

Advanced Energy

Public Policy: The Critical Factor

Many people ask us how they can contribute to making Cleveland a leader in advanced energy. Changing day-to-day behavior and making purchasing decisions that support advanced energy are important. But energy and environmental issues affect us all, so the most meaningful action we can take is to influence public policy governing these areas. Only with favorable policies in place will advanced energy businesses in our region grow.

At The Cleveland Foundation, we seek energy policy at the federal, state and local levels that

- Eliminates subsidies to reveal the full cost of conventional energy to customers.
- Mandates that the public sector aggressively adopt energy efficiency and “green” energy.
- Provides additional financial incentives, institutes market reforms such as renewable portfolio standards, and increases R&D expenditures for advanced energy.
- Expands public transportation.

It’s up to you – it’s up to all of us – to demand policies that clear the way to a future of advanced energy here in Ohio.



For more information on The Cleveland Foundation’s advanced energy initiatives, contact Richard Stuebi at 216.685.2011 or rstuebi@clevefdn.org.

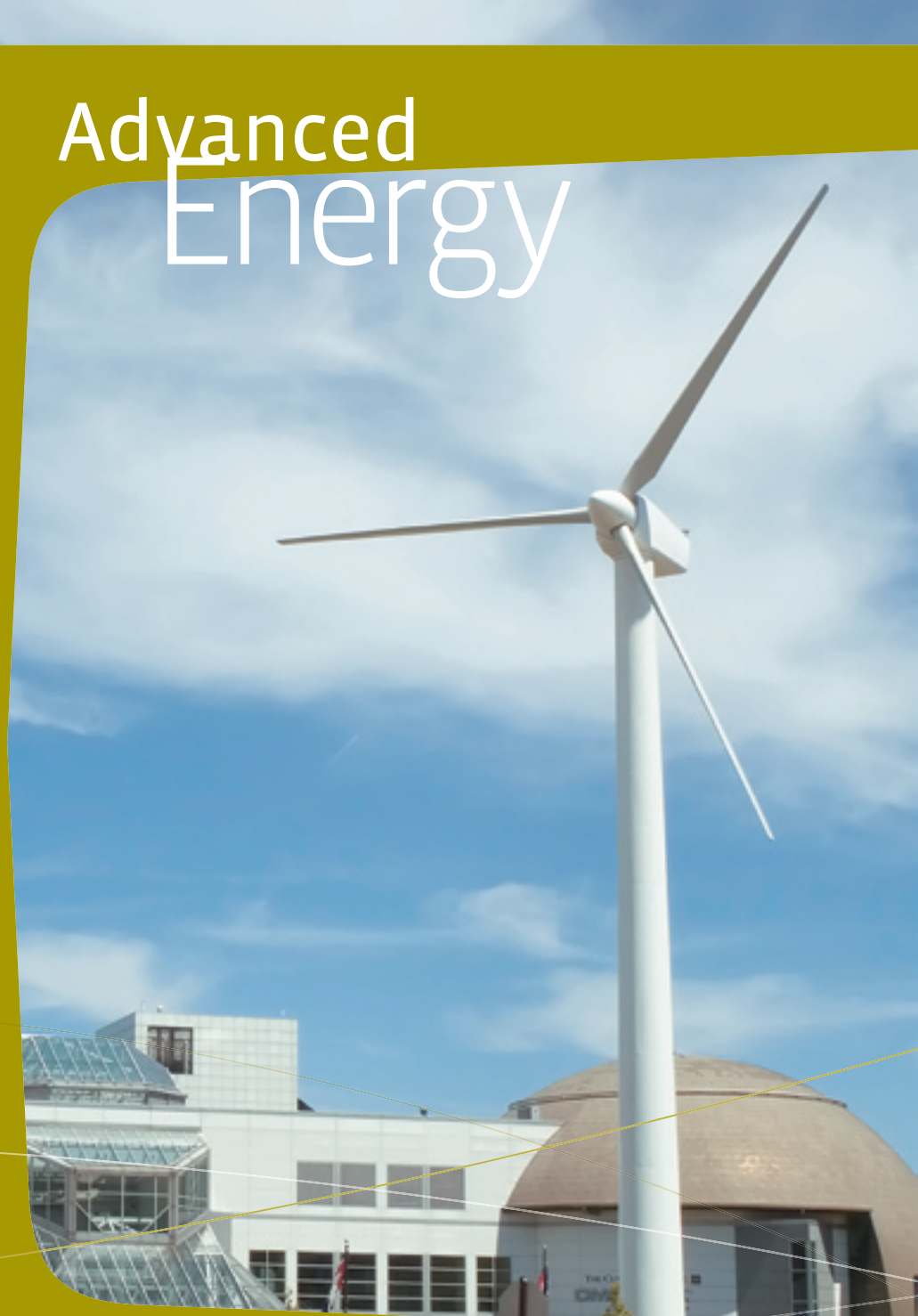
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Tremendous Challenges, Huge Opportunity Ahead

The human race is now confronting two of the greatest challenges it has ever faced: dwindling oil supplies and global climate change. We don't know how much longer we can rely on the continued availability of oil, nor how much longer we can spew emissions into the atmosphere before we suffer catastrophic consequences.

Both challenges are deeply rooted in the fundamental ways we produce and consume energy. Here in Northeast Ohio, many of our citizens and businesses are housed in energy-inefficient buildings. Coal-based electricity generation and gasoline-burning automobiles harm our regional air quality.

It is critical that we move to forms of "advanced energy" that rely less on petroleum and produce fewer emissions. A remarkable economic opportunity is available for those who lead the transition to advanced energy technologies.

The Cleveland Foundation believes Greater Cleveland can claim a position of leadership in the emerging advanced energy industry, spurring the creation of thousands of jobs while also improving our local energy future. Accordingly, we have launched a bold initiative to accelerate advanced energy activity in our region as part of a broader economic development strategy.

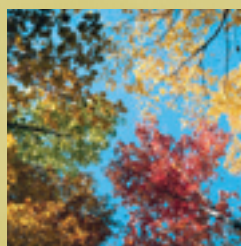


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What Advanced Energy Can Bring to Our Region

The term "advanced energy" embraces a full spectrum of energy efficiency, renewable energy and innovative means of using hydrocarbon fuels. Advanced energy approaches reduce the environmental impact of energy use and improve energy supply security.

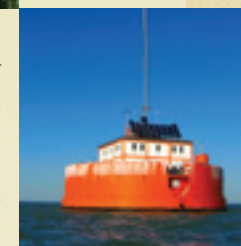
Because it must inevitably replace the current "conventional" energy industry, advanced energy is destined to become a multi-trillion-dollar industry. Yet this new industry must be invented largely from scratch, suggesting an enormous growth opportunity over the next several decades. Hundreds of thousands of jobs will be created – a huge prize for those regions willing to lead the way in the advanced energy sector.

Given its manufacturing heritage and materials excellence, Ohio can become a global hub of technology and business expertise in advanced energy. No region in the world is in a position to dominate all forms of advanced energy, giving Ohio a chance to compete for a major place at the table. Advanced energy can be the vehicle by which Ohio reclaims its past economic leadership.

At The Cleveland Foundation, we see advanced energy as a multi-faceted opportunity to

- Create jobs in our area.
- Protect our citizens and businesses from future energy shortages or price spikes.
- Rejuvenate our buildings and transportation infrastructure.
- Reduce emissions for an improved environment.
- Attract and retain more of the best and brightest young talent for our region's ongoing success and growth.

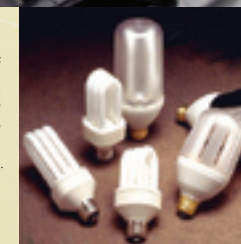
Ⓞ Oberlin College's Adam Joseph Lewis Center for Environmental Studies incorporates advanced energy approaches such as photovoltaic panels and efficient, closed-loop geothermal wells that provide heating and cooling.



Ⓞ "The Crib" – Cleveland's water intake site on Lake Erie – is outfitted with solar-powered wind-measuring equipment, funded in part by The Cleveland Foundation.



Ⓞ Ohio is a leader in the development of fuel cells, a promising advanced energy technology of the future.



Ⓞ Cleveland has long been a leader in efficient lighting technologies and products.

What The Cleveland Foundation Is Doing

The Foundation, along with its many partners, is working on a number of fronts to create an advanced energy industry here, by

- Partnering with dozens of institutions throughout the state to develop a shared vision and strategy for advanced energy.
- Working with the state's academic and research institutions to pursue R&D opportunities in areas of advanced energy that might spawn commercial successes.
- Seeking to attract financial and human capital that can start and grow advanced energy ventures here.
- Supporting our regional economic development partners to persuade companies in the advanced energy arena to set up operations or demonstration projects here.
- Elevating advanced energy on the business development agendas of our large corporations, as well as our small and mid-size companies.
- Increasing public awareness of energy and environmental issues through mass media, academic curricula and K-12 education so that advanced energy can take root faster and deeper here.
- Advocating more enlightened energy policies at the federal, state and local level.

At The Cleveland Foundation, we are taking a stance for advanced energy. We are eager to play a lead role in catalyzing advanced energy activity in our region, and have already invested hundreds of thousands of dollars in this pursuit.