

RENEW Wisconsin: Launches two communications campaigns to promote the benefits of Wisconsin clean energy investments

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Madison, WI – RENEW Wisconsin has launched two state-wide communications campaigns to promote the benefits of clean energy investments in Wisconsin. The two campaigns, “[Clean Energy Works for Wisconsin](#)” and “[Clean Energy is Made in Wisconsin](#),” include print and digital ads and shareable communications assets for partners and clean energy advocates.

[Wisconsin's clean energy workforce is 70,000 strong](#), with good-paying local jobs like installing solar and electric vehicle charging stations, manufacturing energy storage systems, servicing wind turbines, and retrofitting buildings. Clean energy job growth is gaining momentum from state and federal clean energy and electric transportation commitments, federal funds to support these goals, and an increased interest in clean energy investments from the public sector. The “Clean Energy Works for Wisconsin” campaign highlights the job potential of continued investment in electric transportation and Wisconsin clean energy.

“Over the next five years, Wisconsin can expect to receive \$79 million in federal funds from the bipartisan infrastructure law,” said Francisco Sayu, Emerging Technologies Director at RENEW Wisconsin. “Wisconsin will also have the opportunity to apply for \$2.5 billion in competitive grant funding dedicated to electric vehicle corridors and community charging. Building a network of electric vehicle charging stations will reduce emissions, improve air quality, and create thousands of good-paying jobs and is a tremendous opportunity for Wisconsin residents.”

In 2019, Governor Evers set a goal that all electricity consumed in the state will be 100% carbon-free by 2050, and in 2022 introduced [Wisconsin's first-ever Clean Energy Plan](#). Currently, renewable energy [only accounts for 13% of all electricity sold in Wisconsin](#). According to the U.S. Energy Information Administration, [Wisconsin consumes almost six times as much energy as it produces](#) and spends billions on coal, oil, and natural gas every year. The “Clean Energy is Made in Wisconsin” campaign presents a vision of keeping more energy dollars in-state by investing in homegrown renewable energy.

“State and federal investments are moving us toward our clean energy goals, but we need to maximize the benefits of this energy transition for Wisconsin residents,” said Heather Allen, Executive Director at RENEW Wisconsin. “We will need an ‘all of the above’ and ‘all hands on deck’ approach to shape our clean energy future. This means smart investments in homegrown renewable energy and clean transportation.”

Print and digital ads are already circulating in media outlets across the state. To learn more and help amplify Wisconsin’s clean energy opportunities, please visit the [“Clean Energy Works for Wisconsin”](#) and [“Clean Energy is Made in Wisconsin”](#) landing pages.