



RISE UP MIDWEST

Call To Action:

Let's work together to grow "Main Street" energy investment and modernize our electricity system in response to the COVID-19 recession.

The energy efficiency and distributed energy industries have the capacity to rapidly expand services and increase employment opportunities in communities across the region. To do this, state and local leadership across the Midwest must expand programs and advance policies that provide business opportunity and create market stability. Led by the Midwest Renewable Energy Association, Rise Up Midwest! is a coalition of businesses, individuals, organizations, jurisdictions, and workforce development partners working in coordination to create a groundswell of support for commonsense, strategic, and swift policy action and market development.

Now Is The Time



We need a swift and strategic response to stem a widespread economic downturn:

The COVID-19 threat and the public response to it have created conditions for a recession that will put stress on public services and private businesses, dramatically increasing unemployment.



The clean energy industry has the capacity:

Energy efficiency and distributed energy technologies and applications are proven, affordable, and market ready. The industry is widespread and has the capacity to grow quickly in rural and urban areas.



Home performance and energy use are now critically important to household and business budgets:

Physical distancing requirements and working from home have placed priority importance on home comfort, performance, and efficiency as critical to business operations.



The public and many state leaders support clean energy:

Investments in clean energy are strongly supported by the public and state policymakers. The benefits to home, business, and utility ratepayers are well documented.



The MREA is prepared to lead the movement immediately:

By leveraging our current programs and partnerships, we will lead a coalition that creates positive and lasting investments and widespread employment opportunities across the Midwest.

Market Perspectives

"At the end of 2019, 250,000 Americans in every state had a career in the solar industry. These are well-paying jobs that put food on the table and keep the lights on."

Abigail Ross Hopper, President and CEO of the Solar Energy Industries Association (SEIA)

"We believe that recovery investments with the greatest potential economic development impact for America's future will be those that prioritize equitable and sustainable energy solutions. Energy and climate investments and the nation's 8.3 million energy jobs are a key part of the COVID-19 recovery solution."

David Terry, Executive Director, National Association of State Energy Officials (NASEO)

This Is Our Call To Action

We are calling on state, local, and electric utility leadership throughout the Midwest to expand current programs, remove market barriers, and advance policies that facilitate the widespread deployment of energy efficiency and distributed energy resources to boost local investment, businesses growth, employment, and energy resiliency in rural and urban areas throughout the Midwest.

Over the last thirty years, a network of businesses, jurisdictions, electric utilities, state agencies, private institutions, and workforce development partners have invested in a strong, diverse, and capable energy services industry that is well prepared to meet our current challenges. The last 5 years of U.S. energy have been defined by millions of U.S. citizens investing in energy efficiency and distributed energy resources like solar and wind. Thousands of private developers and electric utilities have partnered to rapidly develop solar and wind farms with these technologies now representing the largest portion of new electricity additions in the U.S. and being the most affordable electricity on the utility grid.

Let's put people to work. Let's make home and business investments that reduce expenses for the long-term. Let's build a strong and resilient electric grid that weathers future crises. Let's invest our energy dollars locally. Let's build an energy economy that best serves people and the places we live and love. Now is the time.

We Need To Work Together



Join The Movement:

Become part of our coalition of members, donors, partners, and sponsors! Your support of the Rise Up campaign will stabilize and grow the clean energy and energy efficiency markets in the Midwest through:

- CREATING LOCAL JOBS
- IMPROVING LOCAL INFRASTRUCTURE
- INCREASING GRID RESILIENCY
- STIMULATING IN-STATE INVESTMENT
- ENHANCING HUMAN WELLNESS
- REDUCING EXPENSES FOR HOMES AND BUSINESSES

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POWERED BY



The Midwest Renewable Energy Association (MREA) is a non-profit organization with the mission to promote renewable energy, energy efficiency, and sustainable living through education and demonstration.