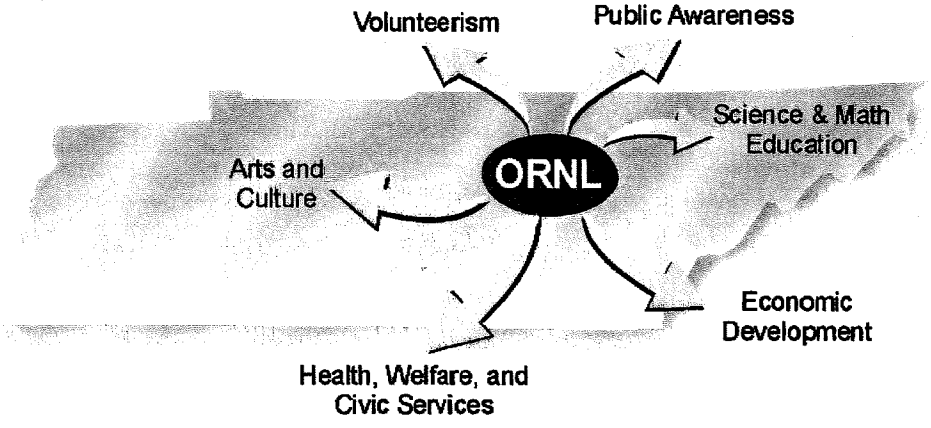
(c) Corporate Citizenship

UT-Battelle and our two subcontractors, Duke Engineering & Services and BWX Technologies, are committed to excellence in community service. Using both financial contributions (totaling over $6.3 million over 5 years) and an extensive program of volunteerism, our plan will complement and expand the Laboratory's existing successful corporate citizenship programs. Through targeted initiatives in education, economic development, health and welfare, cultural and civic activities, volunteerism, and public awareness, ORNL will achieve greater visibility as a highly valued, enduring asset to the Oak Ridge community and region.

Science and Math Education	$2,000,000
Economic Development	$3,000,000
Health, Welfare, and Civic Services	$660,000
Arts and Culture	$100,000
Comprehensive Volunteerism	$100,000
Public Awareness	$500,000
TOTAL	$6,360,000

The University of Tennessee brings to ORNL a long-standing relationship with the Laboratory and the Oak Ridge community. An array of educational and cultural programs, community involvement, assistance with economic development, and cutting-edge research makes UT a highly recognized civic asset and provides the foundation to expand ORNL's visibility throughout the region. UT faculty and staff serve on boards of most of the civic and economic development organizations in Oak Ridge, and UT supports these organizations financially.

Battelle brings to ORNL a commitment to corporate citizenship based on extensive employee volunteerism as well as financial support of community and educational programs. The UT-Battelle plan to enhance ORNL's value to the Oak Ridge community draws from successful Battelle initiatives such as the nationally recognized "Science and Math Education Network of Central Ohio" (a partnership of schools, businesses, and public institutions); an 800-person, award-winning "Team Battelle" employee volunteer program; and the facilitation of 40 high-tech spin-off companies in the last 4 years at DOE's Pacific Northwest National Laboratory in Richland, Washington. Recently, Battelle received the Columbus Foundation's Harrison Sayre Award for extraordinary philanthropic work and community service in Central Ohio, as well as the Volunteer Ohio 1999 Award for corporate volunteerism.



Achieving excellence in corporate citizenship requires multiple channels to build strong, lasting community relations.

Science and Mathematics Education

The cornerstone of the UT-Battelle corporate citizenship effort will be to enhance ORNL's value regionally and nationally as a leader in science and mathematics education at both the K-12 and post-secondary levels. The emphasis on math and science reflects our belief that the region's potential for economic growth is linked directly to the ability to provide a technically skilled workforce. Our plan will build upon successful education programs in place at ORNL for students and faculty in K-12 and higher education. To these programs we will add the extensive human and technical resources of the University of Tennessee and Battelle. Through the consolidation of these resources, UT-Battelle will make a valued and highly visible contribution to efforts underway in Tennessee to strengthen math and science education.

UT-Battelle will increase the Laboratory's visibility and value to the region by combining employee in-kind resources with corporate financial contributions **totaling $2 million** during the 5-year contract period. These funds will be used to implement five distinct education initiatives for K-12 and higher education.

A UT-Battelle priority will be to establish a partnership with local schools and industry to ensure that the "pipeline" from kindergarten to college remains filled with a diverse, technically skilled future workforce.

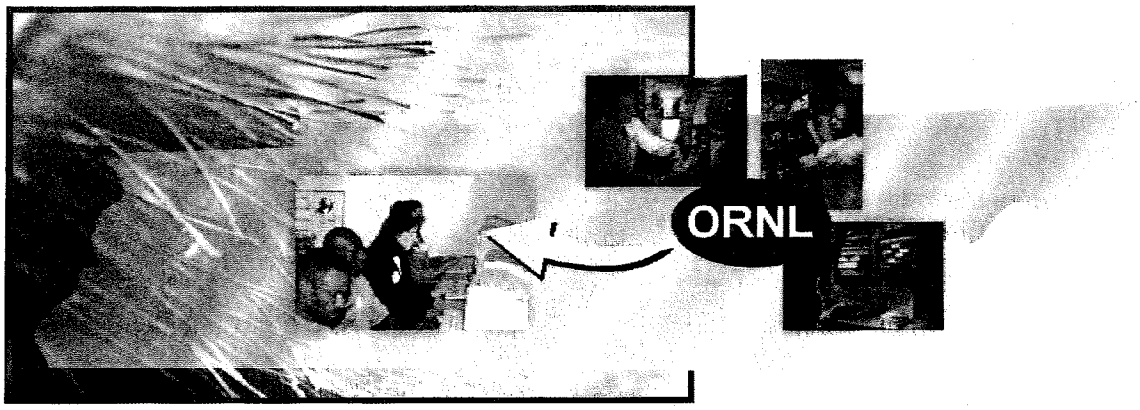
K-12 science education will be enhanced through:

- Stimulating science learning opportunities for high school students in the eight-county region by providing state-of-the-art science laboratories funded by UT-Battelle. ***Corporate Contribution: $250,000.***

- Participating in the State Department of Education's initiative to improve student science and math performance by funding the advanced training of 50 Tennessee teachers annually at the University of Tennessee's Academy for Teachers of Science and Mathematics. ***Corporate Contribution: $1,500,000.***

- Strengthening regional science education in the eight-county region by providing volunteer science teachers from "Team UT-Battelle" and establishing a long-term "science and math network" among UT-Battelle and area businesses to expand resources for teacher training and student learning. ***Corporate Contribution: $175,000.***

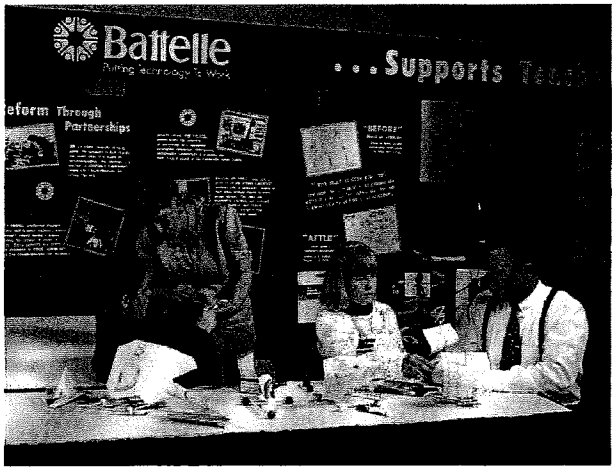
- Expanding science education resources available statewide to Tennessee students and teachers by linking ORNL with the new Tennessee Information Infrastructure, a state-managed fiber optic network connecting all K-12 and higher education institutions. ***Corporate contribution: Use of existing ORNL-UT fiber optic linkage.***



Linking ORNL with the Tennessee Information Infrastructure (a state-managed fixed optic network) will provide advanced science and education resources to schools.

- Enhancing undergraduate and graduate science education through the funding of scholarships and co-op work experience for UT's nationally acclaimed Minority Engineering Program. ***Corporate Contribution: $75,000.***

The collective benefit of these five initiatives will be a tangible and highly visible presence by ORNL that will enhance science resources for students and teachers and increase ORNL's value as a partner in the region's K-12 and university science education programs.



Battelle worked closely with local schools, businesses, and institutions to form the nationally recognized "Science and Math Network of Central Ohio".

Economic Development

UT-Battelle has signed a Memorandum of Understanding with the Tennessee Department of Economic and Community Development to work in partnership with the region and state to build dynamic clusters of economic activity identified by leading economic development agencies as key to the region's future.[1] We will leverage our corporate science, technology, and business resources, as well as those of the Laboratory, to support the State's efforts to grow existing businesses, create new businesses, and attract businesses from outside the region. We will be a visible and active player in the area's economic development network through our memberships in and financial support of economic development organizations. Our commitment of financial resources to this area will be ***$3,000,000***, together with significant human resource investments in specific economic development initiatives.

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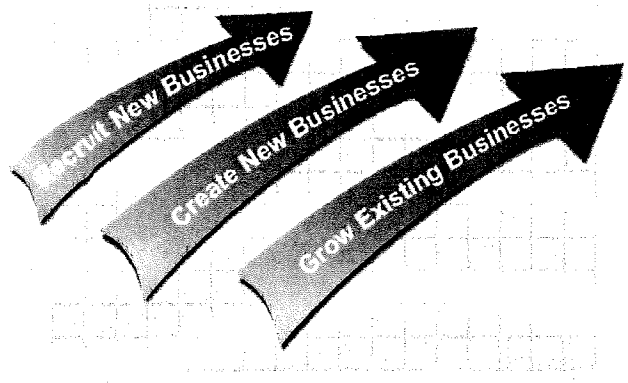
[1] The DRI economic development study conducted for East Tennessee defined eight potential clusters for economic growth. These are automotive/transportation, metals and materials, forest products, apparel and textiles, technology intensive products and services, business and financial services, agriculture and food products, and tourism.

We will expand the current technical assistance available to regional industry by establishing a four-state network linking ORNL's technology resources with existing industrial outreach programs at UT, Duke, Georgia Tech, North Carolina State, Virginia, and Virginia Tech. Also, we will partner with regional companies wishing to license and deploy new technology and share our corporate technology transfer expertise with them.



The UT-Battelle economic development strategy has three key priorities.

The assets of UT-Battelle and those of the Laboratory will be fully integrated to benefit the region's entrepreneurial growth. Specifically, we will have a vigorous entrepreneurial program for ORNL staff; expert marketing and business assistance and access to incubator space; "user friendly" access to unique ORNL facilities and equipment; support from Battelle's commercial market sectors; and access to seed and venture capital through Battelle's $100 million venture capital network.

We will assist state and regional efforts to recruit new industry by making available expertise from UT-Battelle as well as ORNL's technology resources. We will match the needs of the state's economic development clusters to the areas of research emphasis at the Laboratory for business recruiting.

The combined benefits of these efforts are job creation, economic diversification, the development of active DOE/UT-Battelle/community partnerships, and an enhanced awareness of ORNL's value to Tennessee's and the Southeast region's high-tech business future. As a result, both DOE and ORNL will be better understood, accepted, and supported by the public. Further, regional economic development will be enhanced.

Health, Welfare, and Civic Services

UT-Battelle will make ORNL a valued asset to the health and welfare needs of the Oak Ridge community by focusing our human and financial resources on three initiatives. Our financial contribution will total ***$660,000***. Specifically, we will:

- Create and link "Team UT-Battelle," our proposed employee volunteer program, to an extensive network of Habitat for Humanity projects in East Tennessee. Battelle has a proven track record of successfully deploying its "Team Battelle" network to Habitat for Humanity projects in the states of Ohio and Washington. ***Corporate contribution: $60,000.***

- Reinforce ORNL as an asset to community health and welfare programs through a $100,000 annual United Way contribution, as well as provide "Team UT-Battelle" volunteers to various United Way agencies. ***Corporate contribution: $500,000.***

- Establish a Day Care Center at ORNL that draws on UT's childhood education resources to provide a creative learning program. We also believe this sends a strong positive message to the local community about ORNL's role as an employer and community leader. We have a letter of commitment from KinderCare to pursue the establishment of a day care facility. ***Corporate contribution: $100,000.***

The benefits of these actions will be that DOE and ORNL are valued as caring citizens of the community. This translates into long-term public confidence in the Laboratory and an improved quality of life.

Arts and Culture

UT-Battelle will enhance the area's cultural organizations by taking a leadership role in the Arts Council of Oak Ridge, which serves as an umbrella entity for all local arts and culture endeavors. Through a major financial investment in the Council, Board membership, and other volunteer initiatives, we will help grow the arts and culture base which contributes to the local quality of life and ensures that ORNL remains part of the fabric of the community. ***Corporate contribution: $100,000.***

UT-Battelle volunteers work hard to provide housing for people in need, through projects such as Habitat for Humanity.

Comprehensive Volunteerism

In addition to the scope and quality of ORNL's scientific resources, many area citizens will view UT-Battelle's comprehensive program of volunteerism as more visible evidence of the Laboratory's value as an asset to the Oak Ridge community and the East Tennessee region. UT-Battelle believes a commitment of human resources is as important as a financial commitment to community needs in education, health and welfare, cultural and civic activities, and regional economic development. Our volunteers will be active in areas ranging from K-12 science and math assistance to developing "greenway paths" in the community.

ORNL's visibility will be heightened and its value more appreciated when citizens see volunteer efforts through the coordinated efforts of "Team UT-Battelle." In addition to making volunteer programs easier for citizens to access and understand, the association of the name "Team UT-Battelle" with numerous volunteer activities will establish an image for ORNL and DOE that is difficult to create through efforts of individual employees. Battelle has a successful track record of bringing such volunteerism programs to National Laboratory settings, and UT has encouraged such volunteerism as part of its mission throughout the state. At the Pacific Northwest National Laboratory, an aggressive "Team Battelle" volunteerism program has been implemented involving hundreds of staff volunteers, and at Brookhaven National Laboratory, planning is underway for a similar effort. ***Corporate contribution: $100,000.***

Public Awareness

ORNL is widely regarded as a great science and technology asset. At the same time, as a multi-purpose National Laboratory, its mission and core strengths are not always readily understood by the general public and the business marketplace. Four key public awareness initiatives will address this need.

- Build upon ORNL's existing reputation by implementing a public awareness and advertising campaign that will help local, regional, and national audiences better understand and appreciate the Laboratory's value to the national interest and regional economy. Through this targeted awareness program, we will also focus on market audiences that link with ORNL's science and technology strengths. Further, we believe we can target part of this initiative to supporting local and regional economic development messages. ***Corporate contribution: $500,000.***

- Take advantage of UT's extensive regional and national network of media contacts for positive news story placements.

- Emphasize the value of ORNL's mission to business and civic leaders through a UT-Battelle Speakers Bureau.

- Increase awareness of ORNL's mission among state policy makers through participation in such initiatives as the Governor's Council on Science and Technology.

We believe this public awareness program represents a progressive change in image for ORNL.

We will further advance ORNL's national and regional image through a targeted awareness campaign.

Summary

Excellence in Corporate Citizenship is a necessity for the future of ORNL and the region. Our financial resources – ***totaling $6,360,000*** – and human resources will be focused on educational, economic development, cultural, civic, health and welfare, and public awareness opportunities that enhance the quality of life of the community.