



U.S. DEPARTMENT OF ENERGY
SOLAR DECATHLON

2013

U.S. Department of Energy Solar Decathlon

NAMING AND MESSAGING GUIDELINES

This reference is designed to simplify
creation of consistent and accurate Solar
Decathlon communications materials

August 2013

Time to shine

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Event Naming Conventions

Proper Naming

U.S. Department of Energy Solar Decathlon

Full name when not referring to a particular year's event. Use this on first text reference on every page.

Solar Decathlon

Allowed for subsequent references when not referring to a particular year's event. Use only when the full event name appears on the same page above, or in a more prominent location than, the subsequent reference.

U.S. Department of Energy Solar Decathlon 2013

Full name when referring to a particular year's event. Use this on first text reference on every page.

Solar Decathlon 2013

Allowed for subsequent references when referring to a particular year's event. Use only when the full event name appears on the same page above, or in a more prominent location than, the subsequent reference.

Not Preferred

2013 Solar Decathlon

2013 U.S. Department of Energy Solar Decathlon

U.S. Department of Energy's Solar Decathlon

U.S. DOE Solar Decathlon

Decathlon or decathlon

XPO Naming Conventions

The XPO is a clean, renewable, and efficient energy exposition that will be hosted alongside the U.S. Department of Energy Solar Decathlon 2013. When referencing the XPO in writing, please use the following:

XPO (all caps)

Not Preferred

Xpo

Joint Event Naming Conventions

When referring to the overall public event that features two complementary attractions—the Solar Decathlon 2013 and the XPO—please use the following:

U.S. Department of Energy Solar Decathlon 2013 and XPO

Not Preferred

Please refer to Event Naming Conventions and XPO Naming Conventions for naming conventions that are not allowed.

Orange County Great Park Naming Conventions

The U.S. Department of Energy Solar Decathlon 2013 will be held at the Orange County Great Park in Irvine, California.

When referencing the event location, the following terms are preferred:

The U.S. Department of Energy Solar Decathlon 2013 at the
Orange County Great Park

The U.S. Department of Energy Solar Decathlon 2013 at the
Orange County Great Park in Irvine, California

When listing the Orange County Great Park in writing, use the following:

Orange County Great Park

Orange County Great Park in Irvine, California

Never use the following:

Irvine's Great Park

OC Great Park

Irvine Great Park

Orange County's Great Park

U.S. Department of Energy Naming Conventions

When referencing the U.S. Department of Energy, the following abbreviations are approved for use in text.

Energy Department

Energy Dept.

U.S. Energy Department

U.S. Energy Dept.

Note – these approved abbreviations are not allowed when referencing the event name, the U.S. Department of Energy Solar Decathlon.

Key Messaging

The following messages have been approved for use by U.S. Department of Energy Solar Decathlon organizers, sponsors, and others communicating about the event.

What is the U.S. Department of Energy Solar Decathlon?

The Solar Decathlon challenges collegiate teams to design, build, and operate solar-powered houses that are cost-effective, energy-efficient, and attractive. The winner of the competition is the team that best blends affordability, consumer appeal, and design excellence with optimal energy production and maximum efficiency.

What is the XPO?

The XPO is a clean, renewable, and efficient energy exposition that will be hosted alongside the U.S. Department of Energy Solar Decathlon 2013. Through fun, interactive exhibits and activities, the XPO will provide visitors with information about the broad spectrum of energy efficiency options in home design, transportation, consumer products, food production, and education. (See also About the XPO.)

What is the U.S. Department of Energy Solar Decathlon and XPO?

This free public event at the Orange County Great Park in Irvine, California, features two complementary attractions: the Solar Decathlon, where visitors can tour highly efficient, solar-powered competition houses, and the XPO, featuring visionary and innovative clean energy companies, products, and educational opportunities.

Together, Solar Decathlon 2013 and the XPO create a unique and powerful showcase for technology, education, products, arts, and business opportunities related to clean and renewable energy generation and efficient energy use.

Where will the U.S. Department of Energy Solar Decathlon 2013 take place?

Solar Decathlon 2013 will be held at the Orange County Great Park, 6950 Marine Way, Irvine, CA, 92618. The Solar Decathlon will be co-located with the XPO, a clean, renewable, and efficient energy exposition.

Is this a free event?

Visiting the U.S. Department of Energy Solar Decathlon 2013 and XPO is free. However, parking at the Orange County Great Park costs \$5 per vehicle.

When is the U.S. Department of Energy Solar Decathlon 2013 and XPO open to the public?

The Solar Decathlon competition houses and XPO will be open to the public free of charge on eight days over two consecutive weekends. Public hours will be from 11 a.m. to 7 p.m. daily:

- Thursday, Oct. 3–Sunday, Oct. 6, 2013
- Thursday, Oct. 10–Sunday, Oct. 13, 2013.

Key Messaging

What are the dates of the U.S. Department of Energy Solar Decathlon 2013?

Solar Decathlon 2013 will take place Oct. 3–13, 2013, at the Orange County Great Park in Irvine, California.

- Team houses are open to the public free of charge 11 a.m. to 7 p.m. Thursdays through Sundays from Oct. 3 through Oct. 13, 2013.
- Assembly of competition houses begins Monday, Sept. 23.
- The overall competition winner will be announced on Saturday, Oct. 12, at 10 a.m.
- Disassembly of the competition houses takes place Monday through Friday, Oct. 14 to 18.

About the U.S. Department of Energy Solar Decathlon

The U.S. Department of Energy Solar Decathlon is an award-winning program that challenges collegiate teams to design, build, and operate solar-powered houses that are cost-effective, energy-efficient, and attractive. The competition shows consumers how to save money and energy with affordable clean energy products that are available today. The Solar Decathlon also provides participating students with hands-on experience and unique training that prepares them to enter our nation's clean energy workforce. The winner of the competition is the team that best blends affordability, consumer appeal, and design excellence with optimal energy production and maximum efficiency.

Key phrases about the Solar Decathlon:

- The first U.S. Department of Energy Solar Decathlon was held in 2002; the competition then occurred every two years in 2005, 2007, 2009, and 2011 in Washington, D.C.
- The U.S. Department of Energy Solar Decathlon 2013 takes place Oct. 3–13, 2013, at the Orange County Great Park in Irvine, California. All Solar Decathlon houses are open to the public free of charge from 11 a.m. to 7 p.m. Thursdays through Sundays.
- The U.S. Department of Energy Solar Decathlon invites visitors to tour the houses, gather ideas to use in their own homes, and learn how energy-saving features can help them save money today. Learn more at www.solardecathlon.gov.
- The U.S. Department of Energy Solar Decathlon demonstrates innovative and affordable clean energy solutions that can help consumers save energy and money.
- The U.S. Department of Energy Solar Decathlon provides participating students with unique training that prepares them to enter our nation's clean energy workforce.

Key Messaging

Purpose of the U.S. Department of Energy Solar Decathlon

One of the Energy Department's most successful outreach efforts, the Solar Decathlon helps accelerate the adoption of energy-efficient products and design by:

- Educating students and the public about the money-saving opportunities and environmental benefits presented by clean energy products and design solutions
- Demonstrating to the public the comfort and affordability of homes that combine energy-efficient construction and appliances with off-the-shelf renewable-energy systems
- Providing participating students with unique training that prepares them for the clean energy workforce.

Key phrases about the Solar Decathlon's purpose:

- The U.S. Department of Energy Solar Decathlon educates students from around the world about the opportunities presented by renewable energy and energy efficiency and challenges them to think in new ways about incorporating practical, affordable clean energy solutions into residential applications.
- The U.S. Department of Energy Solar Decathlon demonstrates the cost-saving opportunities provided by grid-connected houses that leverage off-the-shelf clean energy technologies to produce as much energy as they consume.
- The U.S. Department of Energy Solar Decathlon fosters collaboration among students from different academic disciplines, including engineering and architecture, who otherwise might not work together until they enter the workplace.

Impact of the U.S. Department of Energy Solar Decathlon

Since 2002, the Solar Decathlon has:

- Involved 112 collegiate teams, which pursued a multidisciplinary approach to study the requirements for designing and building energy-efficient, solar-powered houses
- Established a worldwide reputation as a successful educational program and workforce development opportunity for thousands of students
- Positively impacted nearly 17,000 collegiate participants
- Expanded to Europe and China to involve an additional 80 teams and 12,000 participants through Solar Decathlon Europe 2010 (Madrid), Solar Decathlon Europe 2012 (Madrid), Solar Decathlon China 2013 (Datong), and Solar Decathlon Europe 2014 (Versailles)
- Educated the public about the benefits, affordability, and availability of clean energy solutions by generating widespread media coverage and harnessing digital tools to reach millions of people.

Since the first Solar Decathlon in 2002, 192 collegiate teams—some 29,000 students—have engaged in three competitions around the world: the flagship U.S. Department of Energy Solar Decathlon, Solar Decathlon Europe, and Solar Decathlon China.

Key Messaging

The Competition

The U.S. Department of Energy Solar Decathlon is a competition that challenges collegiate teams to design, build, and operate energy-efficient houses powered by the sun. Each team spends two years creating a house to compete in 10 contests.

The 10 contests for Solar Decathlon 2013 are:

- | | |
|-------------------|-----------------------|
| 1. Architecture | 6. Comfort Zone |
| 2. Market Appeal | 7. Hot Water |
| 3. Engineering | 8. Appliances |
| 4. Communications | 9. Home Entertainment |
| 5. Affordability | 10. Energy Balance. |

Each contest is worth a maximum of 100 points, for a competition total of 1,000 points. The winner is the team with the most points at the end of the competition, earned by showcasing a house that:

- Balances energy production and consumption
- Is cost-effective, attractive, and easy to live in
- Maintains comfortable indoor living conditions
- Supplies energy to household appliances for cooking, cleaning, and entertainment
- Provides sufficient hot water.

The winning team receives a trophy and the honor of victory.

Learn more at solardecathlon.gov/contests.html.

U.S. Department of Energy Solar Decathlon 2013 Teams

The collegiate teams that design, build, and operate the competition's solar-powered houses represent the next generation of clean energy architects, engineers, and entrepreneurs.

The 20 teams participating in Solar Decathlon 2013 are:

- Arizona State University and The University of New Mexico
- Czech Republic: Czech Technical University
- Kentucky/Indiana: University of Louisville, Ball State University, and University of Kentucky
- Middlebury College
- Missouri University of Science and Technology
- Norwich University
- Santa Clara University

Key Messaging

U.S. Department of Energy Solar Decathlon 2013 Teams (Continued)

- Southern California Institute of Architecture and California Institute of Technology
- Stanford University
- Stevens Institute of Technology
- Team Alberta: University of Calgary
- Team Austria: Vienna University of Technology
- Team Capitol DC: The Catholic University of America, George Washington University, and American University
- Team Ontario: Queen's University, Carleton University, and Algonquin College
- Team Texas: The University of Texas at El Paso and El Paso Community College
- The University of North Carolina at Charlotte
- Tidewater Virginia: Hampton University and Old Dominion University
- University of Nevada Las Vegas
- University of Southern California
- West Virginia University.

Hailing from four countries and two continents, the 20 student teams selected to participate in the U.S. Department of Energy Solar Decathlon 2013 include nine returning teams, 11 new teams, and four international teams.

The projects now underway by the Solar Decathlon 2013 teams exemplify a range of design approaches and building technologies optimized for diverse geographic locations, climates, and regions (including urban, suburban, and rural settings). They aim to reach a variety of target home-sales markets.

Where Are the Houses Now?

Of the 72 houses that competed in the U.S. Department of Energy Solar Decathlons in 2009, 2007, 2005, and 2002 :

- 24 continue to contribute to university research and outreach on campus
- 18 serve as private residences for families and students
- 16 host the public as educational exhibits extolling the benefits of renewable energy and energy efficiency
- 7 are used for business and meeting space
- 5 were disassembled, recycled, or reused.

Learn more about what happened to houses that competed in 2009, 2007, 2005, and 2002 by visiting the Solar Decathlon website at www.solardecathlon.gov/where_now.html.

Key Messaging

About the XPO

The XPO is a clean, renewable, and efficient energy exposition featuring visionary and innovative companies, products, and educational opportunities that will be hosted alongside the U.S. Department of Energy Solar Decathlon 2013. Through fun, interactive exhibits and activities, the XPO will provide visitors with information about the broad spectrum of energy efficiency in home design, transportation, consumer products, food production, and education. Visitors will experience actionable ways to implement energy efficiency today and into the future and leave with tools and resources to live differently. Visit the-xpo.org for more information.

XPO Activities

Activities at the XPO include:

- **The SunShot Innovation Pavilion** – An educational trade show connecting consumers with clean energy companies, products, and services while showcasing educational activities and booths highlighting the Department of Energy’s SunShot awardees and nonprofit partners
- **Powerful Ideas Classroom** – A series of events and activities for students of all ages focused on science, engineering and architecture, including the Kids Discovery Village, where curious minds can get an interactive look at energy, design and innovation
- **The Powerful Ideas Symposium** – Guest speakers and panelists presenting innovative ideas related to clean, renewable, efficient energy and its connection with the world and our everyday lives
- **The Competitors Pavilion** – Showcasing U.S. Department of Energy Solar Decathlon 2013 team colleges and universities as well as the winners of the U.S. Department of Energy Housing Innovation Awards and the American Institute of Architects Orange County Student Design Competition Awards
- **The Transportation Zone** – Featuring clean vehicle technologies, electric and fuel-cell vehicle demonstrations, ride-and-drives, and competitions
- **Palm Court Arts Complex** – Featuring artistic gallery exhibitions in which guests can explore, discover, and experience how art can be influenced by the environment and the environment by art
- **The Farm + Food Lab** – Featuring exhibits and workshops on the benefits of locally grown food and how to grow nutritious food and maintain healthy gardens
- **The XPO Food Pavilion** – Offering a central gathering place that features organic produce, healthy food, and refreshments and seating for Solar Decathlon and XPO guests
- **The ABC Green Home** – Featuring tours of a certified net-zero energy home created by Southern California Edison, Green Home Builder Magazine, and a host of innovative and creative vendors and suppliers located at the Orange County Great Park.

XPO Hours

The XPO will run concurrently with the Solar Decathlon from 11 a.m. to 7 p.m. October 3–6 and 10–13.

Parking

Ample parking for the Solar Decathlon 2013 and XPO is available at the Orange County Great Park for \$5 per vehicle.