

# CLEAN ENERGY

CREDIT UNION

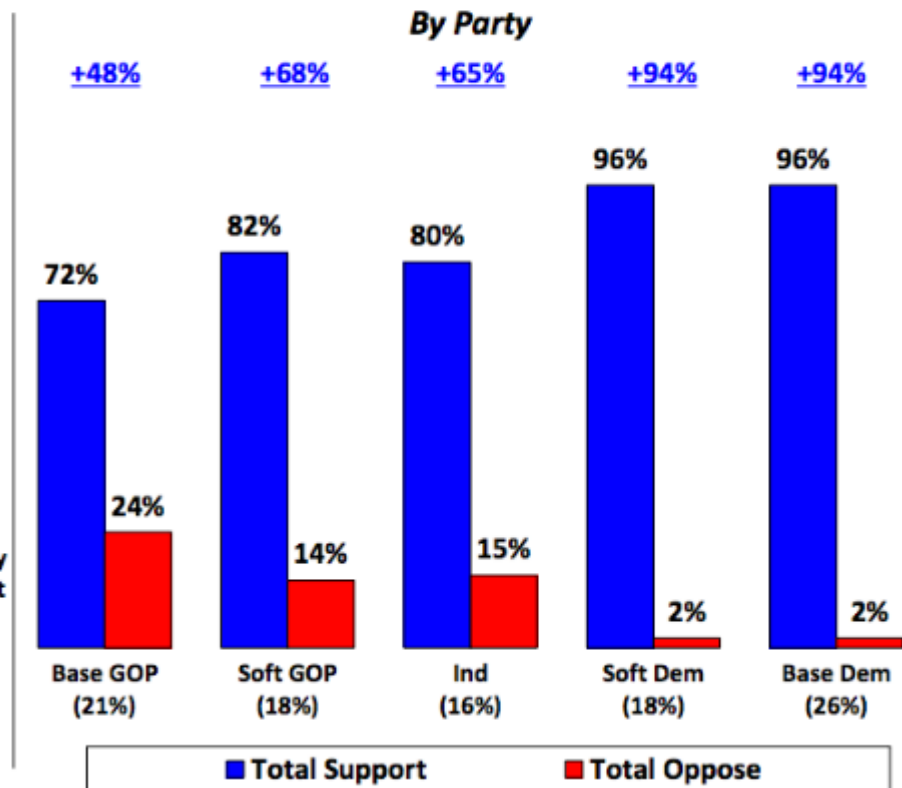
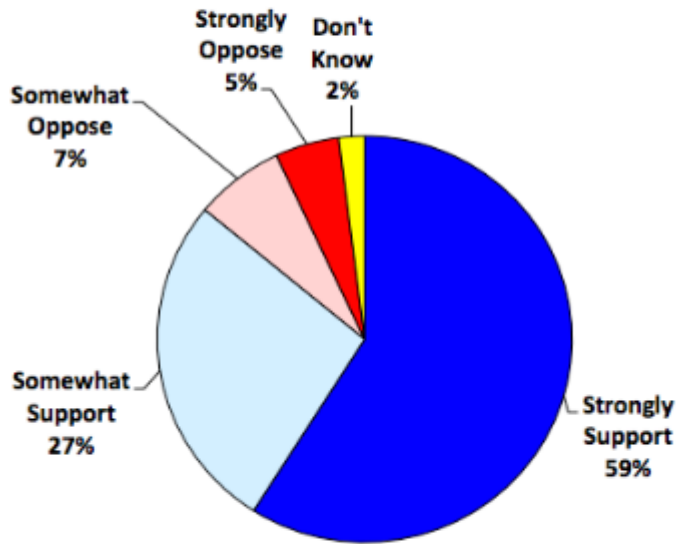


Financing the clean energy movement.

# Voters want more clean energy

*"And, would you say you support or oppose taking action to accelerate the development and use of clean energy in the United States?"*

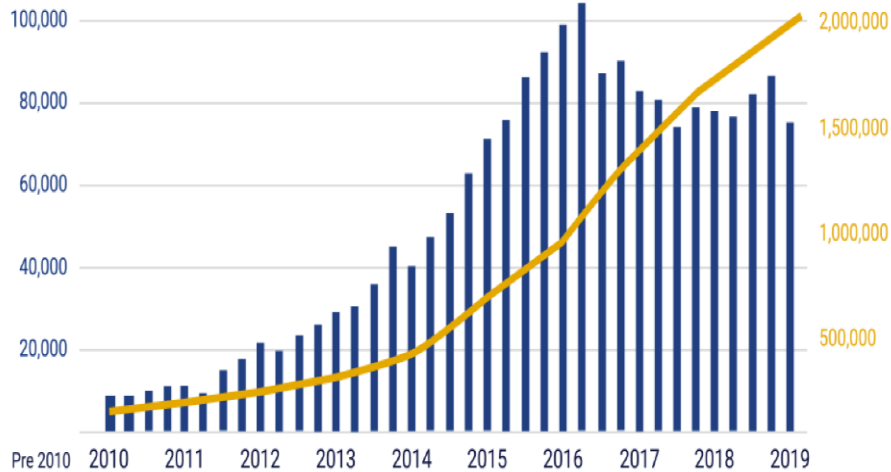
**Total Support:** 86%  
**Total Oppose:** 11%\*



# Consumers are using more clean energy

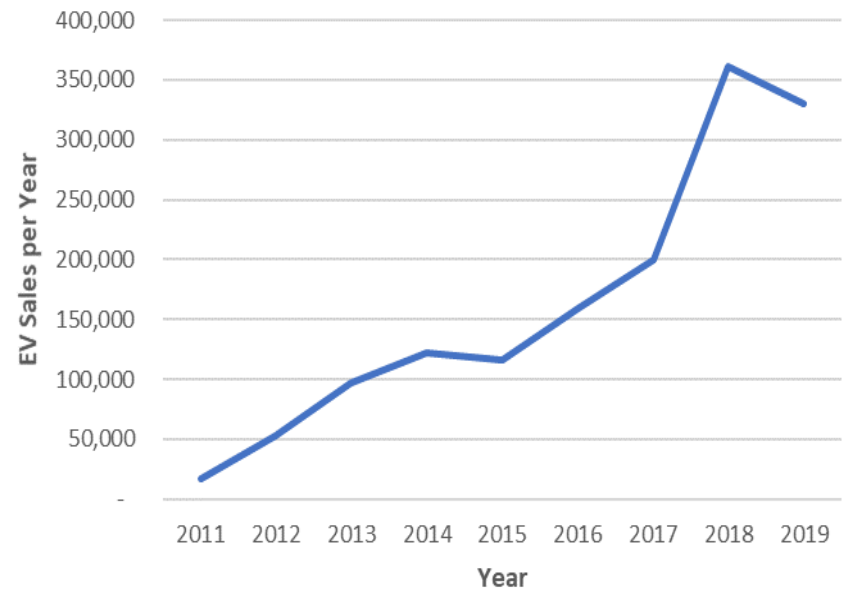
## Number of U.S. Solar PV System Installations (2010-2019)

Quarterly & Cumulative



Source: Solar Energy Industries Association and Wood McKenzie (2019)

## U.S. Plug-In EV Sales (2011-2019)



Source: Inside EVs (2020)

# But not everyone can afford it

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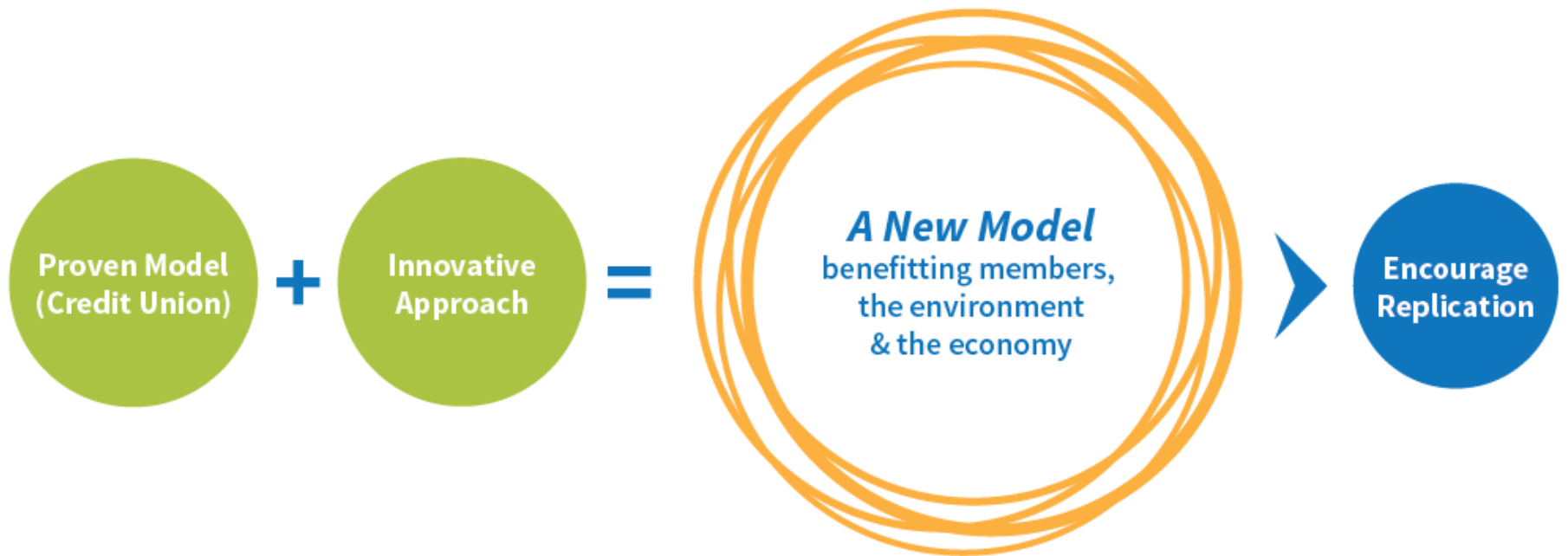
- 1) Large upfront cost → huge need for financing
  
- 2) Financing options are too expensive
  - a) Not enough competition
  - b) New market
  - c) High perceived risk
  - d) Mismatched product offerings

# And not everyone can invest in it

- 1) Clean energy stocks: extremely volatile
- 2) Private companies: restrictions on who can invest
- 3) Consumers who can't buy clean energy products don't have a way to support people who can

# What's our plan?

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# What is a Credit Union (CU)?

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- Financial services cooperative;
- Not-for-profit;
- Tax-exempt;
- Democratically owned by its members;

# Vision

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We envision a world where *everyone* can participate in the clean energy movement.





# What does Clean Energy CU do?

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- 1) Make it easier for everyone to afford to use clean energy.
- 2) Make it easier for everyone to invest in clean energy.



# How is Clean Energy CU unique?

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- 1) Credit union structure
  - a) Tax exempt / not-for-profit
  - b) No stockholders
  - c) Cooperative “trust factor” (e.g. not a bank)
  - d) Federally insured deposits

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- 2) Exclusive focus on clean energy lending
  - a) Mission, DNA, etc.
  - b) Market expertise, specialization, ability to adapt, etc.

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- 3) Online/Mobile only (i.e. no branches)

# Who can join Clean Energy CU?

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- Members of the following organizations can join Clean Energy CU:
  - [American Solar Energy Society](#)
  - Colorado Renewable Energy Society
  - [Georgia Solar Energy Association](#)
  - Green America
  - Greenhome Institute
  - [Midwest Renewable Energy Association](#)
  - RENEW Wisconsin
  - Renewable Energy Owner's Coalition of America
  - Solar United Neighborhoods
  - [Texas Solar Energy Society](#)
- And members of their family and household

# Deposit Products

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## Phase One (2018-2019):

- Savings accounts
- Clean Energy CDs
- IRA accounts

## Phase Two (2020+):

- Checking accounts
- Debit cards
- HSA accounts



# Loan Products

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## Phase One (2018-2020):

- Residential solar PV loans
- Residential geothermal system loans
- Green home improvement loans
- Clean energy vehicle loans
- Electric bicycle loans

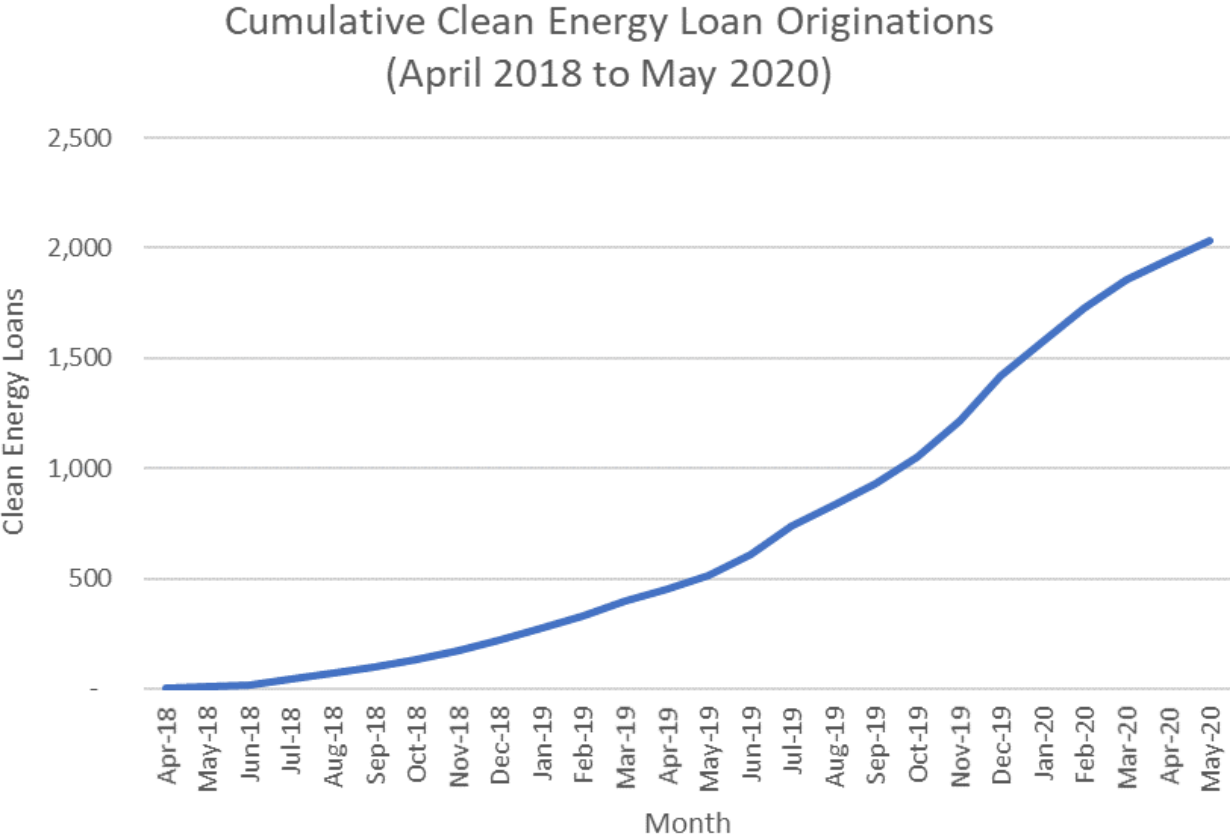
## Phase Two (2021+):

- Credit cards
- Mortgages for “net-zero energy” and energy efficient homes
- Business loans



# Early Progress

Since we began lending in June 2018:





# How can we help?

- Become a member
- Make a deposit
- Apply for a loan
- Refinance your loan (electric vehicle)
- Help spread the word (to customers, friends, colleagues)

# Becoming a Member

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Website: <http://cleanenergycu.org/join>



Join



Contact



Login

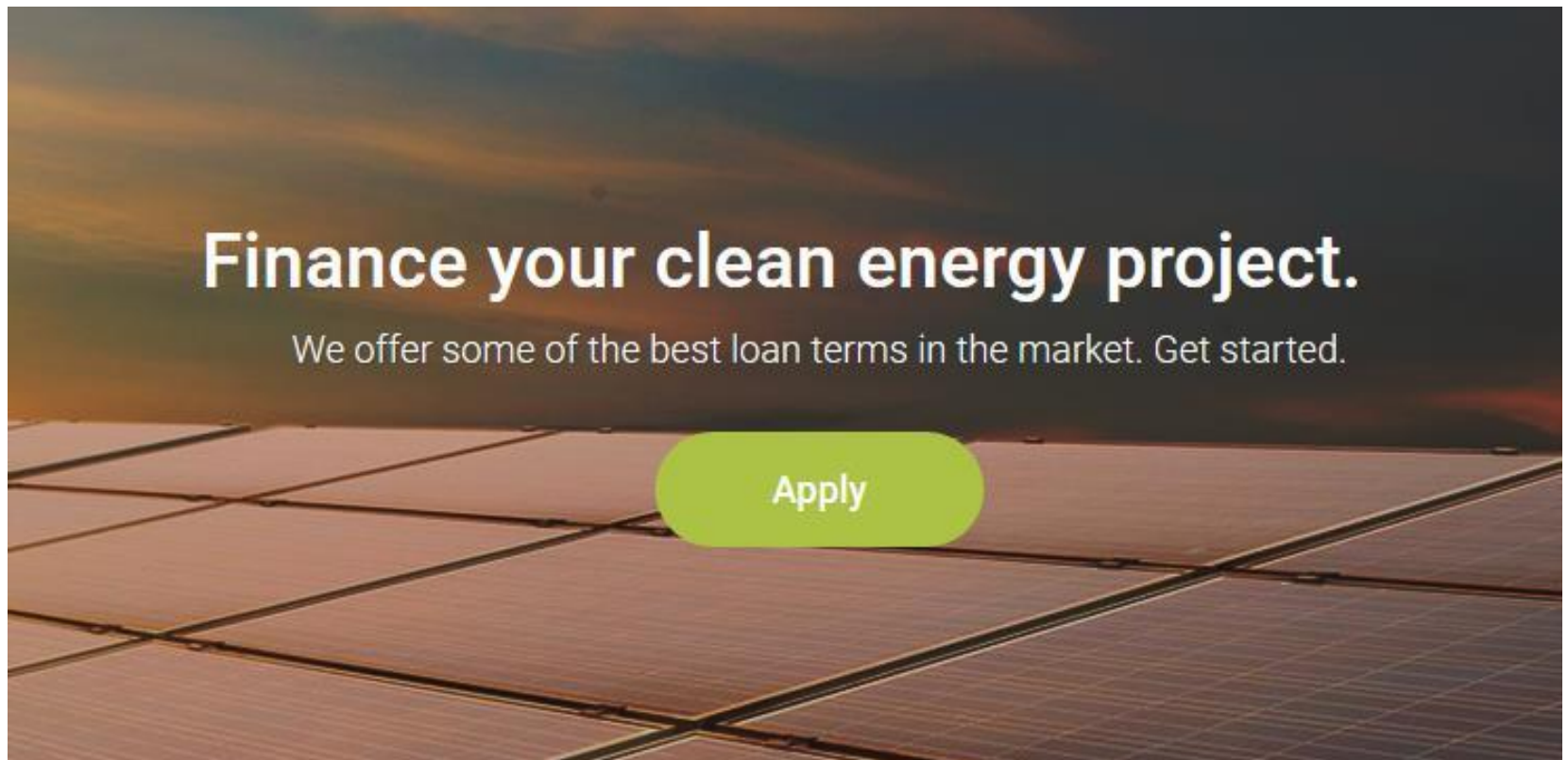


Search

# Applying for a Loan

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Website: [www.cleanenergyku.org/apply](http://www.cleanenergyku.org/apply)



# CLEAN ENERGY

CREDIT UNION



## Financing the clean energy movement.

Blake Jones, Volunteer Board Chair

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[www.cleanenergycu.org](http://www.cleanenergycu.org)