



Solar Ambassador Prize Informational Webinar

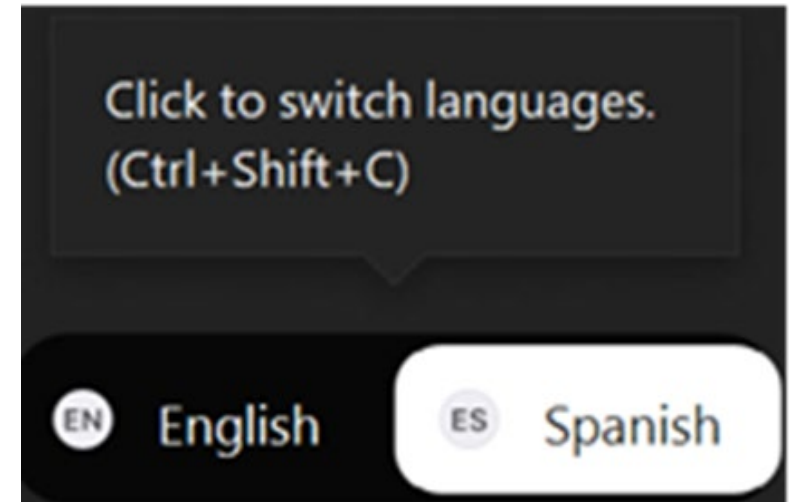
August 17, 2023



Spanish Interpretation

To Hear the Live Spanish Interpretation:

- ▶ Click the interpretation button
- ▶ Select Spanish



Interpretación en español

Para escuchar la interpretación en español:

- ▶ Haga “clic” en el botón que dice “interpretation”
- ▶ Seleccione “Español”



Housekeeping

Two Options for Audio (select audio mode):

1. Listen through your computer:
Click the “up arrow” next to the “mute” button in the bottom left corner.
Under “Select a Speaker,” click “Same as System.”
2. Listen by telephone:
Click the “up arrow” next to the “mute” button in the bottom left corner.
Click “Switch to Phone Audio.”

To Ask a Question:

- ▶ Select the “Q&A” button at the bottom of your screen and type in your question.
- ▶ Questions may be answered live, but all questions will be answered in writing on HeroX.

Having Trouble with the Webinar?

- ▶ Technical difficulties: Chat the webinar host for additional support.
- ▶ A video/audio recording of this webinar and the slide deck will be made available.



Notice

- ▶ None of the information presented herein is legally binding.
- ▶ The content included in this presentation is intended for informational purposes only relating to the Solar Ambassador Prize Rules (“Prize”).
- ▶ Any content within this presentation that appears discrepant from the “Prize” language is superseded by the “Prize” language.
- ▶ All applicants are strongly encouraged to carefully read the Solar Ambassador Prize Rules and adhere to them.



Topics

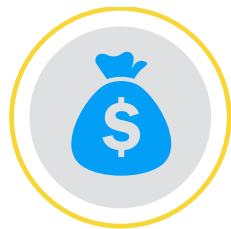
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The American-Made program is your **fast track to the clean energy revolution**. Funded by the U.S. Department of Energy, we incentivize innovation through prizes, training, teaming, and mentoring, connecting the nation's entrepreneurs and innovators to America's national labs and the private sector.

The American Made Program is growing:



\$200M
in cash prizes and support



65+
prizes



400+
Network members

AmericanMadeChallenges.org



Read the Rules



Official rules of the
Solar Ambassador Prize
are available online

[https://americanmadechallenges.org/challenges/
solar-ambassador](https://americanmadechallenges.org/challenges/solar-ambassador)

Or

[Solar Ambassador HeroX Page](#) > Resources
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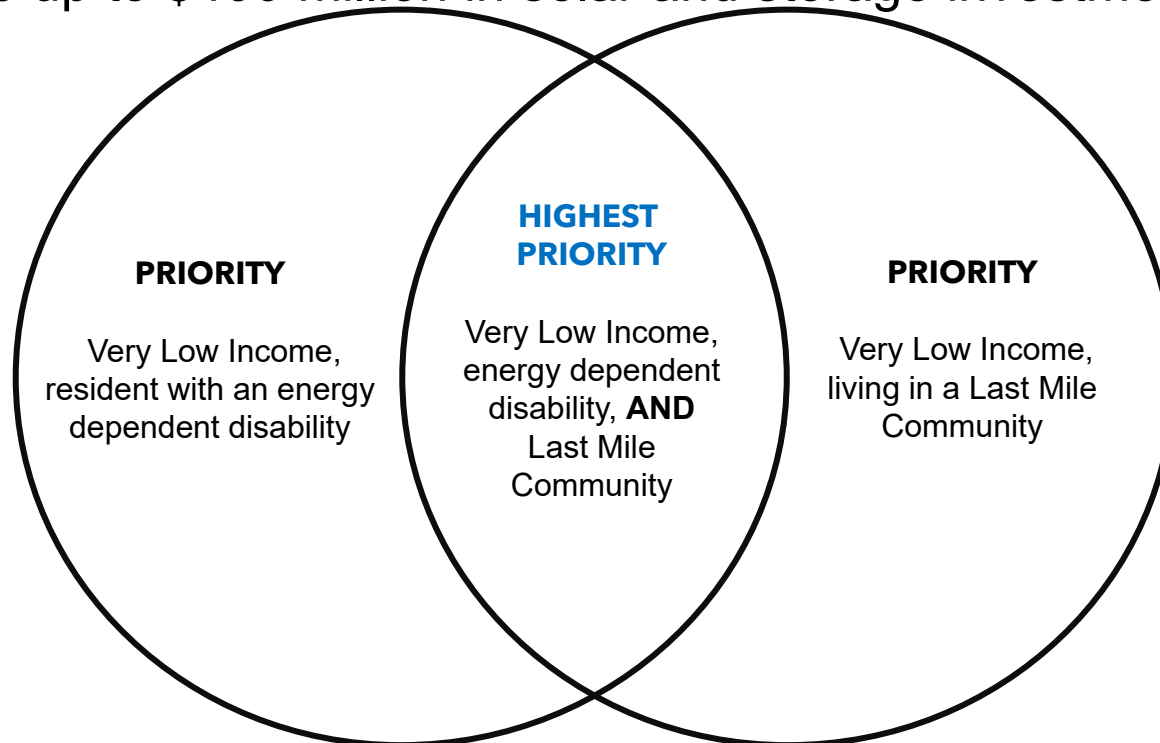
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Solar Ambassador Prize Rules Background



Puerto Rico Energy Resilience Fund

- July 31, 2023: \$450 million Funding Opportunity Announcement (FOA)
 - Deploy residential solar and battery systems
 - Roughly 30,000–40,000 residential solar and battery systems.
- Solar Ambassadors will play an integral part in this deployment process by identifying qualifying households to receive up to \$400 million in solar and storage investments.



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Solar Ambassador Prize Rules Overview

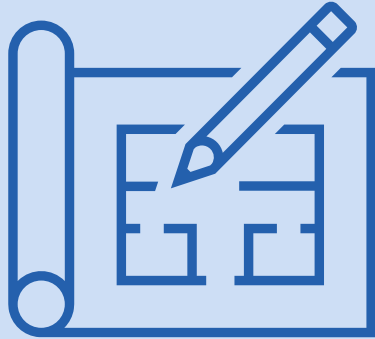


Prize Overview

- The Solar Ambassador Prize is a **\$3.5 million** prize.
- The prize is designed for organizations in Puerto Rico to assist DOE in identifying, engaging, and assisting qualified households to apply for residential solar and battery storage inspections.



2 Phases: Design and Deploy



Phase 1: Design

Demonstrate an ability to perform local, in-person outreach and community engagement to reach the most vulnerable residents in a defined geographic region of Puerto Rico.

July 31– September 25



Phase 2: Deploy

Implement proposed plan and assist households to complete their household intake application.

Fall 2023– Winter 2024

\$3.5 Million in Funding

Prize Phase	Duration	Anticipated Number of Awards	Dollar Amounts
Phase 1: Design	2 Months	An expected range of 10 -20 awards	\$15,000 per winning competitor (total prize pool: \$300,000)
Phase 2: Deploy	5 months (anticipated)	Phase 2 household awards given to all active Ambassadors who sign up verified households. Additional Phase 2 incentive prize for Ambassadors	Per-household award: \$100 per verified household Additionally, every Ambassador that signs up 750 verified households will receive a \$10,000 incentive prize. (total prize pool: \$3,200,000)



Who Can Participate?

- The Solar Ambassador Prize is open to:
 - Community-based organizations (CBOs)
 - Nonprofit organizations
 - For-profit organizations
- Organizations **must be located** in Puerto Rico
- Individuals are not eligible to apply
- Full eligibility can be found in the Official Rules





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Phase 1: Design What You Need to Know



Phase 1: Design Overview

- The Phase 1: Design Contest is the first in this two-contest series and has a total of \$300,000 in prizes.
- Goal: Design to encourage organizations with existing connections to vulnerable communities in Puerto Rico to bolster current engagement by creating plans that include educating homeowners on residential solar and storage and benefits of participation in PR-ERF.

Design Contest Prizes

- Up to 20 awards
- Each Phase 1 winner will receive a \$15,000 cash prize.
 - \$5,000 will be given to selected winners
 - The remaining \$10,000 will be given after Ambassadors complete the required training.



Phase 1: Design Logistics

Important dates

- Open: **July 31, 2023**
- Submission deadline: **September 25 at 5 p.m. AT/ET**
- Winner announcement: **October 2023** (anticipated)
- Phase 1 Required Training (*For selected Phase 1 winners only*): **November 2023** (anticipated)

Read the Rules

- The official rules can be found at: herox.com/solarambassador

Enter your Phase 1 submission

- The Phase 1 submission form can be found on HeroX by clicking on:

SOLVE THIS CHALLENGE



HeroX Live Demo



American-Made Challenges

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Solar Ambassador Prize

Identifying and engaging Puerto Rican households for solar and battery storage installations, with a focus on vulnerable residents.

Energy, Environment & Resources

Government

Stage:
Enter

Prize:
\$3,500,000

SOLVE THIS CHALLENGE

Sign up for the prize and read the official rules document at:

<https://www.herox.com/solarambassador>



What to Submit for Phase 1: Design



1. Cover page (selected questions public)
2. Narrative (5,000 words max)

Applications may be submitted in English or Spanish.



Cover Page

To be completed via HeroX

List basic information about your submission:

- Submission title*
- Organization name*
- Organization city* and state*
- Organization address
- Organization nine-digit zip code
- Organization website URL*
- Register number
- Point of contact information (name, email, phone)

Starred (*) elements will be made public on HeroX.

Section 3: Cover Page
List basic information about your submission.

Organization Name *

Organization Name 0/3000

Organization City and State *

Organization City and State 0/3000

Organization Address *

Organization Address 0/3000

Organization nine-digit zip code *

Organization nine-digit zip code 0/3000



Narrative

Answer each of the questions in the two areas:

- **Organization and Team:** Describe your organization, participating team members, past experience, community partnerships, and how your organization aligns to the goals of the prize.
- **Phase 2 Strategic Plan and Community Engagement Approach:** Your plan to engage and work with communities to perform program outreach, education, and complete intake processing of qualified Puerto Rican households for residential solar.

5,000 word maximum

1. **Organization and Team:** Describe your organization, participating team members, past experience, community partnerships, and how your organization aligns to the goals of the prize.

24 points possible

Teams can provide:

- **Mission and Goals:** Describe your organization, including its mission and goals and how they align with the overall prize goal.
 - Previous experience in solar and renewable projects is a plus, but not a requirement.
- **Service Community:** Describe the community (region and/or demographic) that your organization primarily serves within Puerto Rico
- **Prior Experience:** Describe your experience with similar work performing outreach and/or assisting access to government or philanthropic assistance programs. Provide examples of:
 - Your organization's approach to community engagement
 - Your organization's ability to gather feedback from the community and use it to tailor your organization's activities

Judging criteria (1–6 points per statement):

- **Mission and Goals:** The description demonstrates a strong alignment between the organization's mission and goals and the overall prize objective of engaging very low-income single-family households in Puerto Rico who qualify for residential solar PV and battery storage systems and (i) include an individual with an energy-dependent disability and/or (ii) are located in a Last Mile Community. The team highlights how their organization's mission aligns with the prize objective.
- **Service Community/Partnerships:** The competitor demonstrates strong ties and partnerships within the community and has a clear understanding of the community's concerns, challenges, and priorities.
- **Prior Experience:** The competitor demonstrates that they have relevant, effective, and innovative experience connecting with the communities they

Phase 1 Submission Scoring Overview

- ▶ Expert Reviewers will be assigned to each eligible submission.
- ▶ Two main categories of question, each with several subcategories:
 - **Category 1: Organization and Team (24 points)**
 - **Category 2: Phase 2 Strategic Plan and Community Engagement Approach (24 points)**
- ▶ Each subcategory will receive a score of 1 through 6.
 - Final score for submission package equals the sum of scores for all categories.
- ▶ Expert reviewers will review submissions and provide input to the U.S. Department of Energy, Grid Deployment Office (GDO)
- ▶ GDO is the final judge and will make selections based on reviewers scores, comments and program policy factors.

- ▶ **Interviews:** The Prize Administrator may decide to hold a short virtual or in-person interview with a subset of the teams prior to the announcement of winners to clarify any questions the Prize Administrator may have. Attending interviews is not required, and interviews are not an indication of winning.

A full list of Program Policy Factors can be found on page 23 of the [official rules](#)



Required In-Person Training

- Winners of Phase 1 will be required to attend this training in order to move forward to Phase 2.
- In-person opportunity in Puerto Rico lasting one day for prize teams to review key information and tools for Phase 2 deployment.
- Ambassadors will receive a certificate of completion and will meet with a mentor from DOE to discuss final deployment plans and verify subject competency.

November 2023 – Date TBD

Topics covered during the training:

- Solar and Storage 101
- Structural Eligibility
- Information Collection
- Technical Training
- Communication Flow
- Community Engagement





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Phase 2: Deploy What to Expect



Phase 2: Deploy

- **Overview:**

- Phase 2 will begin in November 2023 shortly after selected Phase 1 Ambassadors complete the training.
- Ambassadors will activate their proposed plans to perform program outreach, education, and assist with intake processing of qualified Puerto Rican households for residential rooftop solar and battery storage systems.

- **Activities and Requirements:**

- Ambassadors will perform outreach, educate and assist households with their household intake application.
 - Household intake applications will be completed by the individual household and entered into a database
 - All household intake applications will go through a verification process to ensure household eligibility, complete information collection, and no duplications.
 - Ambassadors will be awarded \$100 for every verified household that completes an application for solar installation
 - Ambassadors that submit 750 verified household intake applications will be eligible for the \$10,000 incentive prize
- A Phase 2 submission package will be due via HeroX.

Phase	Dollar Amount
Phase 1: Design	\$15,000 per winning competitor
Phase 2: Deploy	Per Household Award: \$100 per verified household \$10,000 incentive prize for 750 verified households



What to Submit for Phase 2: Deploy



1. Cover page (selected questions public)
2. Presentation (10 slides max)
3. All household intake applications uploaded to database



Phase 2 Submission

To be completed via HeroX

Cover Page

List basic information about your submission:

- Submission title*
- Organization name*
- Organization city* and state*
- Organization address
- Organization nine-digit zip code
- Organization website URL*
- Register number
- Point of contact information (name, email, phone)

Starred () elements will be made public on HeroX.*

Presentation – 10 slides max

Provide a summary of your engagement strategy and the process:

- A summary of the engagement strategy/plan utilized
- A description of the barriers and challenges encountered through your engagement process
- A description of your team and who assisted with the Phase 2 plan
- A summary of your overall experience throughout the engagement process
- A description of any lessons learned from your engagement strategy
- A summary of any recommendation for next steps for DOE and the Prize Administration team



Household Intake Applications

- Must be completed by the homeowner of the household and submitted through the approved online database for verification.
- Can be submitted throughout the competition period. Applications must be complete and verified to qualify toward the per-household award and prize incentive count.
- Any applications that do not pass the verification will not go toward the Ambassador's count.
- If an application is incomplete or contains inaccuracies, the independent contractor may notify the household and/or the Ambassador and work with them to complete the application and/or correct inaccuracies.





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Get Started Today!



Get Started Today!

Get Signed Up:

- Follow the [challenge on HeroX](#)
- Attend Office Hours
 - August 29, 2023, at 2:00 p.m. AT/ET
 - September 18, 2023, at 3:00 p.m. AT/ET

Submit your Phase 1 Design Submission:

- Read the [Rules](#)
- Submit by **September 25, 2023, at 5 p.m. AT/ET.**
- Post your question on the [HeroX Forum](#)



Questions?



Thank You!

