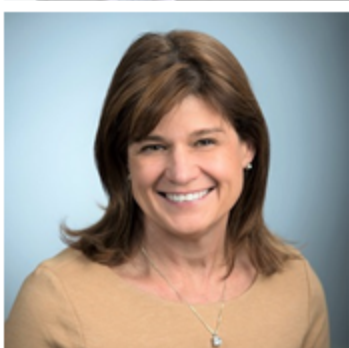
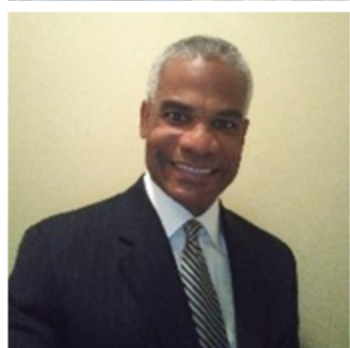




MAKING YOUR VOICE HEARD





The small business voice for the clean energy economy



Policy Support



Market & Technology
Education



Business Development
Assistance

A photograph of a woman from behind, wearing a white t-shirt and dark pants, standing in front of a large, white wind turbine blade. She is looking up at the blade with her arms slightly out. The background is a cloudy sky.

OUR MISSION

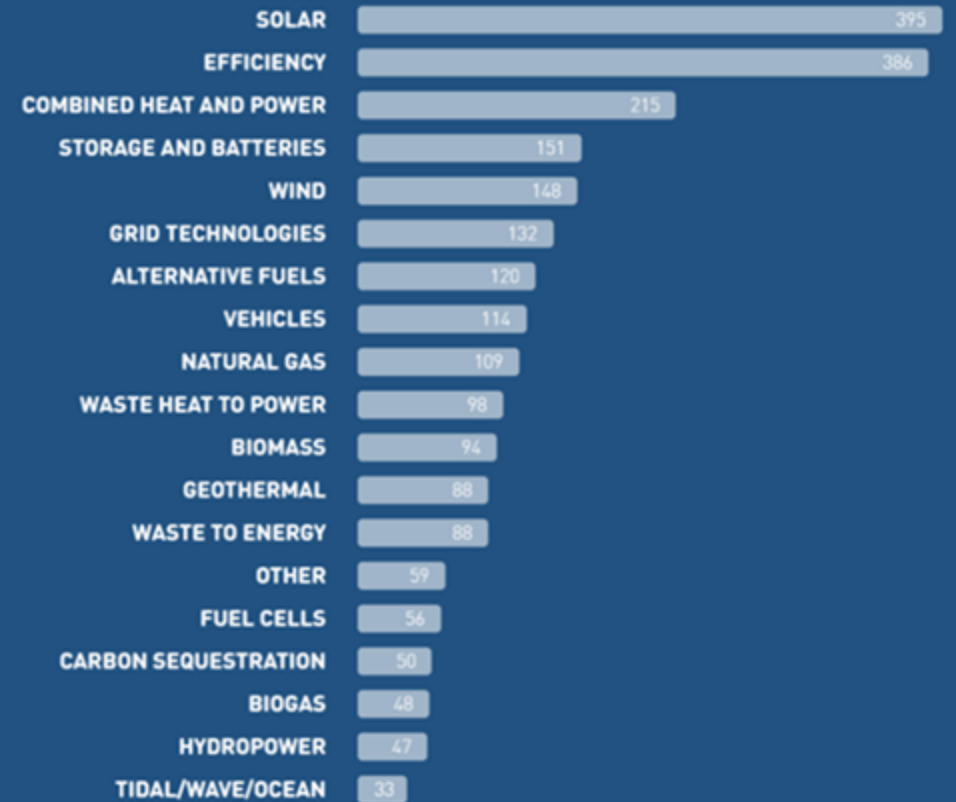
OUR REACH

4,200+ business leaders across 50 states

60+ premium members



Diverse technologies

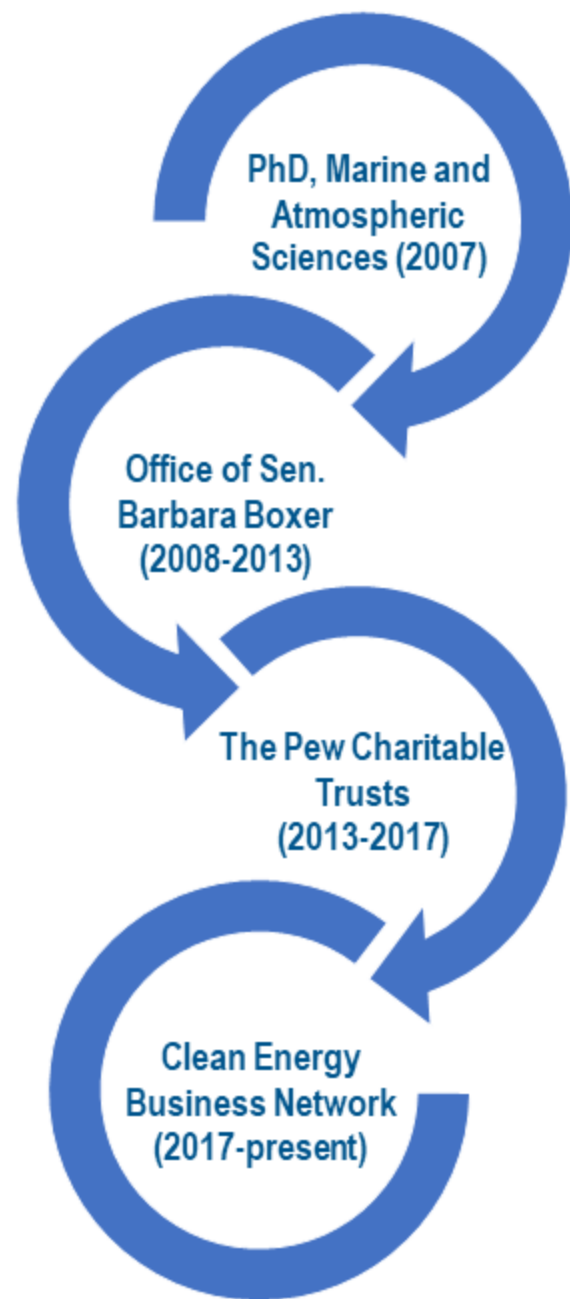


MY PERSPECTIVE



Lynn Abramson

President
Clean Energy Business Network



Science should drive policy

A lot of important factors drive policy

Stakeholders need to be strategic to help drive policy



The small business voice for the clean energy economy



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OUR IMPACT

3 years' partnership with Business Council for Sustainable Energy

1,400+ messages and signatures on letters to policymakers

180+ meetings and tours with policymakers

Wins on tax, appropriations, and infrastructure

38,000+ unique pageviews of CEBN resources

2,300+ social media followers

1,100+ webinar and event attendees

100+ case studies and media hits

5 CEBN Power Circuit regional conferences

\$1 billion+ funding resources shared

Dozens of curated business introductions

4,100+ basic members
(30% growth since 2017)

60 premium members
(added since late 2018)



5 TIPS FOR EFFECTIVE GRASSROOTS ADVOCACY

I. KNOW YOUR ASK

What do you need and why?

1. Thank you for taking the time to meet.
2. We are from ____.
3. We are here to discuss ____.



2. KNOW YOUR AUDIENCE

Meet your audience where they are!

- Emissions reductions vs. industry solutions
- Policy priorities
- Politics
- Geography (target-mapping)



3. KNOW YOUR STORY

It's all about people!

- Jobs, workers, small businesses
- Customer/community benefits
- Technology innovation/problem-solving



[Apply](#) to be featured in the 2020 edition of our [Faces Behind the Facts](#) series

4. KNOW YOUR ASSETS

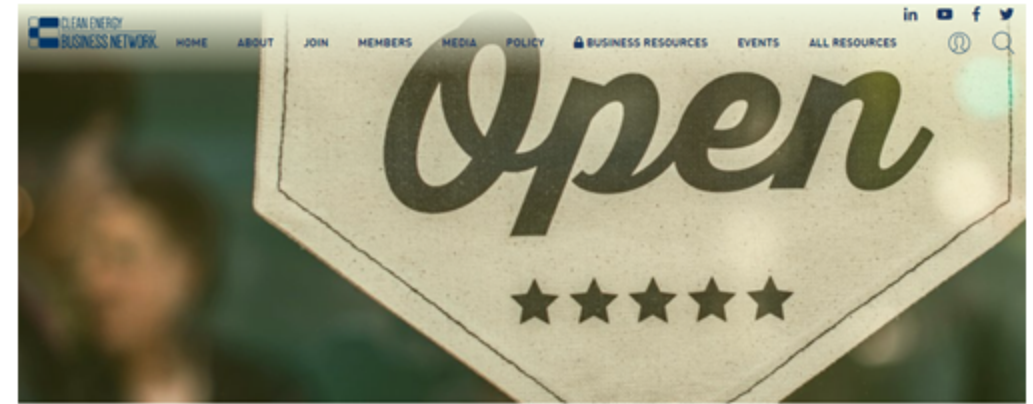
What are your strengths and how can you leverage your relationships?

- Policy
- Communications
- Politics
- Allies/partnerships



5. KNOW YOUR OPPORTUNITIES

- Proactive/offensive campaigns
- Reactive/defensive opportunities



COVID-19 Small Business Resource Center

Updated April 27, 2020 | Andy Barnes, Program Manager, CEBN



The COVID-19 crisis is an especially challenging time for small business owners. In an effort to better help businesses navigate this crisis, the CEBN has compiled a list of financial relief resources. CEBN is also working to add new funding opportunities to our premium members-only [Funding Database](#), and will soon open this up publicly to help businesses that are struggling find the resources they need.



Fueling Change: A family business transforms fuel supplies and its community

BioJoe and Beth Renwick
Green Energy Biofuel



Case studies

Sign-on letters/
action alerts

Ongoing outreach/
follow-up

Fly-in

PUTTING IT ALL TOGETHER

Media outreach



The Business Council
for Sustainable Energy®

CRESFORUM CLEARPATH

BIPARTISAN POLICY CENTER



THIRD WAY

The Detroit News
Opinion: Investment turns the Rust Belt green

Gary Cole Published 10:43 p.m. ET May 1, 2019



Our country and our state of Michigan need to continue to identify ways to lift up local businesses as we look to bring back jobs and lead in energy innovation, Cole says. (Photo: Alex Brandon, AP/Flip)

Last month, leaders of innovative clean energy small businesses were invited to participate in meetings with members of Congress to discuss groundbreaking new technologies, the expansion of the nation's clean energy sector, and the need to protect federal funding for clean energy innovation.

As part of the Clean Energy Business Network, my colleagues from across the country and I, representing 25 states and a variety of industries, were invited to Washington to meet with members of Congress. While our work and products are vastly different from each other, we all represent a growing field of companies

that are taking technological risks in the name of moving toward a low-carbon economy.



It's time to put your business on the map.

Visit www.cebn.org to get started.

[Twitter](#), [LinkedIn](#), [Facebook](#), [YouTube](#)

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