



# Public-Private Partnerships



*ICF has supported many of today's major PPPs since their inceptions. We understand how these programs came to take their present-day shape, and helped identify and explore the alternative designs that each considered over the years. This gives us critical insight into the factors that contribute to PPP success. ICF currently is the largest PPP service provider in the world, providing comprehensive support to more than 20 PPPs that address a broad scope of policy issues. These programs are changing the world for the better, and changing the way that government and the private sector interact.*

Public-Private Partnerships (PPPs) are voluntary programs in which government and the private sector agree, usually in writing, to work together to solve important public policy problems. PPPs can be effective tools to address policy issues in the absence of regulatory authority. ICF International has worked with public and private organizations to implement PPPs that respond to a wide range of policy challenges: energy efficiency, critical infrastructure protection, renewable energy, transportation, greenhouse gas reduction, and healthy housing.

## Our Approach

The roots of a successful PPP can be found in a program design tailored to the issues, audiences and economics that the program will one day transform. ICF's disciplined PPP design methodology – refined over 15 years of experience – reveals the challenges that the program will one day confront, identifies the specific actions and incentives the program will need to offer, and weighs the expected benefits of the program against the expected costs.

During the program design phase, we conduct market research with private sector entities, trade associations, suppliers of enabling technologies and services, and policy researchers to identify the drivers and restrainers of desired action and the most effective point of intervention for the PPP. Next, we pilot the program to fine-tune the value proposition, identify technical tools and services that will be needed during implementation, and gather an early, committed group of partners to help implement the full-scale program. After program launch, ICF provides core operational support by recruiting new members, training existing members, developing technical tools, managing program communications and reporting, and evaluating the program to improve efficiency and impact.

## Featured Solutions

### **ENERGY STAR®, U.S. Environmental Protection Agency (EPA), State and Utility Clients**

ICF has been a lead contractor to EPA in the development and implementation of the ENERGY STAR programs, including labeled products, homes, commercial buildings, and industrial operations, since their inception in the early 1990s. To support these programs, ICF has delivered technical assistance, training, and market transforming outreach to thousands of partners throughout the United States. In addition to directly supporting EPA, ICF provides support to state and utility clients sponsoring local implementation of the ENERGY STAR program, which is one of the largest and most successful PPPs ever implemented.

**Passion. Expertise. Results.**

# Featured Solutions

## **Clean Cities Program, U.S. Department of Energy (DOE)**

ICF manages several different projects that support the operations of the Clean Cities program and DOE's broader alternative fuels mandate. Since 1997, ICF has managed the daily operations of the Clean Cities Program Technical Response Service (previously the National Alternative Fuels and Clean Cities Hotlines), which includes expanding and updating a 200,000 entry Oracle database and responding to an average 150 technical alternative fuels inquiries per month via phone and e-mail. In related efforts, ICF updates and maintains a database of alternative fuel industry experts, and collects and analyzes data on alternative fuel and fuel blend use in U.S. transportation applications. ICF updates and expands a comprehensive database of alternative fuel filling stations, which includes detailed information for more than 6,000 individual alternative fuel refueling stations representing all 50 states and the following fuel types: ethanol (E85), compressed natural gas, liquefied natural gas, liquefied petroleum gas, biodiesel, electricity, and hydrogen. ICF also updates an online database of state alternative fuel laws and incentives, and identifies new laws and incentives that apply to alternative fuel vehicles purchased by private consumers and fleet managers.

## **Green Power Partnership, EPA.**

ICF has supported EPA's Green Power Partnership since the program's inception in 2001. The Partnership is a voluntary program that reduces greenhouse gas emissions by increasing market demand for renewable energy products. ICF provides ongoing assistance to EPA in establishing the value proposition for the program, marketing the program, providing account management services to Partners, and supporting the Partnership's annual Green Power Marketing Conference and the accompanying Green Power Leadership Awards. In addition, ICF plays a major role in the program's communications strategy with external stakeholders. Our team writes and publishes the bimonthly newsletter sent to more than 2,500 program participants and interested stakeholders. ICF also managed the selection and implementation of the program's online recruitment and tracking database, which drives all comprehensive reporting and automatically generates reports to update the program's Web site with the latest information about Partners.

## **Carbon Management Programme, UK Carbon Trust**

In October 2003, the Carbon Trust (a quasi-governmental organization in the United Kingdom) launched an innovative carbon management program to accelerate and optimize the UK's progress toward a less carbon-intensive economy. ICF provided strategic advice in the initial design of the program; the Carbon Trust subsequently commissioned ICF to develop a set of analytical tools and workbooks for program participants to aid their analysis of carbon issues and options. ICF also played a key role in the recruitment of the program's 50 pilot participants. ICF assisted the recruitment effort by test-marketing various program concepts with potential participants, conducting on-site interviews, drafting program announcements and advertisements, and directly contacting large UK companies to encourage them to join the program. Recruitment was far more successful than the Carbon Trust initially anticipated, which allowed it to double the size of the pilot program.

## **Performance Track Program, EPA.**

ICF supports several key areas of work within EPA's Performance Track program. The ICF recruiting team develops and implements an integrated recruiting strategy which enables the program to meet its goal of a 25 percent growth in applications received per year. ICF provides significant communications support to the program, including developing numerous materials, communications campaigns, and media support, and manages the Performance Track Web site. ICF supports the Performance Track Assistance Project by partnering with organizations such as trade associations, federal departments, and state agencies to develop or improve tailored Environmental Management System guidelines. ICF assisted EPA in hosting the charter event that launched Performance Track, and has supported all subsequent annual members' events. ICF also has supported EPA in writing, editing, designing, and producing the National Environmental Performance Track's first five annual progress reports.

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## About ICF International

ICF International (Nasdaq: ICFI) partners with government and commercial clients to deliver consulting services and technology solutions in the energy, environment, transportation, social programs, defense, and homeland security markets. The firm combines passion for its work with industry expertise and innovative analytics to produce compelling results throughout the entire program life cycle, from analysis and design through implementation and improvement. Since 1969, ICF has been serving government at all levels, major corporations, and multilateral institutions. More than 2,000 employees serve these clients worldwide. ICF's Web site is <http://www.icfi.com>.

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