

Report on the Release of the 2018 Sustainable Energy in America Factbook

Analysis of Release

The Business Council for Sustainable Energy (BCSE) was pleased to release of the 6th edition of the *Sustainable Energy in America Factbook* on February 15, produced in partnership with Bloomberg New Energy Finance. The findings of the 2018 *Factbook* highlighted the continued transformation of the U.S. energy economy and shift into a higher gear in 2017 – with the rapid expansion of clean energy in America delivering more jobs, greater economic productivity, increased economic growth and fewer emissions.



“The performance in 2017 is proof that clean energy delivers for the American economy. The focus of national energy policy in 2018 and beyond should be to further enhance and promote the continued growth of these clean energy sectors.” – Lisa Jacobson, President, BCSE

The arrival of clean energy industries as the heart of the energy economy in America was reflected in media coverage of the 2018 *Factbook*'s release, with coverage highlighting the 18% contribution of renewable energy to the U.S. electricity mix (nearly on par with nuclear energy), and the positive benefits of a diversified and more efficient energy mix on consumers' pocketbooks, national greenhouse gas emissions and economic growth.

Now with a dedicated audience that anticipates the release of this free annual resource, downloads of the *Factbook* “out of the gate” in the first two weeks reached new a new peak, and release events in Washington, DC and Minneapolis, MN were at maximum capacity.

A new and exciting dimension to the release of this year's *Factbook*, is the launch of the Clean Energy Business Network (CEBN)'s companion project, *Faces Behind the Facts*, to capture the individual stories and profiles of individuals who work in clean energy sectors across the country. This project will continue throughout the year, and BCSE members are invited to profile their staff in this project. For more information visit: www.cebn.org.



This report on the release of the 2018 Factbook will provide additional detail on the following:

- Highlights from report release (page 2)
- Media Coverage: Notable highlights (page 2)
- Digital Analysis: Website, Social Media (pages 3-5)
- Summary of *Factbook* Release Activities and Events (pages 5-6)
- *Factbook* in Action: Outreach & Educational Events, Resources (page 7)
- Full Media Coverage (pages 8-11)

Highlights from Report Release

- Media coverage included a diverse mix of morning tipsheets, mainstream newspapers, business outlets and trade press, including: *Axios*, *Bloomberg Markets*, *E&E News*, *Greentech Media*, *Houston Chronicle*, *Politico*, *The Hill* and *Washington Examiner*, co-authored CRES and BCSE Op-Ed in *The Hill* - [Clean Energy is Growing the Economy and Driving Down Emissions](#).
- “Sold-out” public release events in Washington, DC (February 15) and Saint Paul, MN (March 1) featuring BCSE member industry panels, pre-view presentations at annual meetings of the National Association of State Energy State Officials (February 8) and National Association of Regulatory Utility Commissioners (February 11) and private briefings for key Congressional staff – House Energy and Commerce (February 20) and Senate Environment and Natural Resources (February 26).
- Full mobilization of BCSE Communications Network delivers blogs by [American Wind Energy Association](#), [U.S. Green Building Council](#), LinkedIn posts by [Enel Green Power North America](#), [Solar Turbines](#), [Schneider Electric](#), newsletter highlights by Alliance to Save Energy, Citizens for Responsible Energy Solutions, and tweets by [American Gas Association](#), [Covanta](#), [Fuel Cell and Hydrogen Energy Association](#), [National Hydropower Association](#) and more.
- Over 1,310 downloads in the first two weeks alone – the *Factbook* is an anticipated resource and read widely by a broad industry audience (43%) and government (15%) at the federal, state and international levels.

Media Coverage: Notable Highlights

The Factbook is now a well-established and well-known resource anticipated by industry practitioners, thought leaders, policy-makers and reporters. The release of the 2018 edition received consistent coverage (compared year on year) and included stories in Bloomberg Markets, E&E News, Houston Chronicle and Washington Examiner, as well as trade press in the solar, wind and waste industry trade press.



Key to this year’s release was announcing the Factbook’s arrival in morning tipsheets such as Axios’ Generate, Politico’s Morning Energy, Bloomberg First Word, the Washington Post’s Daily Energy 202; reaching influential Washington audiences first thing the morning of the release.

Another highlight was an op-ed piece co-authored by Charles Hernick, Citizens for Responsible Energy Solutions (CRES) and Lisa Jacobson, BCSE in *The Hill* on the eve of the *Factbook’s* release.



Outside blog posts by Advanced Energy Economy, Clean Capital, Environmental Defense Fund and Natural Resources Defense Council amplified the release of the Factbook in the first 24 hours of its release.

Digital Analysis: Website, Social Media

Website and Features

The 2018 *Factbook* is available for free to download on the BCSE website at www.bcse.org/sustainableenergyfactbook.

The landing page also includes the following collateral material to download:

- [Executive Summary](#)
- [Brochure](#)
- [Infographic](#)
- [Top Findings Presentation](#)
- [Video \(3 minutes\)](#)

Quick links to specific industries as well as [state-related](#) and [infrastructure-related](#) slides within the *Factbook* are also provided.

Who is Reading the Factbook

The Factbook has been downloaded 1,310 times since its release on February 15. Over half of self-identified users came from industry (43%) or government (15%). An illustrative sample of readers include:

Academia

American University of Beirut, Austin Community College, Buenos Aires University, Carnegie Mellon University, China Institute of Nuclear Information & Economics, Columbia University, Duke University, George Washington University, Georgetown University, Harvard Environmental and Energy Law Program, Howard University, Johns Hopkins University, Kyoto University, MIT, Stanford, UC Berkeley, University of Michigan, University of Texas, Yale.

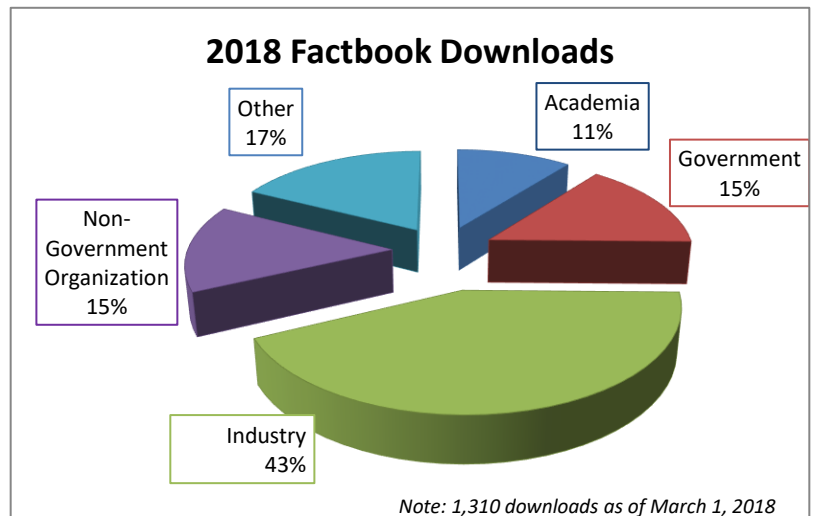
Industry

AECOM, BASF, Berkshire Hathaway Energy Co., Boeing, Central Maine Power, China Huaneng Group Ltd., Chubu Electric, Ernst & Young, Exelon, Ford Motor Company, GE, GM, K&L Gates, Lime Energy, MGM Resorts International, NRG Energy, Outdoor Industry Association, Parsons, Petrobras, Rolls-Royce, Shell, Southern Company, Sunrun, The Dow Chemical Company, Tesla, Trader Joe's, U.S. Chamber of Commerce, Veolia, Whirlpool.

Financial

Blackstone, Bank of America, Calvert Research and Management, Citi, Credit Suisse, Deutsche Bank, Key Bank, Macquarie, Morgan Stanley, Soros Fund Management, The Carlyle Group.

Federal Government



U.S. Department of Energy, Defense, State, Treasury, Environmental Protection Agency, Federal Energy Regulatory Commission, Energy Information Administration, Agency for International Development, Idaho National Laboratory, National Renewable Energy Laboratory.

House Committee on Natural Resources, House Energy and Commerce Committee, Senate Energy and Natural Resources Committee, Offices of Representative David Schweikert (R-AZ), Marcy Kaptur (D-OH), Mike Doyle (D-PA); Offices of Senator Ted Cruz (R-TX), Mazie Hirono (D-HI), Debbie Stabenow (D-MI).

State & Regional

Arizona House of Representatives, California Clean Energy Committee, CAISO, City of St. Louis, Colorado PUC, Connecticut Department of Energy and Environment Protection, Delray Beach City Commission, Indiana Utility Regulatory Commission, Maryland Department of Environment, Massachusetts Department of Environmental Protection, Minnesota Commerce Department, ISO New England, New Mexico Energy, Minerals and Natural Resources, New York Green Bank, New York ISO, New York State Energy Research and Development Authority, Pennsylvania Department of Environmental Protection, Washington State Department of Commerce, West Virginia Department of Environmental Protection.

International

Embassies of Belgium, France, Germany, Italy; Natural Resources Canada, International Finance Corporation, Indonesian LPG Association, International Renewable Energy Agency, Lithuanian Renewable Energy Confederation.

Non-government Organization (NGO)

350.org, Atlantic Council, C2ES, Ceres, Climate Energy Economy Minnesota, Center for Strategic & International Studies, Edison Electric Institute, Environmental Defense Fund, Energy Foundation, Keystone Energy Efficiency Alliance, Midwest Energy Efficiency Alliance, Montana Renewable Energy Association, National Association of State Energy Officials, National Resources Defense Council, NextGen Policy Center, Smart Electric Power Alliance, Sierra Club, Utah Clean Energy, WWF, World Resources Institute.

News Media

Axios, Bloomberg Environment, Bloomberg News, Fortune, Fox News Channel, GreenBiz, Industry Dive, Politico, PV Magazine, S&P Global Platts, Star Tribune, Utility Dive.

Social Media

The impact of the 2018 Factbook's release on social media relied heavily on BCSE members, partners and influencers to show how to #GettheFacts and how #CleanEnergyDelivers for America. A full toolkit with graphics and content was circulated to these groups prior to the *Factbook's* release, resulting in a broad array of posts, highlights include (click on name to view example of tweet or post):

Tweets by [Alliance to Save Energy](#), [American Gas Association](#), [American Wind Association](#), [Citizens for Responsible Energy Solutions](#), [Covanta](#), [Fuel Cell and Hydrogen Energy Association](#), [National Hydropower Association](#), [Solar Energy Industries Association](#), [SolGreen Solutions](#), [US Green Building Council](#). Of note on Twitter, on February 15, there were a total of 583 Twitter posts on the *Factbook*; 1,458 total posts (February 14 – 22) for an estimated 7.6 million impressions.

LinkedIn Posts by: [Enel Green Power North America](#), [Solar Turbines](#), [Schneider Electric](#), [Polyisocyanurate Insulation Manufacturers Association](#), [Clean Capital](#) and more!

Influencers, Partners and more: [Al Gore](#), [Nathanial Bullard \(BNEF\)](#), [Richard Meyer \(AGA\)](#), [Senate Energy GOP](#), [Energy Foundation](#), [Mitchell Foundation](#), [ACORE](#), [Ceres](#), [Clean Energy Economy Minnesota](#), [David Gardiner & Associates](#), [Alliance for Industrial Efficiency](#), [The Climate Group](#), and more!

Blog Posts & Member Newsletters

BCSE members and partners also helped to amplify the *Factbook* release by writing blog posts and sharing how to get the *Factbook* in newsletters to their respective networks. Highlights include:

Blogs by BCSE Members: [American Wind Energy Association](#), [U.S. Green Building Council](#)

Other notable blog posts: [Advanced Energy Economy](#), [Clean Capital](#), [Environmental Defense Fund](#), and [National Resources Defense Council](#)

Newsletter Highlights: Alliance to Save Energy Weekly Buzz Newsletter, Clean Energy Business Network's Weekly Newsletter, Citizens for Responsible Energy Solutions Weekly Newsletter, Climate Nexus Energy Desk Weekly Newsletter

Summary of *Factbook* Release Activities and Events

***Factbook* Release Press Event**

On February 15 in Washington, DC, the Council co-hosted a press conference to release the 2018 *Factbook*, featuring overview of the findings by the *Factbook*'s lead author, Rachel Luo, U.S. Utilities and Power Market Reform, Bloomberg New Energy Finance and remarks by BCSE members, including:

- Mark Wagner, Vice President, Government Relations, Johnson Controls and Chairman, BCSE Board of Directors
- Dave McCurdy, President and CEO, American Gas Association
- Tom Kiernan, CEO, American Wind Energy Association
- Abigail Ross Hopper, President and CEO, Solar Energy Industries Association
- Jeff Leahey, Deputy Executive Director, National Hydropower Association

Participating outlets in the press conference included reporters from: S&P Global Market Intelligence, E&E News/Energywire and Greenwire, Utility Dive, CQ Roll Call, Agri-Pulse and Midwest Energy News.

Outlets that received embargoed copies of the report included: Axios, Bloomberg News, CNBC, CQ Roll Call, Daily Caller, Greentech Media, Houston Chronicle, Inside EPA, Morning Consult, Politico's Morning Energy, S&P Global Market Intelligence, The Economist, Time Magazine, Utility Dive, Vox, and Washington Examiner.

National Release Event – February 15

On February 15 a stakeholder briefing in Washington, DC was hosted at the Bloomberg offices and was attended by over 120 people from various government and legislative offices, non-governmental organization and think tanks, and industry representatives. This release event featured an overview of the *Factbook* by author Rachel Luo, BNEF and an industry panel moderated by Ethan Zindler, BNEF.



Panelists (from Left to Right): Jeff Moe, Global Director, Energy Policy and Product Advocacy, Center for Energy Efficiency and Sustainability, Ingersoll Rand; Emily O'Connell, Senior Manager, Policy, American Gas Association; Jack Thirolf, Head of Regulatory and Institutional Affairs, Enel Green Power North America; Lisa Jacobson, BCSE; Ethan Zindler, BNEF; Mark Wagner, Vice President, Government Relations, Johnson Controls and Paula Soos, Vice President, Government Relations, Covanta.

Minnesota Release – March 1

The first stop on the 2018 Factbook roadshow was Saint Paul, Minnesota, featuring the release of the [2018 Minnesota Energy Factsheet](#). Local partners included the [Clean Energy Economy Minnesota](#), [McKnight Foundation](#), [Greater MSP](#), the [Saint Paul Area Chamber of Commerce](#), and the [Science Museum of Minnesota](#) which hosted the event. Over 110 people attended from local industry, government and academia.

Factbook in Action: Outreach & Educational Events

BCSE staff, BCSE members and BNEF analysts have completed the following outreach and educational events:

Factbook Release Events

- National Release in Washington, DC (February 15)

Private Briefings for Staff

- Senate Energy and Natural Resources Committee (February 26)
- National Resources Defense Council (February 21)
- House Energy & Commerce Committee (February 20)
- U.S. Department of Energy (February 20)

Meetings & Teleconferences

- Alliance to Save Energy's EE Group (February 26)
- National Association of Clean Air Agencies (NACAA) Global Warming Committee (February 14)
 - Includes members from: CT, MA, VA, SC, AL, MI, IL, MINN, WI, OK, MO, KS, NE, CO, NM, OR, AK, WA, CA, Sacramento Air District

External Conferences

- National Association of State Energy Officials (NASEO)'s Energy Policy Outlook Conference (February 8)
- National Association of Regulatory Utility Commissioners (NARUC) Winter Meetings – Energy Resources & Environment (ERE) Committee (February 11)

Distribution of Factbook Materials

- 4th Annual Energy Leaders' Energy and Sustainability Extravaganza (February 23)

Upcoming Meetings, Webinar, Conferences & Audiences

- Webinar for Clean Energy Business Network
- Congressional Briefing hosted in partnership with Environmental & Energy Study Institute (EESI) and the House and Senate Energy Efficiency and Renewable Energy Caucuses – March 9
- ACORE Renewable Energy Policy Forum – March 14
- New York City Release in NY– April 17

Full Media Coverage

2018 Energy Sustainability Factbook Released National Association of College and University Business Officers	Article	March 2, 2018
Clean Energy Powers Sustainable Cities as Fossil Fuel Companies Predict Further Growth in Renewables Gabriel Gordon-Harper, IISD	Report Round-up	March 1, 2018
Renewable Energy Grows, Boosting U.S. Economy Juan Cole, Truthdig.com	Article	February 24, 2018
Coal continues its downward slide as more coal plants retire Karen Graham, Digital Journal	Article	February 23, 2018
2018 Factbook: Clean Energy Positively Impacts U.S. Economy, Infrastructure And Environment Betsy Lillian, Solar Industry Magazine	Press Release	February 23, 2018
Key findings from the “2018 Sustainable Energy in America Factbook” Michelle Froese, Windpower Engineering & Development	Press Release	February 23, 2018
CRES Newsletter Feature on Factbook	Member Action	February 23, 2018
Record 2017 Numbers Prove Clean Energy ‘Delivers For The American Economy’ Betsey Lillian, North American Windpower	Press Release	February 22, 2018
Opinion: Big Energy Confronts An Unfamiliar Power: Competition Liam Denning, Bloomberg Gadfly	Opinion, citing Factbook	February 22, 2018
Reality sets in for the coal industry: Trump is powerless to save it Joe Romm, Think Progress	Article	February 22, 2018
Renewables, not natural gas, are cutting US power sector emissions Mark Hand, Think Progress - Reposted in REneweconomy (Australia) on February 23	Article	February 22, 2018
Report: U.S. WTE flat in 2017, including 'virtually no new financing' Cody Boteler, Waste Dive	Article	February 21, 2018
Alliance to Save Energy’s Weekly Buzz Newsletter Feature on the Factbook	Member Action	February 21, 2018
Innovative and Resilient: Clean Energy Economy is Unstoppable Jon Powers and Zoe Berkery, Clean Capital Blog	Partner Blog	February 21, 2018
Climate Nexus Energy Desk Weekly Newsletter’s Featured Multimedia: 2018 Sustainable Energy in America Factbook Infographic	Partner Action	February 21, 2018

Business Council for Sustainable Energy, BNEF release sixth Sustainable Energy in America Factbook Kevin Randolph, Daily Energy Insider	Press Release	February 20, 2018
Renewables Are Supplying a Record Amount of America's Energy Avery Thompson, Popular Mechanics	Article	February 20, 2018
Trump Can't Save Coal: More Capacity Closed in 2018 Than First Three Years of Obama Administration Emma Foehringer Merchant, Greentech Media	Article	February 19, 2018
Weather Blog Paul Douglas, Minneapolis Star Tribune	Blog Mention	February 19, 2018
18% of US Energy Comes From Renewable Sources Paul Ausick, 24/7 Wall Street	Article	February 19, 2018
Renewable energies are about to surpass nuclear power on U.S. electrical grid Stephen Johnson, Big Think	Article	February 19, 2018
Renewable Energy Surges to 18% of U.S. Power Mix David Morris, Fortune	Article	February 18, 2018
U.S. still paying, consuming, emitting less energy — BNEF (\$) David Iaconangelo, E&E Energy Wire	Article	February 16, 2018
US Renewables Account For 18% Of Energy Mix, Hot On The Heels Of Nuclear Joshua Hill, CleanTechnica	Article	February 16, 2018
A 2018 Factbook looks at sustainable energy in America Paul Dvorak, Windpower Engineering & Development	Article	February 16, 2018
Renewables Now Contribute Nearly One-Fifth of U.S. Electricity Generation Lorraine Chow, Eco-Watch	Article	February 16, 2018
BCSE releases 2018 Sustainable Energy in America Factbook: More good news for wind Greg Alvarez, AWEA Blog	Member Blog	February 16, 2018
2018 Sustainable Energy Factbook reports gains in clean energy Alysson Blackwelder, USGBC Blog	Member Blog	February 16, 2018
4 Reasons for Optimism in New Sustainable Energy Factbook Sneha Ayyagari, NRDC Expert Blog <ul style="list-style-type: none"> • Republished in Energy Manager Today, February 20, 2018 	Partner Blog	February 16, 2018
Clean energy – not natural gas – drove decarbonization in 2017 Andy Bilich, EDF Blog	Partner Blog	February 16, 2018

<ul style="list-style-type: none"> • Republished in Breaking Energy, February 20, 2018 		
Power Bills Are Eating Up Less of Your Paycheck Than Ever Jim Efstathiou, Jr. Bloomberg Markets	Article	February 15, 2018
Renewable energy tops 18 percent of U.S. electricity grid, rivaling nuclear James Osborne, Houston Chronicle <ul style="list-style-type: none"> • Midland Reporter-Telegram 	Article	February 15, 2018
US Renewable Energy Generation Now ‘Within Striking Distance’ of Nuclear Emma Foehringer Merchant, Greentech Media <ul style="list-style-type: none"> • Article referenced in Trump Can’t Kill Renewable Energy, Emily Atkin, New Republic, February 19, 2018 	Article	February 15, 2018
Renewables neck and neck with nuclear power plants, says report John Siciliano, Washington Examiner	Article	February 15, 2018
Growth in Renewables Matching U.S. Nuclear Generation Darrell Proctor, POWER Magazine	Article	February 15, 2018
Renewables hit 18 per cent share of US electricity mix Madeleine Cuff, BusinessGreen	Article	February 15, 2018
Renewables account for 18 percent of U.S. power generation in 2017 Lacey Johnson, Energy News Network	News Roundup	February 15, 2018
Renewables now provide 18% of US electricity Climate Action Programme (London, UK)	Article	February 15, 2018
US Clean Energy Expands Rapidly in 2017 ChemInfo <ul style="list-style-type: none"> • Re-published in Power Links News, February 21 	Press Release	February 15, 2018
Report: Natural Gas Helped Drive Electricity Costs to Record Lows in 2017 Seth Whitehead, Energy-In-Depth Blog	Article	February 15, 2018
Utah’s Energy Industry Showcases Job Growth at Clean Energy Business Day at the Capitol Utah Clean Energy Press Release	Mention in press release	February 15, 2018
Despite Market, Policy Uncertainties, ‘Factbook’ Shows an Advanced Energy Boom, Employing 3 Million U.S. Workers Monique Hanis, Advanced Energy Perspectives, AEE Blog <ul style="list-style-type: none"> • Republished in The Energy Collective Blog, February 28, 2018 	Partner Blog	February 15, 2018
Renewables Neck and Neck with Nuclear John Siciliano, Washington Examiner’s Daily on Energy	Morning Tipsheet	February 15, 2018
Renew, revive Carbon Pulse Daily Newsletter	Morning Tipsheet	February 15, 2018

<i>Matter of Factbook</i> Kelsey Tamborrino, Morning Energy	Morning Tipsheet	February 15, 2018
<i>One useful thing: energy transition by the numbers</i> Ben Geman, Axios Generate	Morning Tipsheet	February 15, 2018
<i>Other Stories We're Covering</i> Ben McCutchen, Bloomberg Environment First Word	Morning Tipsheet	February 15, 2018
<i>Chart Review</i> Sei Chong, Morning Consult Energy	Morning Tipsheet	February 15, 2018
Energy 202 Daybook Dino Grandoni, Washington Post	Morning Tipsheet	February 15, 2018
Overnight Energy The Hill	Morning Tipsheet	February 15, 2018
Clean energy is growing the economy and driving down emissions Charles Hernick and Lisa Jacobson, Opinion Contributors, The Hill	Op-Ed	February 14, 2018
Energy 202 Coming Up Dino Grandoni, Washington Post	Morning Tipsheet	February 13, 14

2018 Sponsors

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