



BERC 2011 Energy Symposium TGIF Final Report

Submitted on Behalf of the 2011 Symposium Planning Team by Darren Woulfe

Submitting Organization:

Berkeley Energy and Resources Collaborative (BERC) – BERC is a multidisciplinary network of UC Berkeley students, alumni, faculty, industry professionals, and advisors who seek to turn world-leading research into world-changing solutions by tackling tough and timely energy and environmental challenges.

More specifically, BERC’s mission is to connect, educate, and engage its members in order to foster innovation and action. To that end, BERC:

- **Connects** nearly 3,000 members as a part of a broad, cross-disciplinary network of students, faculty and professionals in the fields of energy and resources
- **Educates** students about cutting edge work in energy and resources through organizing events, lectures, and treks
- **Engages** members by providing opportunities to address global energy and resources issues and collaborate on real-world projects

Project Summary:

The \$5000 TGIF grant was used to help BERC plan and execute the 2011 Energy Symposium. Specifically the TGIF funds were used to help “green” the event. The 2011 Planning Team chose to use these funds to purchase reusable badge printers and recycled paper programs.

The BERC Energy Symposium is the premier energy event at UC Berkeley and the largest student-run energy conference on the West Coast. Key players from the research, business development, policy, and economics communities interacted and explored innovative ideas. This year the Symposium has brought together over 700 attendees to discuss energy innovation, and this year we anticipate even higher participation!

The 2011 Symposium consisted of two events:

- **Innovation Expo:** a showcase of the latest energy and resources breakthroughs in the fields of science, engineering, policy, economics, and others presented by researchers at UC Berkeley, LBNL and from our colleagues across the U.S. and beyond.
- **Energy Symposium:** featured nine engaging and in-depth panel discussions and two keynote addresses followed by a post-conference reception.

- a) Goal of the Energy Symposium – The goal of the Symposium was to present to the world all the work being done at Berkeley within the broad spectrum of the energy sector. Discrete metrics for the symposium were total ticket sales, number of poster presenters, number of media professionals in attendance, and number of energy clubs from outside schools in attendance.
- b) Achievements – The 2011 Energy Symposium was the most successful Symposium BERC has ever had. The 2011 Symposium set new BERC records for attendance, sponsorship donations, and media attendance. The performance of the 2011 Energy Symposium against the internal metrics is noted below:

Metrics	Goal	Result	Comments
Symposium Attendance (people)	700	700	Sold out ticket sales
VIP/Media Professionals Attending	250	250	Sold out VIP ticket sales
Recyclable Items used (nametags, programs, plates, glassware)	5000	5000	All TGIF funds used
Poster Session Presenters	80+	80	Over 80 posters
Financial Impact to BERC (Self sufficient + profit for 2012)	10000	14000	14000 in Profit
All Relevant documents uploaded for 2012	Done	Done	
Partner School Outreach	8	8	
Media Attendance	8	8	

- c) Challenges – The main challenge for the Symposium was obtaining suitable keynote speakers. The Symposium Planning Team started doing speaker outreach in January with a planned Symposium date in October and still did not get the first confirmed speaker until July. In order avoid this problem the planning team should have been more aggressive with speaker outreach, and approached multiple speakers at the same time (the planning team limited active invites to 3). The next planning team will be advised to send 5 or more invites out at once. Another challenge for the planning team was the

diversity of panel topics at the Symposium. The 2011 Symposium focused heavily on renewables, while ignoring energy storage. The next planning team will make sure to include a broader selection of panel topics. The last challenge is the lack of a suitable venue for the Symposium in the event it wants to increase attendance. In order to host the event at Berkeley, MLK Student Union was used, and MLK's capacity is maxed out at 700 attendees.

- d) TGIF Support – the entire \$5000 grant was spent on helping to make the Symposium more sustainable. Additional grant dollars could remove the need for paper programs, by helping pay for a smartphone app that serves as a digital program. Additional grant dollars could have also made sure that the poster boards and campus flyers were made of completely recycled paper (printed programs this year used recycled stock). TGIF support could also be useful by examining the Symposium logistical plan and finding other areas for sustainable solutions or impact.

Sustainability Impact:

The TGIF grant was used to purchase badge printers (print badges as people arrived rather than order all of them and waste the paper used to print badges for people who did not show up) and to purchase recycled stock for the Symposium's 600 program books.

The Symposium itself featured the following panels specifically focused renewable energy/sustainability topics:

Panel Title	Cleantech/Renewable Subject Matter
Electric Vehicles - No Longer an Idea of the Future?	Electric Vehicles/Smart Grid
Behavior Change: Drivers for the New Energy Market	Energy Efficiency
Toward Terawatt Solar: Growing the Pie Together	Solar
Resource Limitations: Ensuring Sustainability of Clean Energy Technologies	Solar, Wind, Biofuels

- a) Quantifiable Impacts Related to Sustainability – The TGIF grant saved \$5000 worth of fresh paper by using recycled stock. The Symposium itself was as close as possible to carbon neutral – with recycled plates used for catering, recycled stock used for programs, compost bins for all waste, and all food material composted or brought to a shelter. The Symposium also had over 700 attendees, many of whom attended the panel topics listed above, but it is difficult to quantify the impact of these panels (in terms of education/behavior change).
- b) On Going Benefits – The two printers that were purchased using TGIF funds will allow BEREC to print badges as needed at events rather than order nametags. BEREC hosts multiple events, over 30 per year, and presumably the printers will have sustainability and cost benefits in the coming years. It is difficult to provide guidance for what these impacts will be.

Publicity/Outreach:

a) Publicity:

Haas Newswire Article - <http://www2.haas.berkeley.edu/News/Newsroom/2010-2011/110926topenergythinkers.aspx>

UC Berkeley Campus Life - <http://www.youtube.com/watch?v=umH4eV2Y36M>

BERC Symposium to Remember - <http://berc.berkeley.edu/blog/post/berc-symposium-energizes-cal-students>

Please see attached Excel Sheet – Outreach Summary to see the list serves and media contacts that the Symposium was distributed through.

b) Photos/Videos:

Keynote Speech by Jigar Shah - <http://www.youtube.com/watch?v=g00jaxHmj4>

Pictures from the Symposium are located on BERC's FB page (under the Energy Symposium album) - <http://www.facebook.com/BerkeleyERC>

Conclusion:

The BERC Energy Symposium is BERC's flagship event, the planning for the 2012 Symposium is already underway. I won't speak for next year's leadership team, but I have every confidence they will make the 2012 Symposium even better than the 2011 Symposium.

The leadership team plans on applying for another TGIF grant to help improve the sustainability of the 2012 Symposium. If a larger TGIF grant is awarded to the team, possible areas of expansion would be to replace paper programs with a smartphone app, using recycled stock for campus flyers, or changing the catering to reflect completely sustainable farming.

Budget:

The total charge for the badge printers was \$256. The total charge for the recycled stock programs was \$7,026. These 2 items consumed the total TGIF Grant.