

ACP Guide to
American Clean Power Week:
Messaging and Resources
October 25-29, 2021

Welcome to the first-ever American Clean Power Week.
This year marks the first annual celebration of American clean power and the jobs and other economic benefits it delivers to communities across the country. Because of the ongoing COVID- 19 pandemic and the limitations placed on in-person events, the vast majority of ACPW events and promotions will take place virtually.

About American Clean Power Week:
American Clean Power Week (ACPW) is a nationwide celebration of clean energy and the good-paying jobs the industry creates for Americans across all 50 states. Its purpose is to showcase the clean energy technologies – land-based wind, offshore wind, solar, energy storage, and transmission infrastructure – that are powering homes and businesses, creating good-paying jobs, investing in communities, reducing costs for consumers, and helping to meet our national 100% carbon-free power goal by 2035.

How your company or organization can get involved:

1. **Schedule an announcement or host an event at a clean power project to coincide with a daily theme:** With each day spotlighting a theme, it's easy to connect news your company plans to announce and celebrate it on a dedicated day. ACPW is a chance to highlight your workforce, your projects, and the incredible stories our industry has. If you are planning an event*, let the ACP team know by filling out this Google form.

   Some additional ideas to create news during ACPW include:

   - Highlight a new company or industry initiative with a press release or social media post,like a food drive, new scholarship, or school fundraiser.
   - Host a wind or solar project tour, if permitted.
   - Conduct a virtual tour of your clean power project or manufacturing facility.
   - Write a Q&A blog post of an interview with a new employee on why they joined the industry or a veteran employee on why they love their job.
   - Share a 360-view image or video of a wind or solar project such as this video example.
   - Film a simple video message on your smart phone from an employee such as your CEO, a front office worker, or frontline technician.
   - Conduct a Q&A over Facebook Live.

   **Be sure to follow and observe local health recommendations if hosting an in-person event. Share photos on social media of your event using #AmericanCleanPowerWeek and #PoweringAmericanJobs.*

2. **Submit op-eds or letters to the editor to the local media outlets in your host communities:** Connect with the communities that host your projects by writing into your local papers – ACPW is a hook to talk about how clean power projects benefit communities. **ACP members can use our sample op-ed/LTE templates available here.**

3. **Engage on social media:** Participation on social media channels will be an important part of amplifying the clean energy message this year. ACP will develop social media content for members

via a social press kit, which will include sample social media posts and graphics that will be free to use on your channels. Use the hashtags **#AmericanCleanPowerWeek** and **#UnitedStatesofCleanEnergy** with all your posts so they appear in the national conversation throughout the week. For workforce and jobs-related posts, be sure to use #PoweringAmericanJobs. ***Sample content will continue to be added to the social press kit in the weeks leading up to and during ACPW, so be sure to check back for inspiration.***

4. **Participate in ACP's Workforce photo/video campaign:** Help ACP highlight and tell the story of America's 415,000+ clean power workforce by encouraging your employees to submit a photo or a video of themselves in the field as part of our workforce photo campaign. It's easy to participate! Simply click the link here to submit a photo or video. This year, we'd like the workforce to tell us how they are contributing to the clean energy future. Each completed submission will have the chance to be featured during American Clean Power Week on ACP's social media channels and website during our week-long celebration of clean energy and our workforce. *Please only submit pictures with individuals observing OSHA safety guidelines – an emphasis will be placed on safety.*

5. **Get your employees connected with *Clean Power for America* (CPA):** ACP's grassroots advocacy program is designed to educate renewable energy advocates, both inside and outside of the industry, and channel their support into actions that advance the industry's policy priorities. Encourage your company's employees to **(1)** sign-up to take action and **(2)** check their voter registration status using CPA's Clean Power Voter tool.

Social Media Resources | Free Available Content:

- *Social & digital resources: https://thesocialpresskit.com/acp#american-clean-power-week
- Clean Power State by State: https://cleanpower.org/facts/state-fact-sheets/
- Public Advocacy content: https://cleanpowerforamerica.com/american-clean-power-week/

Show your support by engaging on social media

Please feel free to utilize the daily themes and messaging roadmap within this guide for inspiration. ACP has also developed sample social media posts that we welcome you to use on your social channels. Use the hashtags **#AmericanCleanPowerWeek** and **#UnitedStatesofCleanEnergy** with all your posts so they appear in the national conversation throughout the week. For workforce and jobs-related posts, be sure to use #PoweringAmericanJobs.

Swap out your social media profile banners for the week using one of ACP's American Clean Power Week Banner Graphics:



Download the "I'm Celebrating" and "We're Celebrating" Social Media Profile Banner Files for Facebook, LinkedIn and Twitter Here.

Throughout American Clean Power Week, explain how you're celebrating the week using one of our I'm/We're Celebrating social media graphics:

Download "I'm/We're Celebrating" Social Media Graphics (1200x628 & 1080x1080) Here



Sample social content to pair with I'm celebrating / We're Celebrating ACPW graphics

- We're/I'm celebrating #AmericanCleanPowerWeek with @USCleanPower! The clean energy industry – wind, solar, energy storage, and transmission – is powering good-paying American jobs across all 50 states and driving investment into local communities. #UnitedStatesofCleanEnergy
- The clean power workforce of 415,000 is represented in all 50 states and we're proud to celebrate them with @USCleanPower during #AmericanCleanPowerWeek! #UnitedStatesofCleanEnergy
- We're/I'm celebrating #AmericanCleanPowerWeek with @USCleanPower! More than 50 million homes can be powered by electricity generated by wind and solar in the United States.
- We're/I'm celebrating The #UnitedStatesofCleanEnergy! Today, renewable energy projects can be found in all 50 states--with many more on the way as our nation drives toward its decarbonization goals. #AmericanCleanPowerWeek
- This #AmericanCleanPowerWeek we're celebrating clean energy's contributions to the economy - more than $334 billion invested in the U.S. since 2005 and we are just getting started! #UnitedStatesofCleanEnergy
- The clean power workforce of 415,000 is represented in all 50 states and we're proud to celebrate them during #AmericanCleanPowerWeek! With wind technician & solar installer as two of the country's fastest-growing jobs, clean power is #PoweringAmericanJobs.
- The clean power workforce is represented in all 50 states and we're proud to celebrate them during #AmericanCleanPowerWeek! With wind technician & solar installer as the #1 & #3 fastest-growing jobs in America, further action on infrastructure and climate targets will create even more good-paying jobs.

Swap out your profile picture for the week using the ACP Profile Frame on your social media channels for the week. You can download the frame here to edit with your

company logo or photo.





ACP frame for example.

**Note: ACP's the Social Press Kit with packaged sample content and social media graphics will be populated with the daily theme messaging two weeks before ACPW. "Save the date" sample content is currently populated in the press kit.*

Follow ACP and Clean Power for America's social media channels to stay engaged throughout American Clean Power Week!

ACP:

Clean Power for America (Grassroots):

Have questions or need to get in contact with ACP about your organization's ACPW plans?
Email: cleanpowerweek@cleanpower.org

AMERICAN CLEAN POWER WEEK THEME & MESSAGING*

Overarching American Clean Power Week Theme: ***The United States of Clean Energy***

The United States of Clean Energy is Powering American Jobs. Today, the clean energy industry – wind, solar, energy storage, and transmission – is powering good-paying American jobs across all 50 states and driving investment into local communities. Within the decade, it will be the primary way we power our lives.

Clean power projects generate renewable energy in all 50 states with more on the way as our nation drives toward its decarbonization goals.

Land-based wind, offshore wind, solar, energy storage, and transmission are delivering affordable, reliable, clean energy to millions of American families and businesses across the United States, powering opportunity for the communities where clean energy projects are based and helping to drive toward the nation's goal of 100% carbon-free electricity by 2035. Together, the clean energy industry – wind, solar, energy storage, and transmission – is Powering American Jobs across the country.

***Messaging Note:** Depending upon the legislative state of play in Washington, ACPW will also be an opportunity for the industry to either 1) thank Congress for passing critical infrastructure and clean energy provisions that will create jobs and deploy more renewables, OR 2) if the legislation is still in play, it will be an opportunity for us to encourage Congress to pass the infrastructure bill and accompanying budget reconciliation and clean energy provisions. **ACP will provide updates on this messaging front as the time gets closer.**

Key Messages

- American Clean Power Week demonstrates the rapid growth of our industry and showcases the good-paying job opportunities that can be created in all 50 states.
- America has a once-in-a-generation opportunity to invest in the energy infrastructure we need to accelerate our clean energy future. Doing so will create a million new American jobs in some of the fastest growing careers in the nation and help reach our climate goals.
- The renewable energy industry employs 415,000 Americans and has invested more than $334 billion in the U.S. economy since 2005 and we are just getting started.
- Industry momentum combined with supportive policies and regulations could deliver over 1 million clean energy jobs by 2030.

Clean Power Talking Points

- Over 415,000 Americans already have direct clean energy jobs across all 50 states, and many more of these jobs and economic development opportunities are on the way.
- The clean energy industry is an important job creator in the United States. In the coming years, over 1 million Americans will have direct clean energy jobs.
- Wind technician and solar installer are two of the country's three fastest growing jobs.
- Clean power workers are paid 25-35 percent more than the national median wage and 10% of the workforce is unionized.

- From cities to farms, the clean energy industry powers more of the United States every day. Two-thirds of U.S. states have at least 1 GW of operating wind, utility solar, or battery storage power capacity.
- There is over 180,000 MW of clean power capacity operating in the U.S., more than double the capacity five years ago with more on the way. That's enough to power over 50 million homes.
- Clean power expands the tax base in American communities and provides extra revenue from drought-proof land lease payments to landowners that host projects.
- Clean energy sources like wind and solar are critical parts of reducing greenhouse gas emissions and combating climate change.
- Transitioning to majority zero-carbon energy sources like land-based wind, offshore wind and solar will help drive the clean energy economy forward while benefiting our planet.
- Because clean power is one of the most affordable sources of new electricity and provides emission-free power, business demand for clean power continues to grow. In 2020, corporate buyers announced over 10 GW of new clean power contracts.
- The U.S. wind, solar and energy storage industries employ veterans at a rate that is **34 percent** above the national average, providing good opportunities for the men and women who served our country when they leave active duty.

Day by Day Themes: ACPW is a celebration of all clean power technologies with each day dedicated to highlighting a clean power technology.

Monday, October 25: Introduce ACPW & land-based wind power

Main Message: Land-based wind power creates American jobs, drives innovation, and strengthens our economy. Wind power is also a key climate solution that can help meet our nation's 100% carbon-free power goal by 2035.

Talking Points:

- Wind is the nation's #1 source of renewable electricity generation.
- Wind power delivers over $1.8 billion a year in state and local tax payments to communities and landowner lease payments to farmers and ranchers. That's new income communities can use to invest in schools, fix roads, fund emergency services and invest in the future, and extra sources of income for farmers, ranchers, and landowners
- More than 116,700 Americans work in wind across the country, with more on the way.
- Wind turbine technician is fastest-growing career in America, according to the U.S. Bureau of Labor Statistics.
- Wind power was the #1 energy type among new power additions in 2020.
- Wind generates 8.8% of electricity in the United States, enough to power over 40 million homes.
- Wind costs have fallen 70% last decade, making it one of the most affordable new sources of electricity in most of the country.
- Wind's low costs, stable prices, and clean electricity helps American companies and brands reach their sustainability goals.
- When companies invest in and partner with the wind energy industry, the community benefits. From creating jobs to providing additional tax revenue and extra sources of income, wind energy is helping communities grow across America.

Suggested Social Media Language:

Clean Power General

- The clean power industry creates good-paying American jobs in a thriving field. Over 415,000 Americans are employed in the clean energy workforce--and growing! #AmericanCleanPowerWeek #UnitedStatesofCleanEnergy

- Land-based and offshore wind, solar, energy storage, and transmission are delivering affordable, reliable, clean energy to millions of American families and businesses across the United States, and powering opportunity for communities. #AmericanCleanPowerWeek

Land-based wind

- Wind turbine technician is the fastest growing career in America. Today more than 116,000 Americans work in wind across the country, with more on the way. #AmericanCleanPowerWeek
- From creating jobs to providing additional tax revenue and extra sources of income, wind energy is helping communities grow across America. #AmericanCleanPowerWeek
- Wind is the nation's #1 source of renewable electricity generation and a key climate solution that can help meet our nation's 100% carbon-free power goal by 2035.

Social Graphics -
DOWNLOAD HERE

Clean Power





Land-based Wind





Tuesday, October 26: Solar Power

Main message: Solar power is a key climate solution that can help meet our nation's 100% carbon-free power goal by 2035. Utility-scale solar power creates American jobs, drives innovation, and strengthens our economy.

Talking Points:

- Solar power was the #2 energy type among new power additions in 2020.
- Utility-scale solar power is the 3rd largest source of renewable energy in the country, generating enough energy to power 11.7 million homes.
- Solar energy delivers over 10% of the electricity produced in California and Nevada.
- There are nearly 232,000 majority-time American solar workers across the country, with more on the way.
- Solar PV installer is the nation's third fastest-growing profession in the nation, according to the U.S. Bureau of Labor Statistics
- Solar power delivers nearly $800 million a year in state and local tax payments to communities and landowner lease payments to farmers and ranchers. That's new income communities can use to invest in schools, fix roads, fund emergency services and invest in the future, and extra sources of income for farmers, ranchers, and landowners.

- Solar power is one of the most affordable sources of new electricity across the nation. Solar costs have fallen over 90% over the last decade.
- More Fortune 500 companies are purchasing clean energy sources like solar power having recognized that it's an affordable, reliable option to power operations and reach sustainability goals.
- When companies invest in and partner with the solar energy industry, the community benefits. From creating jobs to providing additional tax revenue and extra sources of income, solar energy is helping communities grow across America.

Suggested Social Media Language

- Solar installer is the third fastest-growing career in the United States. Today there are 232,000 American solar workers across the country, with more on the way. #AmericanCleanPowerWeek
- From creating jobs to providing additional tax revenue and extra sources of income, solar energy is helping communities grow across America. #AmericanCleanPowerWeek
- Utility-scale solar is America's 3rd largest source of renewable energy and a key climate solution that can help meet our nation's 100% carbon-free power goal by 2035. #AmericanCleanPowerWeek

Social Graphics

Download here





Wednesday, October 27: Energy storage + hybrid power

Main Message: Energy storage is a game-changer for American clean energy. It allows us to store energy for use at another time, increasing reliability, controlling costs for consumers, and ultimately helping build a more resilient grid. Introducing storage into the grid adds the flexibility to integrate more solar and wind, improves efficiency and offsets the need to build new power plants. Energy storage is flexible and can be paired with any clean energy technology – solar, wind, offshore wind.

Talking Points:

- Energy storage enhances reliability, ensuring the seamless, synchronized delivery of electricity to consumers and businesses.
- Energy storage enables us to power the grid using renewables like solar and wind, even when the sun isn't shining or the wind is not blowing.
- Nearly 66,750 Americans work in battery storage across the country, with more on the way.
- There are currently 202 operating battery storage projects across 34 states.
- California, Texas, Illinois, Hawaii, and Arizona lead the country in installations.
- Storage is an enabling technology that saves consumers money, improves grid reliability and resilience, integrates generation sources like wind and solar and helps reduce environmental impacts.
- Energy storage can provide backup power during emergencies.
- Battery energy storage installations continues to expand dramatically – up 439% just last quarter.

Suggested Social Media Language

- Energy storage is a game-changer for American clean energy. Introducing storage into the grid adds the flexibility to integrate more solar and wind power, improves efficiency and offsets the need to build new power plants. #AmericanCleanPowerWeek
- Energy storage enables us to power the electric grid using clean energy sources like solar and wind, even when the sun is down, or the wind is not blowing. #AmericanCleanPowerWeek

Social Graphic
Download here



Thursday, October 28: Transmission infrastructure

Main Message: Modernizing our nation's aging energy transmission infrastructure is essential. Investing in and building new transmission makes the entire energy system more reliable, affordable, and resilient, and ensures that Americans have continued access to the energy they need.

Talking Points:

- Like America's highways, transmission infrastructure moves low-cost electricity from where it's produced to where it's needed.
- A well-connected electric grid with robust transmission helps ensure American families and businesses always have access to power.
- Upgrading our nation's transmission infrastructure is essential to meet our climate goals and deliver affordable, reliable clean energy to families and businesses.
- Americans rely on well-connected, reliable regional electric grids to keep the lights on and the economy running. Investing in and building new transmission makes the entire system more reliable, affordable and resilient.
- Action on energy infrastructure will ensure the nation has a 21st-century grid that can cost-effectively and reliably connect power to meet current and future needs.

Suggested Social Media Language

- Investing in and building new transmission infrastructure makes the entire energy system more reliable, affordable, and resilient, and ensures that Americans have continued access to the energy they need. #AmericanCleanPowerWeek
- Transmission is an important piece of America's energy infrastructure. Investing in a 21st-century electric grid will help integrate more low-cost, clean energy sources—all while keeping the lights on. #AmericanCleanPowerWeek
- Americans need reliable energy, especially during extreme weather events. Increased investment in our transmission infrastructure will ensure that the lights stay on with reliable, clean power. #AmericanCleanPowerWeek

Social Graphics
Download here





Friday, October 29: Offshore wind

Main Message: Growing offshore wind in the United States will create a brand-new American supply chain, tens of thousands of jobs, revitalize port communities, and stimulate investment into local economies across the country. Combined with land-based wind, solar, and battery storage, offshore wind will play an important role in reaching our country's decarbonization goals. Collectively, the clean energy industry is powering the future, and together we are the future of power.

Talking Points:

- Harnessing America's offshore wind resources will create tens of thousands of highly-skilled U.S. jobs, revitalize coastal and port communities, and deliver vast amounts of reliable clean energy to our biggest population centers.
- Building and operating an offshore wind farm requires a diverse workforce of 74 different occupations including ironworkers, pipefitters and vessel operators.
- Building 30 GW of offshore wind over the next decade could create 83,000 new jobs and attract $57 billion of investment into the U.S. economy.
- Offshore wind is the next major source of homegrown American energy, representing a once-in-a-generation opportunity for the maritime industry and coastal and port communities.
- Realizing America's offshore wind project pipeline will create a new domestic supply chain, spur new jobs, and revitalize port communities.
- Offshore wind will bring significant economic benefits across the U.S. The offshore wind industry is investing billions in manufacturing, ports, vessels, workforce development and research areas, with many more on the way.
- States are driving strong demand for offshore wind energy and have established targets to procure a total of close to 40,000 MW of offshore wind by 2040. These are vital offshore wind drivers that will help achieve scale and develop an American supply chain.
- With stable policies in place, the Department of Energy found the U.S. could develop a total of 86 GW of offshore wind projects by 2050.
- The Department of the Interior's Bureau of Ocean Energy Management (BOEM) is charting a path forward for additional offshore wind lease areas, including the West Coast, and is transforming the enormous potential for offshore wind into a concrete pillar of American energy dominance.

Suggested Social Media Language

- The #UnitedStatesofCleanEnergy doesn't end at the water's edge. Growing offshore wind in the United States will create a brand-new American supply chain and tens of thousands of jobs while stimulating investment in local economies across the U.S. #AmericanCleanPowerWeek
- Offshore wind is the next major source of homegrown American energy, representing a once-in-a-generation opportunity for the maritime industry and coastal and port communities. #AmericanCleanPowerWeek
- Harnessing America's offshore wind resources will create tens of thousands of highly skilled U.S. jobs, revitalize coastal and port communities, and deliver vast amounts of reliable clean energy to our biggest population centers. #AmericanCleanPowerWeek

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