

**Program Highlights**

- More than half of Connecticut's cities and towns have committed to purchasing 20% clean energy by 2010.
- In participating communities, 4% of households are voluntarily paying a premium to support clean energy.
- As part of the program, the Connecticut Clean Energy Fund has awarded 180 solar photovoltaic systems for installation on public buildings.
- Mayors and other local officials have become highly visible, vocal supporters of clean energy.



Town leaders in Essex, Connecticut commemorated the installation of a two-kilowatt solar array at the Essex Recycling Center.

## Connecticut Clean Energy Fund

### CONNECTICUT CLEAN ENERGY COMMUNITIES PROGRAM

The Connecticut Clean Energy Communities Program, developed and funded by the Connecticut Clean Energy Fund, has used creative marketing and multi-sector collaboration to build a large voluntary market for clean energy in Connecticut. The program rewards communities with solar photovoltaic systems when (1) a town commits to obtain 20% of its electricity from clean energy sources by 2010, (2) its citizens sign up for clean energy through the CTCleanEnergyOptions program, and (3) a town purchases clean energy. Because of the program, 87 towns have committed to obtain 20% clean electricity by 2010 and more than 18,000 electricity customers have voluntarily chosen to pay a premium on their electricity bills for clean electricity. The voluntary demand for electricity from clean energy sources represents over 1% of total electricity demand in Connecticut.

#### The Program's Approach

The Connecticut Clean Energy Communities Program was designed in 2005 to increase the public's knowledge of clean energy and to get consumers to adopt clean energy technologies for their homes, businesses, and institutions. The program is accomplishing these things through a five-step process:

1. Establish an ambitious target for Connecticut communities (20% clean energy by 2010)
2. Identify a voluntary action for consumers to take (sign-up to purchase green electricity through CTCleanEnergyOptions).
3. Implement a widespread messaging campaign, based on the concept "Clean Energy—It's Real, It's Here, It's Working—Let's Make More".
4. Encourage and recognize voluntary action by rewarding participating communities with visible solar photovoltaic systems on public buildings.
5. Use an independent monitoring and evaluation contractor to track voluntary actions and progress towards goals.





Common Ground High School in New Haven celebrated the installation of a solar system earned through the Connecticut Clean Energy Communities Program.

### The Results

The program has significantly exceeded the main targets that the Connecticut Clean Energy Fund initially set for it. More than half of the state's 169 cities and towns are participating in the program. The program's innovative marketing approach and the opportunity for citizens to help their community receive a free solar system by choosing to financially support clean energy has produced a strong public response. In participating communities, 4.0% of households are voluntarily purchasing green electricity versus only 1.5% market penetration in the rest of the state.

For every 100 sign-ups to CTCleanEnergyOptions or 1,000 megawatt-hours of green electricity purchased, a participating community receives a one kilowatt photovoltaic system. The Connecticut Clean Energy Fund has awarded 180 photovoltaic systems to communities, with many of the 87 participating communities having achieved sufficient participation to qualify for more than one system. Through the end of 2007, the program had cost the Fund nearly \$2 million but it had stimulated over \$3 million a year of voluntary consumer investment in clean energy supply.

### Indirect Impacts

The many news articles about the Connecticut Clean Energy Communities Program and extensive grassroots efforts to promote it have significantly increased public awareness of clean energy in Connecticut and have demonstrated the importance of clean energy as a solution to climate change. Mayors, town managers, and other local officials have not only appreciated the opportunity to earn solar photovoltaic systems for their communities but they have become more knowledgeable and more vocal supporters of clean energy. Citizens have formed voluntary clean energy task forces to conduct local clean energy campaigns and support the towns' efforts to advance clean energy and other sustainability initiatives.

The program has also significantly increasing public awareness of the Connecticut Clean Energy Fund and has created a strong foundation for other programs of the Fund to build on.

### Judges' Comments

*The program not only educates people in a cost-effective way but it stimulates them to take action. The community-based approach makes a lot of sense and is an ideal way to achieve broad public participation in implementing clean energy. The number of mayors and communities that have carried out events or other activities as part of this program is impressive.*



CONNECTICUT  
CLEAN ENERGY FUND

### About the Connecticut Clean Energy Fund

The Connecticut Clean Energy Fund promotes, develops, and invests in clean energy sources for the benefit of Connecticut ratepayers. It was created by the state's legislature in 2000 and is funded by a surcharge on residential and commercial electricity bills. The Fund is administered by Connecticut Innovations and is overseen by a 15-member board appointed by the Governor, legislative leaders, and other public officials. Since its inception, the Fund has provided more than \$100 million in grants, project support, commitments, and program allocations.

### For more information

Connecticut Clean  
Energy Fund  
200 Corporate Place  
Third Floor  
Rocky Hill, CT 06067  
[www.ctcleanenergy.com](http://www.ctcleanenergy.com)

### Contact person

Lise Dondy  
860-257-2336  
[lise.dondy@ctcleanenergy.com](mailto:lise.dondy@ctcleanenergy.com)