

Storm Warnings: Best Practices provides timely information, trends and ideas that relate to the looming storm and impact on our lives.

BEST PRACTICES

“Practical solutions for challenging times”

Issue 4, 2014

Realistic and visionary clean energy policies

Best Practices Award: Weathering the Storm periodically recognizes organizations that provide practical, effective, and quantifiable solutions for addressing the challenges of the perfect storm. It is a privilege to present **Fresh Energy** as our Best Practices Award winner for its outstanding work in shaping and driving realistic and visionary clean energy policies that benefit all.



Fresh Energy

Mission: “Shape and drive realistic, visionary energy policies that benefit all.”

Organization: Based in St. Paul, Minnesota, Fresh Energy is a 501(c)(3) organization; founded in 1990 and incorporated in 1992.

Fresh energy’s mission, value proposition and descriptive literature can be found [in their website](#). In summary:

Value proposition: Fresh Energy provides clean energy and transportation policy solutions, advocacy, expertise, and sound analysis for policy makers and the people that influence them. Their unique focus boosts the economy, creates jobs, promotes health, connects communities, and preserves the environment for future generations.

Description of what they do: Fresh Energy’s overarching goal is to achieve measurable

progress toward a strong and prosperous Minnesota energy economy, while leading the Midwest's critical role in our nation's transition to highly efficient clean energy and transportation systems. To accomplish their goal, they concentrate their efforts in five key areas: energy efficiency, renewable energy, transportation, built environment, and carbon reduction.

How it works: Leveraging the science-based policy expertise and business acumen of their staff, Fresh Energy shapes and drives energy policy by doing the following:

- Translate widely held economic and environmental ideals into smart energy and transportation policy.
- Inform policy makers and the people who influence them, keeping them aware and engaged.
- Unify relevant stakeholders—business, faith, youth, and more—by defining common ground and ensuring policies are visionary, yet realistic and grounded in sound economics.
- Communicate and advocate transparently and proactively about energy challenges and solutions so policy makers and their influencers act from facts and sound analysis—and with urgency—to grow our economy, protect our health, and preserve our environment.

Track Record and Key Accomplishments:

Fresh Energy has played a key role in Minnesota's most notable energy successes and the Midwest's transition to highly efficient clean energy and transportation systems, including:

- Passing one of the nation's best building codes in 1991
- Publishing the first major report on the science of climate change and the potential risk to Minnesota's economy and natural resources in 1998
- Doubling wind power requirements in 1999
- Setting nation-leading renewable energy goals in 2001
- Securing crucial mercury reduction requirements in 2006
- Enacting landmark state energy efficiency and renewable energy standards in 2007
- Passing a strong statewide Complete Streets policy in 2010
- Passing Minnesota's first solar energy standard in 2013
- Passing the nation's first residential charging rates for electric vehicles in 2014

Ways to engage, connect with, and leverage your efforts with Fresh Energy: There are several ways to connect with Fresh Energy:

Sign up to receive

- Midwest Energy News digest-- Get briefed every day on the latest stories from

[Midwest Energy News](#)—the region’s best source for energy coverage.

- Powering Progress--Fresh Energy’s monthly email delivers policy news on global warming, clean energy, efficiency, and transportation and land use. You’ll also get energy tips and ways to take action. [Current issue](#).
- Notifications when it matters most—email notices of coming events and ways to take action.

Join Fresh Energy:

Fresh Energy relies on you and hundreds of others who care about America’s energy future to continue their work. With your support, Fresh Energy will continue to make real progress on policy solutions for the energy challenges facing the planet today. Become a member today.

Take Action!

- To help citizens engage where it matters most on shaping our clean energy future, Fresh Energy creates “Take Action Alerts” that can be viewed on their [website](#) or received [via email](#)

Come to an Event:

- Fresh Energy posts [events](#) that feature Fresh Energy staff as well as events with topics relevant to clean energy, efficiency, reducing carbon, and creating transportation options.

Follow Fresh Energy online and on social media:

- **Website:** www.fresh-energy.org
- **Facebook:** [fb.com/freshenergytoday](https://www.facebook.com/freshenergytoday) {*website reference: https://www.facebook.com/freshenergytoday*}
- **Twitter:** @freshenergy and @nobleideas @MWenergynews [online reference: <https://twitter.com/freshenergy>]

Information and/or resources available to audiences with easy access:

In addition to the ongoing updates on their website and social media be sure to check out their publications library:

[Energy Matters](#)—Fresh Energy’s quarterly newsletter

[Powering Progress](#)—Fresh Energy’s monthly e-newsletter

[Annual reports](#)—Read about past successes and challenges and get a snapshot of Fresh Energy’s financials

Weathering the Storm: Closing Commentary:

Fresh Energy is a shining example of a boots-on-ground organization that brings a

tremendous amount of leverage and firepower to the clean energy policy arena. Through their advocacy efforts, abilities to muster coalitions, articulate and communicate policy, provide invaluable information and take the message to others, they are, indeed, best practice leaders. They provide a rallying point for like-minded citizens and organizations that want to do more than just talk about clean energy and climate change. And so, to Fresh Energy and their skilled and dedicated staff, we salute you!

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