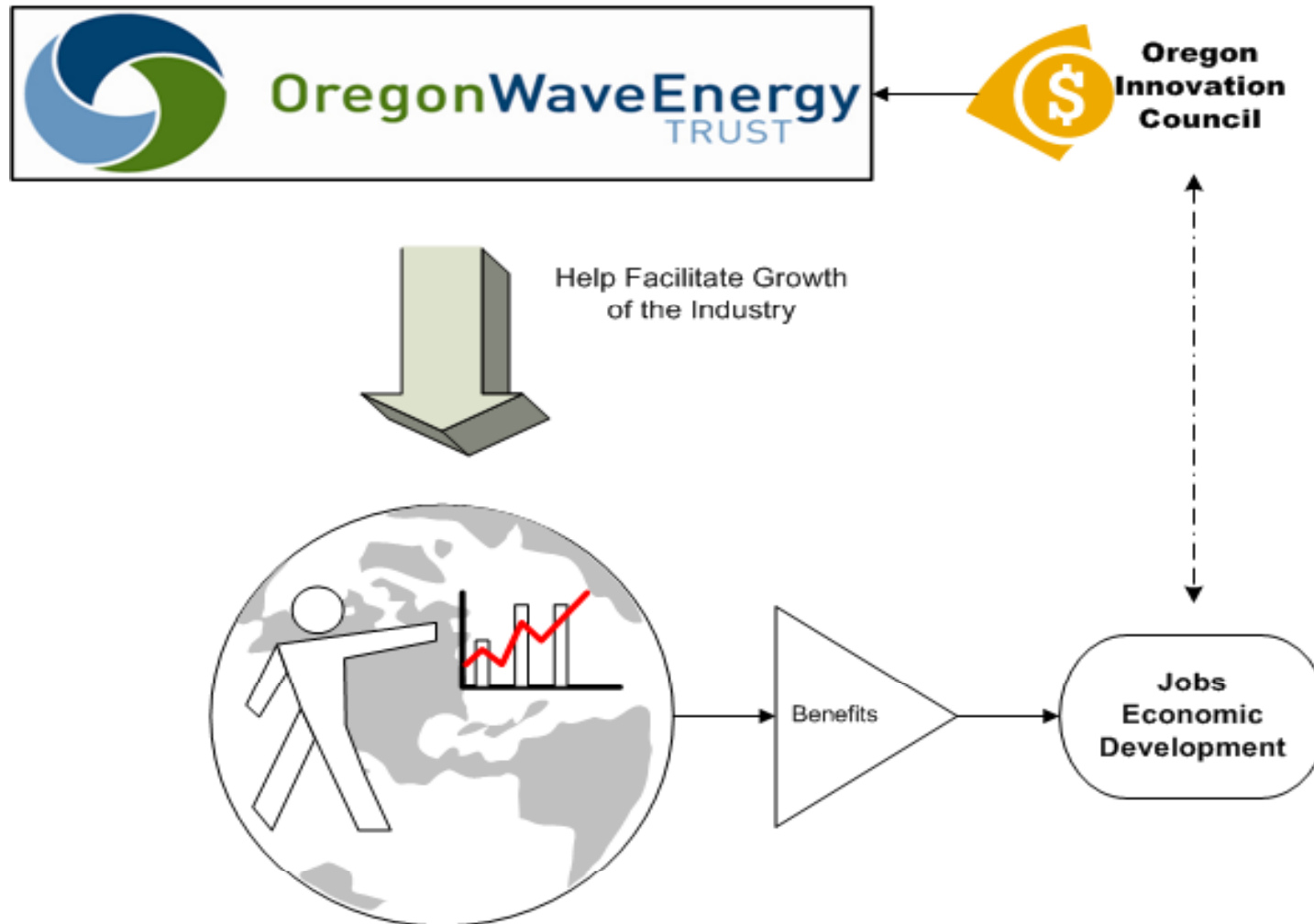
Stephanie Thornton, Executive Director

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



Oregon's Renewable Wave Energy Industry



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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Oregon Wave Energy Trust
P.O. Box 8626
Portland, Oregon 97207
www.oregonwave.org
<http://docktalk.wordpress.com>

Stephanie Thornton, Executive Director
503-481-5949
sthornton@oregonwave.org