

## U.S. Embassy Stockholm Who's Who

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### Additional Questions?

Visit our website at: [www.usemb.se](http://www.usemb.se)

# The One **Big** Thing



### U.S. Embassy Stockholm

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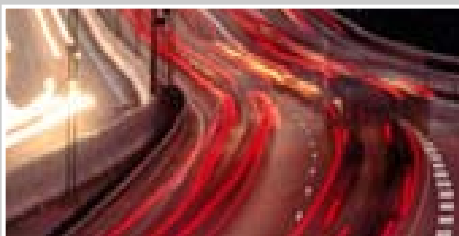
**Embassy of the United States of America**  
**Stockholm, Sweden**

## Our Mission

# Collaboration with Sweden to Achieve a Breakthrough in Alternative Energy

### Our Goals

- 1. Technology, Research and Development (R&D):** Pave the way for a joint technology breakthrough in alternative energy through public/private sector R&D collaboration.
- 2. Financing and Investment:** Enable more financing of collaboration. Be a coordinator/matchmaker and a source of information on public and private sector financing.
- 3. Public Awareness:** Encourage the flow of people, ideas and information between the United States and Sweden in order to advance the One Big Thing.
- 4. Policy:** Establish a dialogue on best practices in the regulatory/legislative/policy arenas to promote research and the use of alternative energy. Work to enhance contact and cooperation between the Parliament and the Congress. Engage in the international climate policy dialogue.
- 5. Greening the Embassy:** Work to improve the energy efficiency of the chancery and Embassy residences. Aim to create a model embassy and to explore increased use of technologies for heating, electricity, maintenance, etc.



## Goals In-Depth

### 1. Science and Technology

- ◆ Facilitate the work of the U.S.-Swedish Working Group in identifying five significant R&D alternative energy projects
- ◆ Initiate and facilitate U.S.-Swedish scientific exchange, focusing on introducing cutting-edge researchers to each other
- ◆ Serve as matchmaker for Swedish energy-related research projects that may qualify under the Department of Defense's Advance Research Projects Agency program (DARPA), as well as DoD research labs
- ◆ Involve U.S. and Sweden in cooperative activities of the International Energy Agency (IEA), including IEA's goal of including China and India
- ◆ Explore establishing a U.S.-Sweden Clean Energy Center of Excellence

### 2. Financing and Investment

- ◆ Continue to match researchers/entrepreneurs in Sweden with sources of funding, including venture capital, angel investors and government programs
- ◆ Encourage a 2008 U.S. alternative energy trade mission to Sweden and other Nordic capitals
- ◆ Assist SVCA (Swedish Private Equity and Venture Capital Association) with a 2008 mission to the U.S.
- ◆ Help organize Cleantech Venture fora, inviting U.S. VC firms to Sweden
- ◆ Promote U.S.-Swedish networking and business joint ventures at Power-Gen Renewables 2007 and WIREC 2008
- ◆ Support OBT/Ambassador programs at Detroit Auto Show, SACC Entrepreneurial Days in San Diego and Stockholm, and ECO-Tech, Gothenburg. Planned Winter, Spring and Fall 2008

### 3. Public Awareness

- ◆ Facilitate at least five Swedish visits to the U.S. on energy-related issues
- ◆ Bring at least four U.S. speakers/experts to Sweden
- ◆ Increase Embassy engagement with the Swedish public
- ◆ Disseminate One Big Thing information within the Embassy and the Department of State

## Goals In-Depth, continued

### Public Awareness continued....

- ◆ Participate in/organize events to explain climate change policy issues
- ◆ Explain the significance of the environment as an issue in the U.S. elections
- ◆ Organize a group visit for approximately five American experts to observe Swedish best practices

### 4. Policy

- ◆ Work with Sweden to support policy goals in the area of climate change policy, with a particular focus on Swedish preparations for its EU Presidency during the second half of 2009
- ◆ Expand Embassy outreach — bring senior U.S. energy policy officials to Sweden; encourage reciprocal Swedish visits to the U.S.
- ◆ Increase collaboration between the Parliament and U.S. Congress on legislative actions that encourage use of alternative energy
- ◆ Identify Congressional and U.S. state-led opportunities that advance alternative energy cooperation with Sweden
- ◆ Implement a program of Embassy outreach in Sweden to local jurisdictions involved in cutting-edge policies
- ◆ Develop a concept paper for a 'Green League of Ambassadors', modeled on Swedish energy company Vattenfall's 3-Cs (Combat Climate Change) initiative

### 5. Greening the Embassy

- ◆ Begin a program to replace all light bulbs in both offices and residences with energy efficient alternatives
- ◆ Sign a contract for an energy audit of the chancery with recommendations for reducing energy usage and carbon footprint
- ◆ Replace stand alone printers with duplex network printers
- ◆ Convert chancery to District heating as soon as funds are available
- ◆ Rely on 'Green Certificate' electricity for the chancery and residences, beginning in January 2008