

The Partnership for Advanced Windows Solutions (PAWS) Stakeholder Campaign Working Group Charter

Mission, Strategy, Process, Operations



Mission Statement

The PAWS Stakeholder Campaign Working Group works with stakeholders across window industry sectors (residential and commercial, new construction and retrofit) to support and create market transformation opportunities for both primary and attachment window products.



Strategic Goals

The goals of the PAWS Stakeholder Campaign Working Group are to:

- Advise and bring additional value to existing stakeholder campaigns by recruiting additional partners and resources and sharing best practices/lessons learned in order to increase campaign impact.
- Work with PAWS partners to catalyze new, broadly applicable stakeholder campaigns based on the efforts of other PAWS Working Groups in order to advance primary and attachment window product technology.
- Work with stakeholders and other PAWS Working Groups to develop and implement strategic PAWS-led campaigns that aggregate demand and/or accelerate adoption of high-performance primary windows and window attachments.



Tactical Functions (Value Proposition)

The critical tasks of the PAWS Stakeholder Campaign Working Group are to:

- Identify and track related existing stakeholder campaigns.
 - Minimize duplicate efforts.
 - Identify synergies between ongoing campaigns and help align efforts.
 - Share best practices, lessons learned and, where possible, share relevant materials.
- Identify gaps in stakeholder campaign efforts and coordinate response with PAWS.
 - Convene other Working Group leads as necessary to gather information to confirm and fill perceived market transformation gaps.
- Conduct PAWS-led stakeholder campaigns to accelerate market transformation activities.
 - *PAWS Prize Competition* - convene cross-Working Group leadership to determine:
 - The technical requirements of a PAWS Window Prize competition
 - The logistical requirements for a multi-party funded Prize

CONTACT US

Rick Dunn: rdunn@neea.org

PAWS website: <http://www.PAWS.energy>

- The technical support to aid Prize winners
- Support other PAWS Working Groups
 - Provide best practices and resources to other PAWS Working Groups.
- Develop a go-to information resource for PAWS partners and supporters interested in participating in primary and attachment window product technology related stakeholder campaigns.



Group Operational Ground Rules/Administrative Information

The following describes the internal operational structure and processes of the PAWS Stakeholder Campaign Working Group.

PAWS Stakeholder Campaign Working Group Team:

- Leadership: **Rick Dunn, NEEA** (rdunn@neea.org), **Katie Cort, PNNL** (katherine.cort@pnnl.gov), **Walt Zalis, Energetics** (WZalis@Energetics.com)
- Current Representatives:
 - Sector:
 - Name
 - Sector:
- PAWS Stakeholder Campaign Working Group Representative Responsibilities:
 - Attend regular monthly meetings
 - Contribute to idea generation during meetings and data calls
 - Provide project support as appropriate
- PAWS Stakeholder Campaign Working Group Associated Organizations:
 - Text

Meetings:

- Recurring Time: Quarterly, or other as determined by Working Group members
- Link: To be included in meeting invite
- Meeting format: Co-leads share agenda for comment; leads discussion across agenda topics, with participation from all members support

Documentation:

- Process flows, meeting updates, group tools and documents will continually be updated to the...
- Information is also available through...

CONTACT US

Rick Dunn: rdunn@neea.org

PAWS website: <http://www.PAWS.energy>

New Member Process:

- Email the following information to the Co-Leads:
 - Name
 - Organization
 - Role
 - Email
- Introductory information will be shared to provide up-to-date view of the current PAWS Stakeholder Campaign Working Group focus.

Primary Contact:

Name: Rick Dunn

Number: 503.688.5483

Email: rdunn@neea.org

CONTACT US

Rick Dunn: rdunn@neea.org

PAWS website: <http://www.PAWS.energy>