

Switch Energy Alliance

Fact Sheet – Q2, 2018

SEA is a 501(c)(3) tax-exempt, nonprofit organization with an external board of directors. SEA has both permanent staff and a growing cadre of engaged volunteer advisors and contributors of all ages. Scott Tinker serves as Chairman, and works *pro bono*.

Mission: To inspire and motivate people of all ages to learn about energy, engage in objective and informed conversations, and make smart decisions about our global energy future. Leveraging our deep expertise through the power of film, SEA will act as an honest and trusted broker to recapture the energy conversation, build a baseline of energy education, and lead a nonpartisan, informed dialog.

Program: The *Switch* Energy Alliance builds on the success and global audience of *Switch* – the acclaimed nonpartisan energy documentary co-produced by Dr. Scott Tinker and filmmaker Harry Lynch. The following SEA program elements will be developed and released in 2017–2020.

- **Switch**, the energy film embraced by the energy industry, environmentalists and the academic world alike. *Switch*, subtitled in Spanish, French and Mandarin has reached more than 15 million viewers to date, entered the curriculum in more than 2,000 global universities, been included in curriculum in K-12 classrooms across the U.S., and been mailed to over 55,000 educators who requested copies and continue to screen it annual in classrooms worldwide.
- **Switch On**, a feature documentary now in early production. *Switch On* focuses on the 2.5 billion people living in some state of energy poverty, and the benefits and challenges of powering 1/3 of the planet. It is a very human story in what can otherwise be a technical subject, and connects mainstream viewers emotionally to energy. We began filming *Switch On* in Colombia and Ecuador, and at other selected venues.
- **Making the Switch** (*working title*), a documentary sequel to *Switch* now in the research stage, looks at new developments since the release of *Switch*, including the transformative impacts of unconventional gas and oil resources, the falling price of solar and wind, developments in storage, environmental challenges of batteries and renewables, and more. More importantly, it examines common solutions that can address climate change, energy poverty and maintain healthy economies, with a goal to mitigate the highly polarized political conversations, and move forward with a shared vision.
- **Website:** The new <http://SwitchOn.org> website is the successor to the original companion SwitchEnergyProject.com, which has received several million page views, in all 50 states and 208 countries. The new site parses the SEA program into 3 parts.
 - **Watch** is the *Switch* Video Library, which includes the full *Switch* film, a series of Energy Primers, the 28-episode *Switch* Energy Lab series, site visits, interviews with 25 leading energy experts, and more – over 300 videos in all, available free-of-charge to viewers worldwide. This section will grow with new videos from the sequel films and other content produced specially for the Learn segment.
 - **Learn** is SEA's new learning program, now under construction and culminating in a video-based university course. It will guide users through an interactive course of videos and other content customized to their learning and experience levels.



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- **Engage**, also in development, will provide a variety of active ways for users to connect with SEA and get involved directly. Social media channels, an educators' user group and energy resource forum, community tools for adding translations to videos, and efficiency tip contributor articles will help to introduce users to new topics and developments in energy. SEA is committed to providing a positive environment to learn and communicate about energy.

Audience: While impactful across many demographics, the primary target audience is younger viewers, whose energy education and opinions are being shaped now, and who will make the energy decisions that shape our future. *Switch* content has reached millions of viewers worldwide, especially educators and students. SEA plans to creatively and aggressively distribute its new film and contents to expand this audience substantially.

Progress: SEA has built relationships with NGO partners in both the energy poverty and energy education spaces, including the Solar Electric Light Fund (SELF), the National Energy Education Development project (NEED), the Consumer Energy Alliance (CEA), and others.

SEA will engage in energy development projects with U.S. and international NGOs as part of *SwitchOn*, and will include scenes in the film and in the video library. SEA will work with educational NGOs, including our growing network of 55,000 educators and more than 2,000 universities and schools, to test and distribute new content.

Funding: Approximately 40% of the minimum budget of \$3.5MM for this phase has been received from a mixture of corporate donors, foundations, and private donors. We are trying to complete the funding effort by August, 2018 to allow for an extensive year of filming and production beginning in September, 2018.

Contributions: The Switch Energy Alliance (SEA) is registered as a 501(c)(3) nonprofit organization. Donations are tax deductible and can be made online on our website, or directly to SEA at:

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