25x'25:

Advancing and Defending the Goal in 2011

A REPORT ON 2011 ACCOMPLISHMENTS

DECEMBER 2011

By 2025, America's farms, forests and ranches will provide 25 percent of the total energy consumed in the United States, while continuing to produce safe, abundant and affordable food, feed and fiber.

2011 was a year of major accomplishments and challenges for renewable energy in America.

Ethanol and biodiesel production reached all time highs in 2011. Ethanol now comprises 10 percent of the nation's gasoline supply, and biodiesel use surpassed the RFS2 mandate of 800 million gallons in 2011. Installed wind energy and solar generation is projected to increase by 20 percent, and U.S. hydropower supply by 23 percent. At the same time, the expiration of important renewable energy tax credits and budget cuts driven by historic reductions in government spending have combined to create new challenges for renewable energy advocates. In this new era of fiscal austerity, 25x'25's triple bottom line outcomes of sustained economic growth, improved national security and a cleaner environment become an even more powerful driver in advancing a new energy future for America.

25x'25's leaders and alliance partners provided highly effective clean energy leadership in 2011. Examples of our leaders in action follow:

Shaping Public Policy

25x'25 equipped and mobilized partners to proactively advocate for enabling policies that will accelerate the nation's transition to a cleaner and more secure energy future.

Bioenergy Policy Planks

25x'25 forged consensus on a set of bioenergy guiding principles and policy planks that can benefit both crop producers and the animal agriculture sector.

http://www.25x25.org/storage/25x25/documents/Ag_Leaders/agriculture_leader_clean_energy_dialogue_policy_planks.pdf

Clean Energy Policy

25x'25 produced a Clean Energy Policy Brief for agriculture and forestry partners which details the current energy policy environment for the agriculture and forestry sectors, while also highlighting several key opportunities and challenges ahead for bioenergy development.

http://www.25x25.org/storage/25x25/documents/9_6_2011/25x25_clean_energy_brief-august_2011.pdf

University of Tennessee Economic Analysis

25x'25 and the University of Tennessee released an economic analysis report, titled *25% Renewable Energy for the United States by 2025: An Analysis on Jobs Created By Meeting this Goal,* that shows that in achieving the 25x'25 clean energy goal, an estimated 1.4 million new jobs and $208 billion in economic growth would be created by 2015, 2.9 million jobs and $411 billion in economic growth by 2020, and 4.7 million jobs and $646 billion in economic growth by 2025.

http://www.25x25.org/storage/25x25/documents/Economic%20Analysis/utenn_jobs_analysis_of_25x25_goal_sept_11.pdf

Policy Maker Engagement

25x'25 contacted new members of Congress, committee chairs and Senate and House leaders, as well as 24 incoming governors, to introduce them to 25x'25 and encourage them to endorse the vision and support renewable energy policies. Steering committee members did follow up outreach in their home states. Additional outreach by the steering committee to members of key federal committees such as Agriculture, Energy, Appropriations, and the Joint Select Committee on Deficit Reduction also took place.

Calls to Action

Action Alerts were sent out, along with a sign-on letter, defending farm bill Energy Title funding. Additionally, a call to action was issued encouraging elected officials to support the benefits of renewable energy policies.

Special Initiatives

In 2011, 25x'25 launched a series of initiatives that brought together teams of experts to explore and develop recommendations on important and timely renewable energy initiatives.

Wood-to-Energy Roadmap

In June, 25x'25 released a national Wood-to-Energy Roadmap for developing sustainable woody biomass energy solutions for the United States. 25x'25 disseminated the document to partners and conservation and environmental stakeholders; provided briefings to House and Senate Ag and Energy Committee members and staff, and USDA officials; publicized and distributed it at the DOE Biomass 2011 Conference; and presented it to the Forest Resources Association's Board of Directors, and at the NE Biomass Conference.

http://www.25x25.org/index.php?option=com_content&task=view&id=818&Itemid=56

Adaptation Initiative

25x'25 assembled a diverse team of agriculture, forestry, business, academic and conservation leaders to serve on its Adaptation Initiative. The group has developed an action plan for identifying and assessing the key challenges posed by climate change to the agriculture and forestry sectors. Their initial assessment of its impacts can be found in a brief that

Advancing the Vision

was released in September.

http://www.25x25.org/storage/25x25/documents/Adaptation/adaptation_background_brief_10-13-2011.pdf

CLEAN Initiative

25x'25 launched its CLEAN Initiative which is exploring the utilization of incentive-based rate structures by rural electric utilities for renewable energy production.

http://www.25x25.org/storage/25x25/documents/CLEAN/25x25_clean_initiative_synopsis.pdf

Community Wind

A 25x'25 Community Wind Team completed their last phase of work, culminating with the creation of the 25x'25-led Community and Distributed Wind Roundtable, that bolstered national support for community wind development.

Energy Efficiency in Mississippi

Detailed comments were developed on the MPSC proposed rules on Conservation and Energy Efficiency Programs and Standards. 25x'25 conducted education outreach with Mississippi stakeholders on the benefits of comprehensive utility-led energy efficiency programs.

25x'25 worked across the country using a variety of communication outreach tools to reframe the national energy conversation.

Op-eds

25x'25 Steering Committee members Tom Ewing and Stephanie Herseth Sandlin teamed up on an op-ed published in *Roll Call* on the eve of the debt reduction agreement vote, reinforcing the importance of renewable energy to the nation.

http://www.rollcall.com/issues/57_17/-207846-1.html

25x'25 Steering Committee Co-chairs Bill Richards and Read Smith penned "Enough Already," an op-ed published in *The Tennessean*, challenging policy makers not to turn renewable energy into a partisan issue.

http://www.25x25.org/storage/25x25/documents/Opinion/renewable_energy_is_a_job_creator.pdf

An op-ed co-authored by Bobby Moser, a 25x'25 Steering Committee member, and Gale Buchanan, former USDA Under Secretary for Research, Education, and Economics, on the imperative to fund research was published by Agri-Pulse and picked up by other outlets.

http://www.agri-pulse.com/25x25opresearch_10142011.asp

John Clark, former South Carolina State Energy Office Director, authored a 25x'25 op-ed published in the *The State* newspaper in South Carolina. The op-ed champions the findings of the latest University of Tennessee/25x'25 report on the economic benefits of implementing a renewable electricity standard in conjunction with the existing national renewable fuel standard.

http://www.25x25.org/storage/25x25/documents/Nov2011/renewable_energy_means_jobs_for_south_carolina.pdf

A series of op-eds on funding farm bill energy programs tailored to audiences in Washington State, Montana, Ohio and Maryland were published. The op-eds were co-authored by 25x'25 Steering Committee members Denny McGinn and respectively, Read Smith, Peggy Beltrone, Bill Richards and Ernie Shea.

Social Media

25x'25 launched Facebook and Twitter accounts to share information and connect with partners and others interested in renewable energy. 25x'25 continues to build a following on both sites.

http://www.facebook.com/25x25alliance
http://www.twitter.com/25x25alliance

Strengthening the Alliance

Other Media Outreach

25x'25 also participated in key media events, including the Ag Media Summit in New Orleans, the National Association of Farm Broadcasters Trade Talk show in Kansas City, the Illinois 25x'25 Renewable Energy Forum in Chicago, and at a Town Hall Meeting with USDA Sec. Tom Vilsack in Nashville.

Five webinars were also hosted on subjects of interest to 25x'25 partners. Topics included Community Wind; the National Wood-to-Energy Roadmap; Win-Win Bioenergy Policies for Grain and Livestock Producers; Defending Clean Energy Programs in the Era of Austerity; and Biofuels/Bioenergy Certification and Standards. In addition, an outreach card was developed to encourage new endorsements of 25x'25.

The 25x'25 Alliance continued to grow in 2011, advancing the 25x'25 goal at the state level.

Building the Alliance—Endorsements

25x'25 secured the endorsements of two governors: Alabama Gov. Robert Bentley and South Dakota Gov. Dennis Daugaard. In addition, the 25x'25 Alliance has grown to nearly 1,000 entities.

Building State Partnerships

State-level work focused on the following:

• ***State Renewable Energy Forums***
Working with local 25x'25 leaders, successful state renewable energy stakeholder forums were organized in Knoxville and Chicago.

• ***25x'25 Renewable Energy Standard Initiative***
A 2010 study, titled *Implications of Energy and Carbon Policies for Agriculture and Forestry Sectors*, projected how proposed energy/carbon payment policy instruments might impact the U.S. agricultural and forestry sectors. In an effort to expand awareness to a broader set of stakeholder interests, 25x'25 implemented an aggressive media outreach campaign, working through newspaper editorial staffs throughout 16 targeted states to strategically place timely op-eds as well as invite writers to include the state level data in feature stories and editorial opinions. Outreach activities resulted in 25x'25 leaders communicating with 76 editorial boards.
http://www.25x25.org/storage/25x25/documents/Economic%20Analysis/ut%20report%20nov19.pdf

• ***25x'25 Call to Action***
As a follow up to the release of the University of Tennessee economic analysis report, Alliance leaders conducted extensive outreach in 34 states, utilizing three different "call to action" partner engagement events. State leaders were mobilized to contact federal policy leaders and urge them to adopt a comprehensive, long-range national energy policy. They also promoted the economic development opportunities that arise from renewable energy investments, and worked to prevent draconian funding cuts to Farm Bill energy and conservation programs.
http://salsa.democracyinaction.org/dia/track.jsp?v=2&c=YtbyJiEVbis35mZMgpS8nG%2FmvTgkn3Y5

About 25x'25

25x'25 is a diverse alliance of agricultural, forestry, environmental, conservation and other organizations and businesses that are working collaboratively to advance the goal of securing 25 percent of the nation's energy needs from renewable sources by the year 2025. 25x'25 is led by a national steering committee composed of volunteer leaders. The 25x'25 goal has been endorsed by nearly 1,000 partners, current and former governors, state legislatures and the U.S. Congress through The Energy Independence and Security Act of 2007.

25x'25 is a special project of the Energy Future Coalition, a broad-based non-partisan public policy initiative that seeks to bring about change in U.S. energy policy to address overarching challenges related to the production and use of energy. The Energy Future Coalition is organized as a project of the Better World Fund, which acts as its fiscal agent. The Better World Fund is a tax-exempt organization under section 501(c) (3) of the Internal Revenue Code and shares a common board of directors with the United Nations Foundation.

The 25x'25 Alliance is grateful for the generosity and steadfast support of its primary funding organizations, including the Energy Future Coalition, the Turner Foundation, the Rockefeller Brothers Fund, the Energy Foundation, Deere & Company, MacDon Industries Ltd., the Farm Credit System and AgriBank.

www.25x25.org