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## 20% by 2010 Clean Energy Campaign

Clean energy. It's real. It's here. It's working. Let's make more.

### What is the 20% by 2010 Clean Energy Campaign?

The SmartPower 20% by 2010 Clean Energy Campaign is our **challenge to cities and towns, faith communities, colleges and universities, and businesses to start choosing clean energy**. Through the 20% by 2010 Campaign we will help prove to all Connecticut citizens – and to the nation – that clean energy is real, it's here, and it's working.

It's undeniable that clean energy today continues to demand a premium price. It's for this reason that we are only asking for 20% clean energy by 2010. We're not demanding 100% *tomorrow*. All we're asking is 20% by 2010. This allows for a gradual ratcheting up of the clean energy purchase – and allows for long term budgeting for those who commit to the program.

The SmartPower 20% by 2010 Clean Energy Campaign is becoming one of the quickest and easiest ways for cities and towns to become true leaders in building a clean energy market. When a city or town commits to the 20% by 2010 Clean Energy Campaign, it sends a strong signal to the market that we need clean energy for the long term. **Your pledge helps build the clean energy market today!**



**CLEAN ENERGY. LET'S MAKE MORE.**

### How does my city or town join the 20% by 2010 clean energy campaign?

- The Board of Selectmen, City Council, or Board of Aldermen passes a resolution committing your town to the 20% by 2010 Clean Energy Campaign.
- Or the Mayor or First Selectman of your city or town issues a proclamation committing the town to 20% by 2010.
- Call SmartPower at 860-249-7040 to be connected to experts at Environment Northeast and the Clean Water Fund who can help your town budget out the costs and details of implementation.
- Work with SmartPower to arrange a media event for your town officials announcing the commitment to 20% by 2010!

### What are Connecticut's leaders saying?

- "Embracing clean energy is an important step for all of our communities. It's an investment in the state's economy, in cleaner, healthier communities and in promoting a secure energy supply for the state. Clean energy is real, it's here and it's working for Connecticut"

**- Susan Bransfield, First Selectwoman, Town of Portland**

- "We think it is a challenge [20% x 2010] that we will accomplish, and we are inviting other communities and consumers to join us. Even more significant is that I feel the cities and places that will be competitive – will be those that focus on clean air and clean water."

**- John DeStefano Jr., Mayor, City of New Haven**

- "The quickest path to cleaner air and reducing America's dependence on foreign oil is to increase demand for non-polluting electric power made from cleaner, renewable sources such as wind, solar, and fuel cell power."

**- Former Connecticut Governor**