

The logo features the letters 'NHA' in dark blue, followed by a stylized blue wave icon. Below this, the word 'POWERHOUSE' is written in a large, bold, sans-serif font. 'POWER' is in a light blue color, and 'HOUSE' is in dark blue. A horizontal bar with a green-to-blue gradient runs beneath the word. Below the bar, the tagline 'Your Source for Waterpower Insights' is written in a dark blue, sans-serif font.

# NHA POWERHOUSE

Your Source for Waterpower Insights

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The official industry information source  
from the National Hydropower Association



# REACH:

## TARGETED INDUSTRY AUDIENCES



## ABOUT US

In 2021, the National Hydropower Association will launch a weekly, free of charge, e-communication service available to anyone working in the waterpower industry (hydropower and marine energy). This service provides AI-curated, individually-personalized:

- Information
- Tips
- Insights
- intelligence

Through The Powerhouse, recipients will gain insights, learn lessons, and expand their knowledge and understanding ... ultimately helping them do their specific jobs more effectively and more cost efficiently.

## TARGETED POWERHOUSE READER

- Any individual working in North American waterpower (industry owners/operators/developers and service/product suppliers)
- Any individual that affects the industry (resource agencies, regulators, power marketers, government entities)

## ACCESS:

### WHY IT'S NEEDED

In today's world of information overload, we all receive lots of “stuff” – much of which is not directly relevant to our specific day-to-day work. We have to read and sort through a lot to get to what's most useful, most relevant. And, that takes time. Time none of us have.

With the advent of The Powerhouse, the National Hydropower Association does the work of gathering and then delivering directly to the reader's inbox what he/she specifically wants to read.

## INTELLIGENCE:

### SEPARATING US FROM THE PACK

NHA is taking advantage of available technologies ... machine learning and artificial intelligence (AI) ... to deliver a “smart” product, individually customized for each recipient - based upon personal digital consumption patterns.

Over time, the AI-tool essentially learns each recipient's topic preferences based on evolving behavioral observation, and automatically customizes the content for that individual.

### TYPES OF CONTENT

- Insights about policy
- The “Why” behind market sector developments
- Technical information
- Lessons learned
- Case studies
- Best practices
- “How To” information

# CONNECTED:

## HOW IT WORKS

Each week, NHA will publish and deploy a weekly Powerhouse email to subscribers. Articles from the email will be housed on a special section on NHA's website . This section will be the place to bookmark for industry information/business intelligence/insights. In addition to articles, the website will feature reports and video categorized by sections.

### WEEKLY E-MAIL



### WEBSITE HUB



## FEATURED TOPICS

- Electricity Markets
- Innovation/Technology
- Marine Energy (coverage includes wave, tidal, ocean)
- People (includes workforce diversity issues)
- Policy Drivers
- Project Development
- Project Operations
- Regulatory Insights

**We are committed to delivering high quality content in innovative, interesting ways that provide added value to readers**