

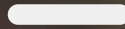
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NC SUSTAINABLE
ENERGY ASSOCIATION

DIVERSITY AND INCLUSION

Initiative Action Plan



for public sharing, learning, and doing together

Membership Goal

Utilizing Diversity and Inclusion, NCSEA will increase its membership organizations by expanding the reach and execution of its value proposition.

Impact on the Community

With more active, informed, and participating members, all of NC's communities will benefit more from clean energy innovations, technologies, and opportunities to engage in strategic discussions that increase the efficacy of the clean energy industry.

Impact on NCSEA

By broadening our membership recruitment reach and strategically engaging our new and existing members, NCSEA can create new opportunities for advocacy, funding, and positive PR and brand familiarity.

Strategies to reach goal

Outreach. Initiate strategic outreach to industry and non-industry organizations statewide to increase the pool of potential members.

Recruitment and Retention. Create an inclusive NCSEA environment and strategy to attract organizations from underrepresented communities to the clean energy conversation by understanding their needs and identifying strategies that will drive active engagement with NCSEA.

Donor Goal

To ensure the availability of the financial resources necessary to achieve organizational and programmatic D&I goals.

Impact on the Community

Increased corporate and non-profit funding of NCSEA's D&I efforts will ensure the effectiveness of program development and utilization, legislative action, educational strategies, and workforce opportunity awareness and readiness. This has a direct impact on NC's energy rates, economy and employment, cross-cultural relationships, education, environmental quality, and health.

Impact on NCSEA

Increased and diversified funding support will allow NCSEA to sustainably achieve our organizational mission, vision and goals by improving the output of our workflow. This funding support will better position and brand NCSEA in the eyes of all of NC's citizens as a leader and resource.

Strategies to reach goal

Donor transparency. Create and implement a process for communicating the D&I impact of donations from donors.

Expand our donor list. Determine the most effective language to use when describing the wide-ranging impact of our work and infuse it into requests with federal agencies, foundations, and corporations.

Project Collaborations. Identify organizations with complementary core objectives willing to work with NCSEA's capabilities to develop projects that will secure funding.

Communications and Visibility Goal

To internally create a culture of communication that strategically and intentionally positions NCSEA's brand with broader communities as an access point for energy related information, programs, products, training and job placement.

Impact on the Community

With an inclusive and informative approach to developing communications, more communities will have access to the benefits of the clean energy industry.

Impact on NCSEA

Core to NCSEA's business model is to "meet people where they are." With an inclusive process to developing communication, NCSEA will be able to attract the support necessary to fulfill the breadth and depth of its mission.

Strategies to reach goal

Community Interaction. NCSEA will brand its D&I initiative internally and externally enhancing the organization's reputation and build deep new relationships with communities not currently actively engaged in the clean energy industry. D&I communication will be frequent, ongoing, innovative, and will contribute to an enhanced reputation for the organization.

D&I Branding and Marketing. To enhance inclusion in clean energy, NCSEA will uplift its brand and image by noting our accomplishments positively impacting the lives of disadvantaged communities and ensure our communication reflects cultural awareness, understanding and sensitivity.

Governance Goal

To develop a governance structure that utilizes Diversity and Inclusion to continuously enhance the capabilities of our staff team and effectiveness of our Board.

Impact on the Community

NCSEA must “practice what we preach.” As an organization that has an enormous responsibility to serve all the demographics of a wide and highly diverse state, focusing our governance will improve our ability to serve the community and ensure the resources we expend are being maximized for their intended purpose.

Impact on NCSEA

Strengthening NCSEA’s capacity and operational structure through the integration of diversity and inclusion into core organizational objectives will improve our internal accountability to successfully enhance the reach and impact of our efforts to progress clean energy. With an inclusive work environment, NCSEA will maximize each employee’s contributions and productivity.

Strategies to reach goal

Recruiting. To drive organizational diversity by creating an inclusive work environment that understands and executes the value of racial/ethnic, gender, sexual orientation, and generational diversity.

Leadership development. Augment staff training with opportunities for D&I leadership development from professional conferences, development programs, consultants, and board members.

D&I Committee Development and Function. Establish NCSEA D&I committee of staff and Board of Directors members focused on ensuring D&I is well integrated into core organizational functions and practices. The committee will also ensure that all teams involved in the ongoing development of programs, products and services are an inclusive subset of customers, members, stakeholders, and community representatives.

Research and Development

To position NCSEA as the go-to organization for information on the connection of North Carolina's demographics and the clean energy ecosystem.

Impact on the Community

Research and Development has always been vital to progression of the clean energy industry. With data, NCSEA can not only show the link between diversity and clean energy innovation, but create a platform to consistently leverage D&I to increase the presence of program, product, legislative and service innovation designed to meet varying needs.

Impact on NCSEA

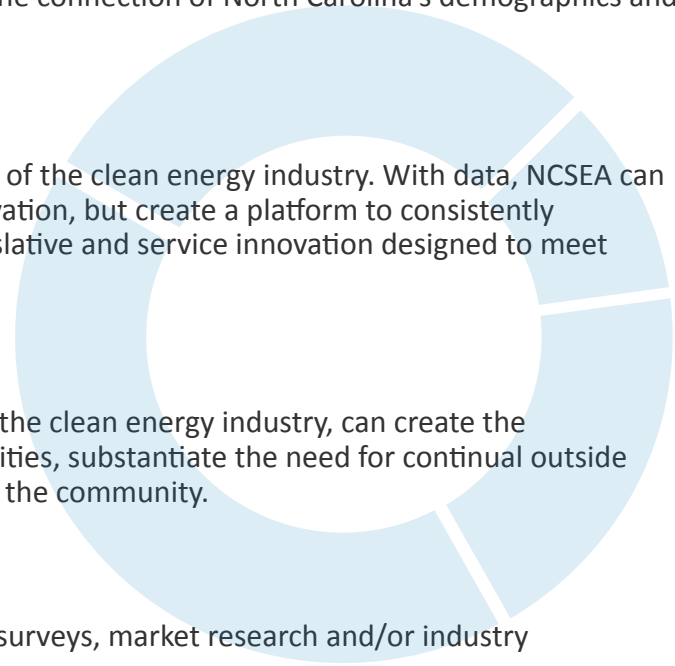
NCSEA will be further known for its contribution and position in the clean energy industry, can create the programming necessary to positively impact all of NC's communities, substantiate the need for continual outside support, and communicate the impact of its work to donors and the community.

Strategies to reach goal

Data Collection. Collect demographic data through stakeholder surveys, market research and/or industry interviews.

D&I Data Analysis. Analyze collected data in a manner that will put its findings to great use by bringing awareness and attention, expanding participation and financial supporters, and driving program and idea innovation in clean energy.

Data Share and Utilization. To develop a strategy that ensures the analysis of collected D&I data seamlessly feeds in to NCSEA's organizational communications strategy and strategic plan execution.



Outreach Goal

To ensure NCSEA's communication with all of North Carolina's communities and stakeholders is understandable and accessible.

Impact on the Community

Achieving this goal ensures NC communities are educated and empowered through knowing their energy options and have access to the information that can improve factors affecting their quality of living. With proper outreach NCSEA can work to humanize the traditionally politicized topic of energy.

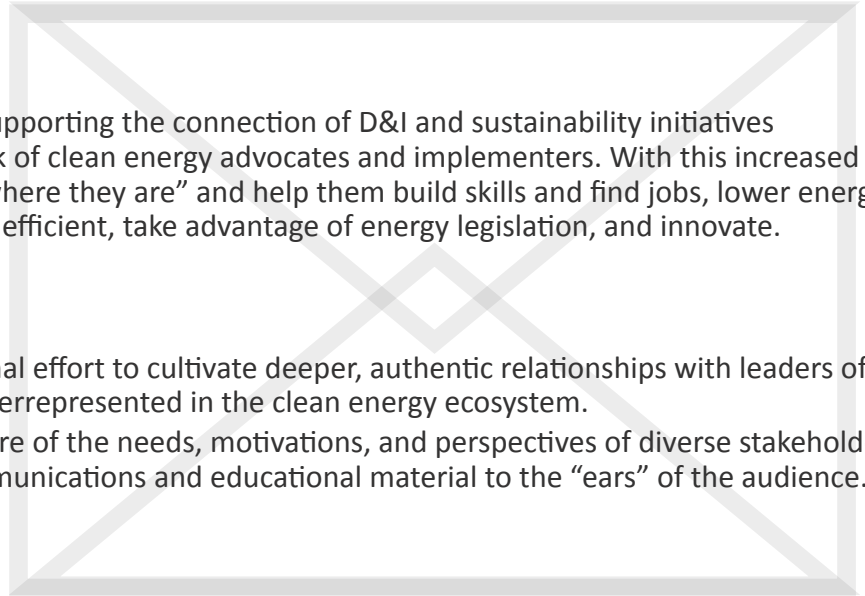
Impact on NCSEA

By taking a leadership role in influencing and supporting the connection of D&I and sustainability initiatives statewide and nationally, increases our network of clean energy advocates and implementers. With this increased network, NCSEA will be able to "meet people where they are" and help them build skills and find jobs, lower energy bills, make homes and businesses more energy efficient, take advantage of energy legislation, and innovate.

Strategies to reach goal

Connecting. To make a consistent and intentional effort to cultivate deeper, authentic relationships with leaders of and organizations supporting communities underrepresented in the clean energy ecosystem.

Message Development. To become keenly aware of the needs, motivations, and perspectives of diverse stakeholder groups and successfully adapt all external communications and educational material to the "ears" of the audience.



Advocacy Goal

NCSEA will advocate for collaborative partnerships and innovative strategies that support building a diverse and inclusive clean energy ecosystem that fosters progressive policy design, advocacy campaigns, and legislative implementation.

Impact on the Community

With efficient and productive working relationships, NC will create one strong voice for its clean energy ecosystem. This united voice will stretch across political party, socio-economic status and other demographics to enable the development of inclusive policies, market changes, and participation.

Impact on NCSEA

By advocating for stronger and directed participation in improving the diversity and inclusion of the clean energy conversation, NCSEA will increase the efficacy of our work, increase the capacity of our members, and improve our connection with the populations we serve.

Strategies to reach goal

Enhance NCSEA's Awareness. Support more typically unrepresented groups whom NCSEA should engage, become conscious of the issues they are most concerned about and identify opportunities that intersect with clean energy. Foster Collaboration. Become a resource for action by bringing together individuals and organizations, and leverage NCSEA's experience, knowledge and information to help them develop platforms and strategies that work and stretch across all NC's populations.

Supplier Diversity Goal

Through our increased partnership with diverse organizations and networks, NCSEA will increase the awareness, presence, and utilization of diverse clean energy providers within the clean energy industry.

Impact on the Community

With greater diversity of clean energy suppliers, marginalized communities can increasingly become direct participants in the clean energy supply chain and have more direct wealth building opportunities for individuals through employment, investment, and leasing, and for community through growing the tax base, reducing unemployment rates, and improving quality of life. Growing tax base through diversification and growth of clean energy suppliers and investments can also provide communities with indirect benefits for all people, such as delaying property tax rate increases and bringing more resources to serve community needs.

Impact on NCSEA

NCSEA will broaden our network of clean energy advocates, participants, and innovators working in, investing in, and leading throughout North Carolina's clean energy supply chains. As NCSEA programs like our Utility Solutions Program and Data Driven Decisions Initiatives succeed, we will be able to work with utility service providers, clean energy providers, people and communities together, catalyzing local growth of the clean energy economy. These supplier and community connections will over time also both broaden NCSEA's member base and enhance NCSEA's connectivity and identification of further opportunities with diverse organizations and networks.

Strategies to reach goal

Understand barriers to industry diversity. Develop an understanding of the actual and perceived barriers to clean energy industry diversity through key discussions.

Overcome barriers to diversity. Be a catalyst for industry change and diversity by utilizing our position to create inclusive environments and strategies that demonstrate the benefits of diversity.