



CONNECTICUT  
CLEAN ENERGY FUND

# The REAL Next Generation of Energy

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National Renewable Energy Marketing Conference  
Denver, CO  
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# Connecticut Clean Energy Fund

http://www.ctcleanenergy.com/

CONNECTICUT CLEAN ENERGY FUND

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HOME | BASICS OF CLEAN ENERGY | CLEAN ENERGY INCENTIVES | YOUR HOME | YOUR BUSINESS OR INSTITUTION | YOUR COMMUNITY | EDUCATIONAL PROGRAMS

**THE POWER TO MAKE A DIFFERENCE**

**Helping You Change the World**

Imagine residents, businesses, communities and educators joining together to push for clean, renewable energy sources, in a dedicated effort to lessen our dependence on foreign oil, protect the environment and stabilize energy costs.

Such a movement is already under way in Connecticut, spearheaded by the Connecticut Clean Energy Fund. We offer financial incentives and educational programs to encourage homeowners, companies, municipalities, and other institutions to support renewable energy and lead the nation toward a brighter energy future.

You are invited to join us on this mission. You have the power to make a difference. Together we can change our world for the better.

**Contact us today.**

**News** | **Announcements** | **Communities**

- Solar installations now made affordable with launch of our new **Connecticut Solar Lease Program**
- The Connecticut Clean Energy Fund **On-Site Renewable DG Program** has issued program modifications effective June 30, 2008. Please click here for the [program change document](#) or go directly to the [On-Site Renewable DG page](#).
- **Request for Proposals for Grant Writing Services** to the Connecticut Clean Energy Fund; RFP # CCEF-GW08-001 released July 21, 2008

# CT Clean Energy Communities

## Simple as 1-2-3

Hartford Connecticut

100 —  
90 —  
80 —  
70 —  
60 —  
50 —  
40 —  
30 —  
20 —  
10 —

**Here Comes the Sun**

The Rise of Connecticut's Clean Energy Communities and the 20% by 2010 Campaign

Making Hartford and the state of Connecticut leaders of the clean energy revolution.

100 Clean Energy Customers = A FREE 1 KW PV-solar panel

Clean Energy It's Real! It's Here! It's Working! Let's Make More.

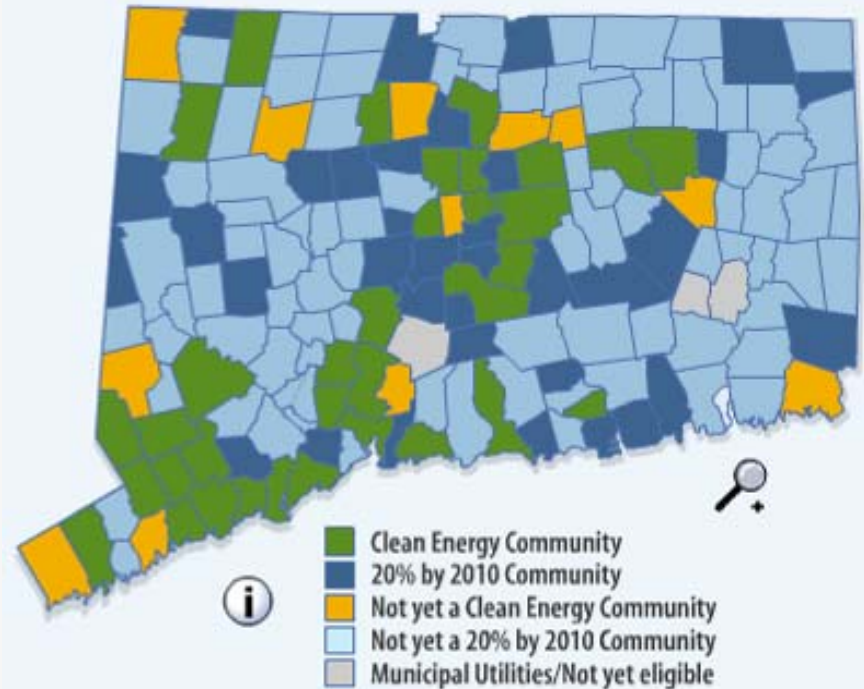
Ready to enroll? Sign up at [www.ctcleanenergyoptions.com](http://www.ctcleanenergyoptions.com)

SmartPower  
Connecticut Clean Energy Fund  
to clean energy solutions

1. Join the 20% by 2010 clean energy campaign
2. Get 100 local sign-ups for CTCleanEnergyOptions
3. Make a municipal clean energy purchase

# STATE of the STATE

- **87** 20% by 2010 towns
- **34** CT Clean Energy Communities
- **18,207** sign-ups for CTCleanEnergyOptions
- **174 kW** of solar PV earned



# What is the REAL Next Generation of Energy?

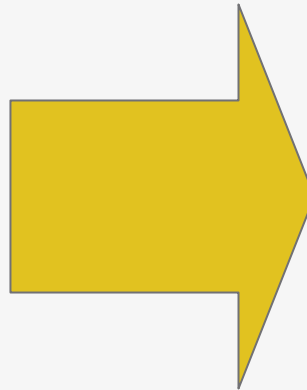
**REAL**

**Ready**

**Engaged**

**Active**

**Learners**



**Students**

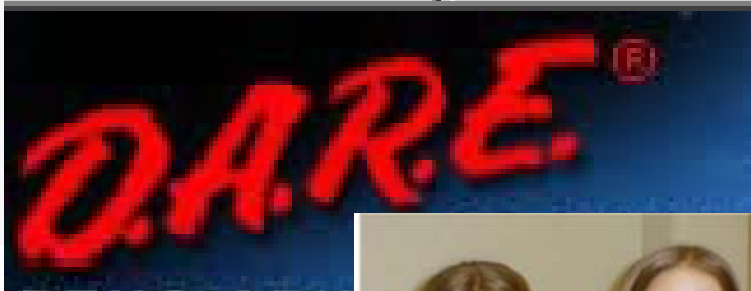
Current energy  
consumers

Future customers

Next leaders



# Clean Energy Marketing can learn from -



**Don't Be A BUTTHEAD.**



# Bridge to the Students

## Learning for Clean Energy Innovation

- Professional development sessions on solar energy education
- Enhanced solar curriculum and teaching tools
- Real-time monitoring data from solar PV



# Sample Project

## Mansfield Clean Energy Campaign

- ▶ Middle school and High School environmental education project
- ▶ Challenge – sign-up 100 customers to help Mansfield become a Connecticut Clean Energy Community
- ▶ Connecticut Climate Change Leadership Award Winner
- ▶ Fall 2007 student efforts secured the town a 3 kW solar system for the High School





# New Haven

- ▶ New Haven Clean Energy Task Force selected Common Ground High School because of environmental focus
- ▶ Award of a 2 kW system
- ▶ Students working to expand existing solar system



# Observations

- ▶ Piggyback on existing clean energy voluntary market campaign
- ▶ Teachers, students, parents want the opportunity for a local learning tool
- ▶ Take advantage of state requirements within education
- ▶ Empower students to make a difference within their community

VISIT US ONLINE  
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*We must be the change  
we wish to see  
in the world.*

**Mohandas K. Gandhi**

