

Working Groups



Toward A Clean Energy Future:

How Philanthropy Can Accelerate New Markets



WE ALL KNOW OF EXAMPLES where philanthropy has fueled catalytic changes or made slow, steady progress toward positive change. In the next 30 years, more than \$100 billion will be spent in the Midwest to meet energy needs. Such dynamic times call for catalytic investments.

WHY NOW. Only recently has the local and national news regularly featured stories about energy use, energy prices, and energy availability. These issues influence the regional economy. The Midwest has the renewable energy resources and know-how to benefit urban and rural economies—keeping energy dollars in the region for technology industries that provide a career ladder in higher paying jobs, slowing the pace of global warming, remedying harm to disadvantaged communities, and reducing air pollution. But no one organization can do it alone—nor can several foundations and nonprofits working in isolation.

ALIGNED ACTION FOR CATALYTIC CHANGE Forty of the region’s leading foundations and advocacy organizations have committed to integrate efforts under the umbrella of “RE-AMP.” Originally an acronym about mapping renewable energy growth factors, RE-AMP now represents concentrated advocacy efforts moving in strategic directions. After two years of intensive analysis and planning, participants have an understanding of leverage points and the economics driving the Midwest’s energy system. We concluded that three facets of the energy picture are interdependent and require simultaneous attention:

- 1] Increasing the supply of renewable energy sources, such as wind.
- 2] Tapping “new” energy that is available through increased efficiency.
- 3] Reducing emissions from existing and proposed coal plants.

INTERSECTING ISSUES	1] More Renewable Energy	2] “New” Energy through Efficiency	3] Zero-Emission Coal Processing
Health / Cleaner Air	✓	✓	✓
Domestic security	✓	✓	✓
Better jobs	✓	✓	✓
Stronger regional economy	✓	✓	✓
Energy payments stay in local economy	✓	✓	✓

HOW IT HAPPENS Three RE-AMP working groups address these energy issues, while a fourth engages foundations’ activities in grantmaking and outreach. An 11-member steering committee unites these participants across the Midwest (Minnesota, Wisconsin, Illinois, Iowa, North Dakota, and South Dakota). A media center builds nonprofits’ communications capacity, and an analyst oversees integration, for ongoing learning to adapt advocacy strategies as needed. Currently, this is a \$5.5 million per year effort that we seek to double within the next year. Donor support ranges from direct contributions to several nonprofits or to an intermediary, the Rockefeller Family Fund. *Investing at any level is informed by group learning and others’ investments.*

Current RE-AMP Organizations (New Participants Are Welcome)

NONPROFIT PARTNERS:

- American Council for an Energy-Efficient Economy
- Apollo Alliance*
- Center on Wisconsin Strategy
- CERES
- Clean Air Taskforce
- Clean Water Action Alliance of Minnesota
- Clean Wisconsin*
- Congregations Caring for Creation
- Dakota Resource Council
- Energy Action Network
- Environmental Law and Policy Center
- Fresh Energy*
- Great Plains Institute
- International Council for Local Environmental Initiatives (ICLEI)
- Illinois Public Interest Research Group (IPIRG)
- Institute for Agriculture and Trade Policy
- Institute for Local Self-Reliance
- Intertribal COUP
- Iowa Environmental Council
- Izaak Walton League of America, Midwest Office
- Midwest Energy Efficiency Alliance
- Minnesota Center For Energy and the Environment
- Minnesota Environmental Initiative
- Minnesota Project*
- National Association of State PIRGs
- National Wildlife Federation, Great Lakes Office

RENEW

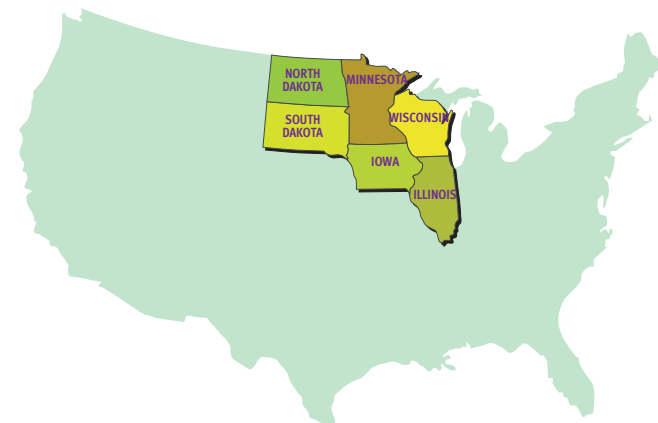
- RENEW Northfield
- Renew Wisconsin
- Save Our Unique Lands
- Sierra Club Midwest Region *
- Sierra Club North Star Chapter (MN)
- Union of Concerned Scientists
- US Climate Action Network
- Wind on the Wires
- Wisconsin Citizens Utility Board
- Wisconsin Energy Conservation Corporation

FOUNDATIONS:

- Bush Foundation
- Carolyn Foundation
- Energy Foundation*
- Garfield Foundation*
- Illinois Clean Energy Community Foundation
- Joyce Foundation*
- McKnight Foundation*
- Northwest Area Foundation

*Organizations’ representative serves on RE-AMP Steering Committee

The RE-AMP Region



For more information contact:

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 www.reamp.org



Think Systemically ♦ Act Collaboratively

SUMMARY OF RE-AMP WORKING GROUPS

Increasing Renewable Energy

This working group's goal is to multiply clean energy generation 58 times by 2030.

The group is concentrating on:

- 1] Fully realizing the region's wind potential by advocating for public policy changes and private investment to develop wind resources; and
- 2] Developing commercial support for regional ventures in new clean energy technologies.

Wind is the group's primary focus because the Upper Midwest has some of the best wind resources on earth. Using current technology, fully 20% of the region's electrical demand could be met by wind, and new technologies enabling the storage of wind energy may soon push wind's potential much higher. To take advantage of the region's vast wind energy potential, the working group is supporting a \$5 billion wind generation project along a new electrical transmission route crossing the Dakotas, Minnesota, and Wisconsin.

CURRENT FUNDING: Approximately \$1,375,000 is committed, with most efforts focused on advancing wind power.

IMMEDIATE NEED: The next \$225,000 raised will support work to bring wind energy up to 20% of regional electrical generation. This seeks to achieve policy innovations favoring renewable energy and to attract private investment and public support for the multi-state transmission project described above.

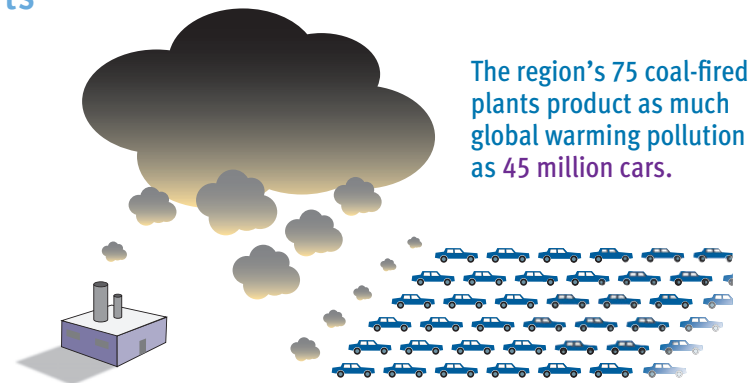
Reducing Emissions from Coal Plants

The Clean-up Coal Working Group's goal is to modernize (or phase-out) 75% of the region's 75 old coal fired plants by 2030, while actively opposing the construction of any new coal plants that don't use the latest gasification and carbon storage technologies. Over the next two years there are plans to build more than a dozen dirty coal plants across the RE-AMP states and lock the region into even higher levels of global warming pollution. The Working Group's strategies are to:

- 1] Hold regulatory agencies and existing coal plant owners accountable for the pollution generated by the region's fleet of aging plants, pressuring them to either close old plants or retrofit them with cleaner technologies.
- 2] Engage in the public debate surrounding every new coal plant proposal in the region, questioning the need for additional plants utilizing old, polluting technologies. Wherever cleaner alternatives are available and proposed plants lack state-of-the art pollution control and carbon-capture, intervene to build public opposition, expose the consequences of the region's over reliance on dirty coal, and work to educate energy sector investors about the effect of future carbon regulations on long-term profitability.

CURRENT FUNDING: Approximately \$2,925,000 is committed, with most efforts targeted at stopping new coal-plants.

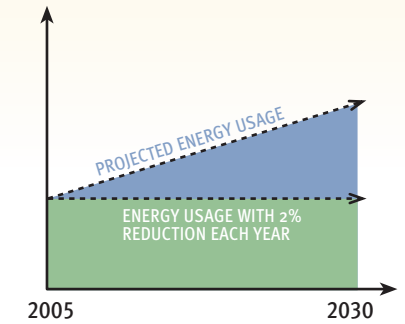
IMMEDIATE NEED: The next \$225,000 will be used to expand our coal plant opposition to target four proposed plants. In addition, during the next 12 months, EPA requires each state to update their Clean Air Plans. We will provide technical support for the advocates in each of the RE-AMP states as they work to ensure that each state's plan has stringent requirements for clean-up and retirement of existing dirty coal.



INCREASING ENERGY EFFICIENCY

This working group's goal is to ensure that 50% less electricity is consumed in the region by 2030 than is currently projected. This can be achieved at a modest rate each year.

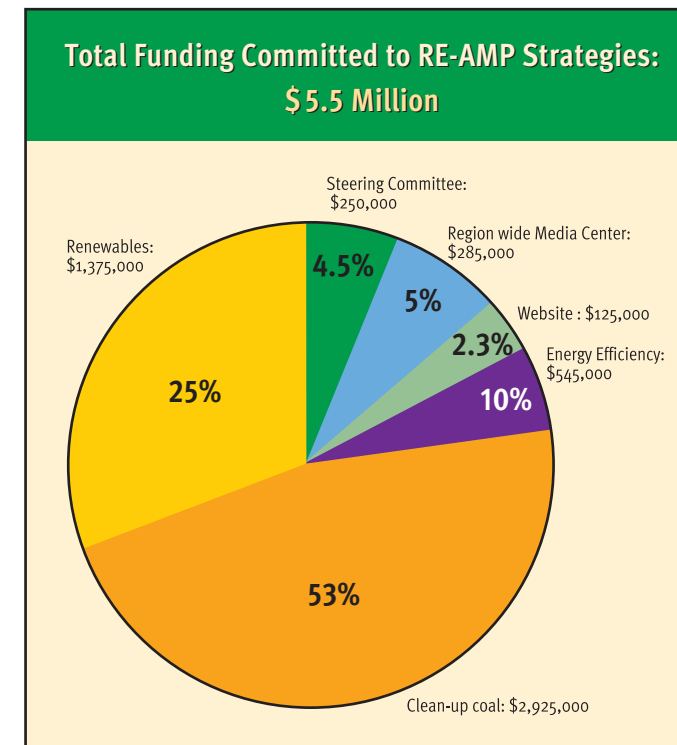
75% of the goal can be met by utility-administered programs that help consumers reduce energy consumption. The group seeks to strengthen existing efficiency programs in Minnesota, Wisconsin, and Iowa, then use those programs as models for other states. Enacting efficiency codes and standards for building construction and appliance design will meet the rest of the goal.



CURRENT FUNDING: While efficiency measures are the most cost-effective and technologically-ready solutions, this area has the least funding. \$545,000 is committed for proposed work to secure energy efficiency policies in MN, WI, IA, and IL. There are 11 groups involved in this effort.

IMMEDIATE NEED: 75% of the next \$225,000 raised will go to building a Minnesota energy efficiency program into a model for the rest of the region. Tactics include engaging elected officials in Minneapolis, St. Paul and at least six other communities, to promote locally based, highly visible energy efficiency projects to demonstrate benefits, and develop a political constituency for new policies.

The remaining 25% will be used to fund a comprehensive study of the potential job creation and secondary economic impacts of the ten most common energy efficiency retrofits in buildings in the Upper Midwest. This will be a key tool in region-wide outreach efforts designed to build new alliances in support of smart energy building codes and standards.



Foundations

This working group, composed of funders, seeks to expand the engagement of funders in RE-AMP issues. Working group members are collectively contributing about \$5 million per year to advancing the efforts described above. Members are also supporting an array of efforts aimed at increasing effectiveness region-wide. These include a Media Center to coordinate press messaging throughout the region; an analyst, to track program progress and evaluate results; and an annual meeting of all RE-AMP participants, to review progress, build alliances, and adjust strategies.

CURRENT FUNDING: \$5.5 million per year.

IMMEDIATE NEED: To accelerate advocacy during these pressing times, the Foundation Working Group is seeking additional investment of \$5 million by the end of 2007.