



# New Energy for America: A Model for Change in the United States

Jerome Ringo

[rickert@ourfuture.org](mailto:rickert@ourfuture.org)

President Apollo Alliance

<http://www.apolloalliance.org/>

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# Who?



A coalition of labor unions, environmentalists, community advocates, business, and public officials committed to a program for good jobs and energy independence.

## Other Partners

- 23 individual Unions
  - United Mineworkers of America, United Autoworkers of America, International Brotherhood of Electrical Workers, United Steelworkers of America...
- 25 State and Municipal Labor Councils
- Leading Environmental Advocacy Organizations, including
- Major Civil Rights Organizations
- Urban, farm, faith and business partners

# Why?

In 1961, President Kennedy challenged Americans to pursue a goal that seemed beyond our reach: to land a man on the moon within the decade.

*“We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win...”*

## *A Clean Energy Future for America*

- Reduce US dependence on foreign oil
- Reinvigorate the economy
- Create 3 million new jobs
- Promote a Healthier Global Environment

# What?

## Apollo Alliance 10 Point Plan

1. Promote Advanced Technology & Hybrid Cars
2. Invest in More Efficient Factories
3. Encourage High Performance Building
4. Increase Use of Energy Efficient Appliances
5. Modernize Electrical Infrastructure
6. Expand Renewable Energy Development
7. Improve Transportation Options
8. Reinvest in Smart Urban Growth
9. Plan for A Hydrogen Future
10. Preserve Regulatory Protection

## Successes

- Green Building Policies in Washington & New York City.
- Energy Initiative in Wisconsin.
- GreenWave Initiative in California.
- Advanced Energy Portfolio Standard in Pennsylvania.

## Obstacles

- Jobs vs. the Environment Debate in the US.
- Awareness of the Benefits.
- Congressional Majority on Traditional Energy.

## The Future for Apollo

- Impact of Katrina.
- Rising Fuel Prices.
- The War in Iraq.
- Federal Legislation.
- Make Energy, Jobs & the Environment Issues in Congressional & Gubernatorial Elections.
- Advance Policies in States & Engage Industry.