



**Asia-Pacific  
Economic Cooperation**

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**2011/SOM1/EWG/EGEEC/008**

Agenda: D1 3-3

**superefficient.org**

Submitted by: United States



**37<sup>th</sup> Expert Group on Energy Efficiency and  
Conservation Meeting  
Washington, D.C., United States  
28 February - 2 March 2011**

# superefficient.org

## History & Approach

**In early 2011, SEAD's Working Group I determined that a uniquely tailored web presence would better communicate the SEAD mission and allow for more collaboration.**

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**By consistently updating content, monitoring traffic, and enhancing features and accessibility, superefficient.org will serve as a vibrant global portal of insight, information and interchange.**

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**Furthermore, the site will feature bespoke social networking tools to bring together information, resources, and enthusiasm from experts all over the world.**

## Present Status

**As of now, the User Experience and Strategy analysis for the entire website are complete.**

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**Design for the site is in its final stages.**

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**Content is presently being drafted and reviewed.**

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**The project has continued to remain on schedule and has suffered no appreciable delays.**

## Future Plans

**Scheduled enhancements of superefficient.org will include some of the following features:**

- I. An e-mail subscription feature will keep visitors updated with site news and changes.**
- II. A “Policy Best Practice” rotator will be present on the homepage to better share what participating nations are doing to help maintain best practice policies all across the globe.**
- III. Built in social networking features will allow users to share and comment on content through a myriad of platforms.**
- IV. Syndication of content to the Solutions Center Website will remain live and recurring – changes will occur with respect to upkeep.**



## Noteworthy Dates

**I. Superefficient.org will launch on April 5<sup>th</sup>, 2011, immediately before the second Clean Energy Ministerial (CEM2),**

**II. Integration with CLASP global standards and labeling database will be complete on July 11<sup>th</sup>, 2011.**

**III. Superefficient.org's social media (Facebook, Twitter, Blogs) presence will be live and online on December 19<sup>th</sup>, 2011.**

**IV. Enhancements will take place often, and content will be updated as it is made available.**



## A Look Ahead

**Regular post-launch enhancement schedule to implement such features as:**

- **SEAD Newsletter subscription mechanism**
- **Policy Best Practices feature on homepage**
- **Expanded Social Media Tools**
- **Integration with CLASP improved Global S&L Database**
- **Migration to Content Management System**
- **Consistent syndication of content to Solutions Center website**

**Continued enhancement cycle allows site to grow apace with SEAD developments.**

