




AMERICAN  
**SOLAR**  
ENERGY SOCIETY

70 Years of Solar

1954-2024

The **power** of community

# 2024 Impact Report



**Celebrating 70 Years of Solar  
Policy, Advocacy and Innovation**

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OUR VISION

**A world equitably and sustainably transformed to 100% renewable energy**



# Letter from the Executive Director

This year is the American Solar Energy Society's 70th Anniversary! This marks **seven decades** of dedicated efforts in **advancing solar energy**, promoting **sustainable practices**, and contributing to the **global transformation** toward clean and **renewable energy sources**.

ASES was founded in 1954, the same year that Bell Labs patented the first silicon solar cell. This highly efficient photovoltaic material launched the solar industry and a period of endless opportunity and innovation. Throughout these 70 years, the American Solar Energy Society has been at the forefront of research, education, and advocacy, working tirelessly to build a 100% renewable energy future for all.

This year, we celebrated our **53rd Annual National Solar Conference**, SOLAR 2024: Connecting Technology & Policy, which took place on May 20-23 in Washington, DC, and also offered virtually. October 4-6, 2024, was our **29th Annual National Solar Tour**, where thousands of people attended in-person and virtual solar and sustainable tours all throughout the United States. Founded in 1987, Solar Today published its 37th year in communicating the **data-driven, fierce enthusiasm** of the solar power industry to **transform our energy industry** and **combat climate change**.

One of our proudest recent achievements is **Project Tiošpáye**, a collaboration with **Red Cloud Renewable** on the Pine Ridge Reservation in South Dakota. By bringing solar energy to new homes, we're **supporting energy sovereignty** and **resilience** for the Lakota people—a true reflection of solar's power to transform lives.

We extend our deepest gratitude to our members, partners, sponsors, and the entire solar community for their unwavering support. Together, we have made **significant strides** in promoting solar energy **awareness**, influencing **policy changes**, and fostering **innovation**. None of this would be possible without you—**your dedication fuels our mission, and we are deeply grateful**.

Let's continue this journey together. With your generosity, we'll make the next **70 years even brighter!**

Wishing you sunny days ahead,



A handwritten signature in blue ink that reads "Carly Rixham". The signature is fluid and cursive.

Carly Rixham  
Executive Director

# Letter from the ASES Board of Directors

Dear Friends of ASES,

As we reflect on the achievements and milestones detailed in this year's Impact Report, we, the Board of Directors, feel an immense sense of pride in the collective work and growth of ASES. Over the past year, ASES has continued to lead with purpose and innovation, advancing renewable energy adoption and championing a sustainable future for all.

This report is a testament to the remarkable strides we have made as an organization. Together, we have expanded our reach, deepened our impact, and reinforced our commitment to addressing the urgent challenges of climate change. Through long-standing programs, we have not only elevated the solar industry but also created pathways for community empowerment and global collaboration.

ASES's contributions to the renewable energy sector have been profound. From fostering technological advancements to amplifying voices in underrepresented communities, our work has underscored the essential role solar energy plays in achieving climate justice, reducing emissions, and ensuring equitable access to clean energy solutions, all of which are necessary to achieve a cleaner, cheaper energy economy.

As a Board, we wholeheartedly approve and align with the findings and insights presented in this Impact Report. It stands as both a celebration of what we've accomplished and a call to action for the road ahead. We are excited to build on this momentum, bringing bold ideas and unwavering commitment to our shared mission.

Thank you for your support, passion, and belief in the transformative power of renewable energy. We are inspired by what we have achieved together and look forward to the future we are creating.

With gratitude and hope,



A handwritten signature in black ink that reads "Ben Luce".

Ben Luce  
ASES Board Chair  
On behalf of the ASES Board of Directors

# ABOUT

Celebrating 70 years of innovation and advocacy, the American Solar Energy Society (ASES), established in 1954, has been a **leading voice** for 100% renewable energy and sustainable living. Through decades of **sharing knowledge**, hosting impactful **events**, and offering educational **resources**, ASES has built a **dedicated community** that **drives progress** toward a more sustainable future. As a 501(c)(3) non-profit and membership-based organization, ASES remains committed to empowering individuals and communities to embrace **renewable energy solutions** and sustainable living practices.

## ASES VISION

A world equitably and sustainably transformed to 100% renewable energy.

## MISSION

ASES accelerates equitable solar adoption and universal sustainable living by educating and building community.

## OUR PURPOSE

We believe knowledge and community are a powerful combination for change. Through trusted, well-researched content and comprehensive, thoughtful perspectives, we continue to nurture a transition to a more sustainable world.

**We connect the community of renewable energy and sustainable living companies to ASES readers, members, and attendees through:**

## ASES PROGRAMS

- National Solar Conference
- National Solar Tour
- Zero Emissions Network (ZEN)
- Webinar Series
- ASES Online Community
- Mentor Match Program
- Tiny Watts
- Credit Union Partnership and Access
- Advertising, Sponsorships, Partnerships, and Networking

## ASES PUBLICATIONS

- Quarterly Solar Today magazine
- Solar@Work biweekly e-newsletter
- Eight-Minute Update monthly newsletter
- White papers, professional recognition citations, and educational resources



Subscribe to our mailing list!  
<http://bit.ly/4136Qv1>

Through our programs and publications, we engage individuals, businesses, and partners to advance the possibilities of sustainability and renewable energy in the United States. ASES fosters an informed, inclusive society by presenting **technical data** and **academic research** in highly relatable, engaging formats to solar advocates, industry professionals, and the greater community.

# HISTORY & IMPACT

 [ases.org/about/our-history](https://ases.org/about/our-history)

**Legacy of Leadership:** ASES was founded in 1954, the same year that Bell Labs patented the first silicon solar cell, a breakthrough that launched the modern solar industry and set the stage for vast opportunity and innovation. Driven by a deep commitment to a sustainable future, ASES was established by visionaries who imagined a brighter path forward after the challenges of the postwar decades.

These pioneering minds recognized solar energy's rich heritage, rooted in centuries of passive solar design and early solar thermal technologies, and saw silicon photovoltaics as the gateway to a transformative new energy era. They laid the foundation for a movement that would grow and adapt over decades, integrating emerging technologies and encouraging holistic solutions to accelerate a transition to clean energy.

Today, ASES continues this legacy as a leader in education, advocacy, and community-building, empowering individuals, scientists, and policymakers alike. Our mission, inspired by the early pioneers, remains clear: to advance a world powered entirely by renewable energy, ensuring a sustainable, peaceful future for all.

7+

Decades of  
advocacy, research,  
and scientific papers

53+

Annual National  
Solar Conferences

37

Years of Solar  
Today magazine  
issues

17

Volumes of Advances  
in Solar Energy

29+

Years of the  
National Solar Tour

Charity  
Navigator



✦ THREE-STAR ✦

**ASES is the first  
and longest-  
operating solar  
energy nonprofit  
in the U.S.**

Platinum  
Transparency  
2024

**Candid.**

# 70-YEAR HISTORY

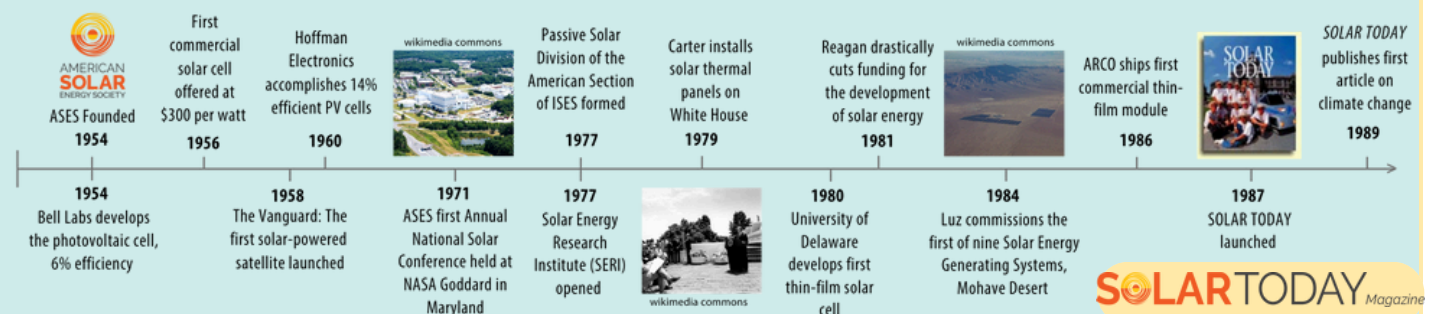
Farrington Daniels --an inventive and ingenious visionary who dreamed of solar energy as a way to improve the human condition--in 1952 met Henry Sargent and suggested to him that there was a need for an organization to promote the development and application of solar energy, in other words, a solar industry. Two years later, Sargent, with Walter Bimson and Frank Snell, organized the Association for Applied Solar Energy. They filed Articles of incorporation with the State of Arizona on December 24, 1954. The association's objectives, as stated in the by-laws, were to foster and encourage the research, development, application, and education in fields related to solar and other energies.

Also during this same time, the silicon solar PV cell was invented and was quickly gaining interest on the energy charts. The earliest non-silicon solar devices had conversion efficiencies under 1%. A Bell Laboratories team developed the world's first silicon solar cells in 1952, achieving 2%. A reminder that even increasing by one percentage point can be doubly as good! Today, silicon solar cells have improved to over 30% in commercial space cells and 45% in the lab.

In 1964 our name was changed to the Solar Energy Society, and Daniels came back to be the President. It was a fertile time for solar, as the environmental movement was gaining steam, as well as the rise of OPEC, the Organization of Petroleum Exporting Countries, subsequent warfare over oil, and there was also a lot of excitement in PV for space programs. The Association for Applied Solar Energy's first publication was called Sun at Work, not unlike our current newsletter Solar@Work.

The Association for Applied Solar Energy (AASE) became the International Solar Energy Society (ISES) in 1970, expanding its mission globally. This period marked the establishment of the American Section of ISES, which began operating from the Smithsonian in Washington, D.C., and held its first annual meeting at NASA Goddard in 1971. In 1976, the organization relocated to Florida, coinciding with the formation of the Solar Energy Research Institute (SERI) in Denver, with which ASES would build a close relationship.

## ASES & Solar Milestones



# 70-YEAR HISTORY (cont'd)

In 1977, ASES formed its Passive Solar Division, leading the passive solar movement. The organization moved to Texas in 1978, where it held its annual meeting, then changed its name to the American Solar Energy Society (ASES) in 1982 and moved to Boulder, Colorado. Solar Today magazine launched in 1987, and in 1988, the Passive Solar Division was renamed the Solar Buildings Division.

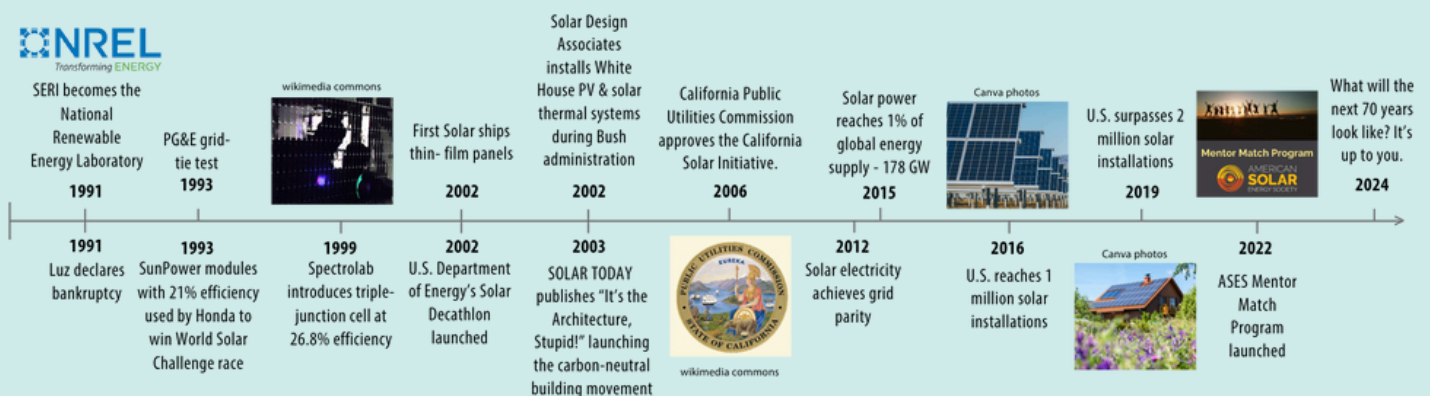
The first chapter caucus was held before the SOLAR 88 conference in Boston. In 1991, SERI was elevated to a national lab and renamed the National Renewable Energy Laboratory (NREL), further strengthening its ties with ASES. Throughout the 1990s, under the leadership of Larry Sherwood, ASES recognized key contributors to the field with Special Recognition Awards, and in 2000, the ASES Fellows of the Society honor was created to acknowledge those who advanced solar energy.

Despite challenges, including financial strain, ASES persisted. By 2013, the organization had accumulated significant debt but recovered through a growing membership base and partnerships like the one established with the Clean Energy Federal Credit Union in 2015, offering solar and clean energy loans. After becoming debt-free in 2018, ASES expanded its programs, introducing Tiny Watts, youth solar initiatives, and the Zero Emissions Network (ZEN) for low-income communities. In 2020, ASES transitioned to a virtual National Solar Conference and Tour, engaging audiences through online events.

Recent milestones include an EPA grant in 2023 to support solar installations on South Dakota's Pine Ridge Reservation and a renewed advocacy push with an ASES policy day on Capitol Hill. ASES now hosts its National Solar Conference biannually in Boulder, with tours in all 50 states. Celebrating its 70th anniversary, ASES launched the Circle of the Sun, a donor community that supports solar progress.

As ASES and its members look forward, the commitment remains the same: to advance research, development, and education in solar thermal energy. Solar energy continues to bring solutions for a cleaner, brighter world—a journey that began 70 years ago and continues to grow with each new sunrise.

## ASES & Solar Milestones (continued)



# Five-Year Strategic Plan

## 2020-2025

### Advance Equitable Solar Adoption

As we enter the final year of ASES's transformational Five-Year Strategic Plan, launched in 2020, we reflect on our journey and ongoing commitment to advancing a clean energy future. ASES has continued to be a leader in promoting solar technology from its laboratory beginnings to market adoption and has worked tirelessly to advance policy, financing, and public support for renewable energy.

### Responding to Urgent Global Challenges

The challenges of 2020—including the global pandemic, climate disasters, and social upheaval—demanded an even stronger commitment to climate action and equitable clean energy access. To meet these demands, ASES has dedicated the past four years to intensifying its efforts in three major focus areas:

- 1. Information and Resource Sharing:** ASES has strengthened its role as a source of trusted information, sharing best practices in policy and technological innovation across the renewable energy landscape.
- 2. Education and Workforce Development:** Our initiatives emphasize solar education and workforce development, focusing on equipping both established and emerging professionals with essential resources to advance solar adoption.
- Community and Individual Solar Adoption:** Supporting individuals and communities in adopting solar energy, ASES has worked to expand the reach of sustainable solar power, both domestically and globally.

These priorities are carried out through our programs, such as the National Solar Conference, the National Solar Tour, our monthly webinars, and the Zero Emissions Network (ZEN), along with our publications Solar Today, Solar@Work, and Eight-Minute Update. Through our community like our Technical Divisions, Chapters, Student Chapters, and Media Partners, ASES continues to expand its impact and reach.



# Five-Year Strategic Plan 2020-2025 (cont'd)

## Advancing Justice, Equity, Diversity, and Inclusion (JEDI)

The events of recent years have underscored the importance of systemic justice, especially in energy access. In response, ASES convened the Justice, Equity, Diversity, and Inclusion (JEDI) Task Force in October 2020, with a focus on ensuring an equitable and inclusive energy transition. This commitment to justice is embedded in our work and central to our mission as we seek to create a fair and accessible renewable energy future for all.

## Building Community with the ASES Online Platform

In February 2021, ASES launched the ASES Online Community — a digital space where members, Chapters, Divisions, and staff connect, engage, and learn together. This interactive platform is essential to fostering a united community, working toward a shared vision of a 100% renewable energy world.

As we approach 2025, we invite you to join ASES in realizing a sustainable future where everyone can benefit from renewable energy. Together, we can make this vision a reality.

## 2020-2024 Highlights



# CORE VALUES

## Create and provide accurate, engaging, and useful solar-education resources

Collection, integration, and dissemination of information and resources, particularly in the areas of research, policy, best practices, and technology innovation



## Support solar workforce development

Development of the technical and education workforce, with special attention to building focused educational resources, supporting both emerging professionals as well as professionals implementing and influencing solar adoption



## Advance equitable solar adoption

Facilitation of solar adoption by individuals and communities with an eye to equity and justice issues, supporting the global expansion of sustainable solar power



# COMMUNITY

ASES is committed to fostering a strong and vibrant community of members who are passionate about solar energy. Through membership programs, forums, and networking opportunities, we encourage collaboration and idea-sharing among like-minded individuals.

ASES continues to interact with and inform a broader and more diverse cross-section of solar stakeholders, including individuals, communities, businesses, local governments, and other organizations with similar missions and values.

To ensure its community-building and educational activities have the greatest impact, ASES strives to strengthen these partnerships and develop a more committed and active base of dedicated staff, interns, and volunteers.

**62k+**

**SUBSCRIBERS**

[ases.informz.net/ASES/pages/SignUpForm](https://ases.informz.net/ASES/pages/SignUpForm)

**30k+**

**ONLINE COMMUNITY MEMBERS**

[community.ases.org](https://community.ases.org)

**21k+**

**MEMBERS**

[ases.org/join](https://ases.org/join)

**39**

**REGIONAL CHAPTERS**

[ases.org/our-community/chapters](https://ases.org/our-community/chapters)

**14**

**STUDENT CHAPTERS**

[ases.org/our-community/student-chapters](https://ases.org/our-community/student-chapters)

**8**

**TECHNICAL DIVISIONS**

[ases.org/about/about-us/divisions](https://ases.org/about/about-us/divisions)

**58+**

**MEDIA PARTNERS**

[ases.org/mediapartners](https://ases.org/mediapartners)



3k



46k



139k



18k

# DIVERSITY

ASES has a long history of social responsibility with promoting equitable clean energy in communities through **projects, awards, scholarships, publications, meetings, and other society activities**. We work directly with our community to enhance justice, equity, diversity, and inclusion. Some of our key JEDI focus areas include:

- Cultural Diversity
- Sexism and Gender Inequality
- Education
- Implicit Bias
- Ageism
- Physical Disabilities
- LGBTQ+ Issues
- Classism
- Political Diversity
- Racism and Discrimination
- Workforce Diversity
- Regional Diversity

## Public Policy and Outreach

ASES plays a pivotal role in ensuring the renewable energy industry, workforce, and end-users keep energy justice at the forefront. ASES broadly promotes **emerging energy technologies, social and environmental benefits, best practices, and industry professionals** that facilitate a just energy transition. ASES initiatives include:

- Solar-adoption policy-issue analysis (e.g., net metering)
- Clean energy-related webinars and conferences
- Chapters and Technical Divisions meetings and events

## Grants, Scholarships, and Other Support

ASES supports students, members and the broader community through meetings, publications, education, projects, internships, scholarships, and mentoring. All of these support programs are founded on the goal of increasing opportunities for **building a diverse and equitable community** committed to a just and equitable energy transition. Funding criteria include a commitment for the inclusion of clean energy professionals and students of all genders, races, ages, sexual orientations, disabilities, nationalities, political views, geographical locations, and disciplinary expertise.

Through our Zero Emissions Network (ZEN) Program, we are having a fantastic experience working with the Red Cloud Renewable team this year to launch Project Tiošpáye. This project was chosen by the EPA's Environmental Justice Collaborative Problem Solving Initiative to deploy solar for the Oglala Lakota people at the Pine Ridge reservation in South Dakota, one of the most persistently impoverished communities in the U.S., with sky-high energy bills and dangerously cold winters threatening their people. We look forward to enriching the lives and economies of Pine Ridge families with solar technologies that support electricity generation, water purification, refrigeration, and water pumps.



# WORKFORCE DEVELOPMENT

Gain the **knowledge** and **real-world skills** to make a positive change in your community. Join ASES and its partner HeatSpring for regularly scheduled, professional trainings.



## National Solar Conference

- Various sessions that are dedicated to workforce development, a couple being: Workforce Education; Expanding a Robust Diverse Solar Workforce; and Economic, Workforce, and Environmental Impacts.
- Speakers publish their research through the conference proceedings.
- Women's PV Workshop typically takes place the week before the conference. Attendees will learn how to design, size, and install a solar electric system.



## Mentor Match Program

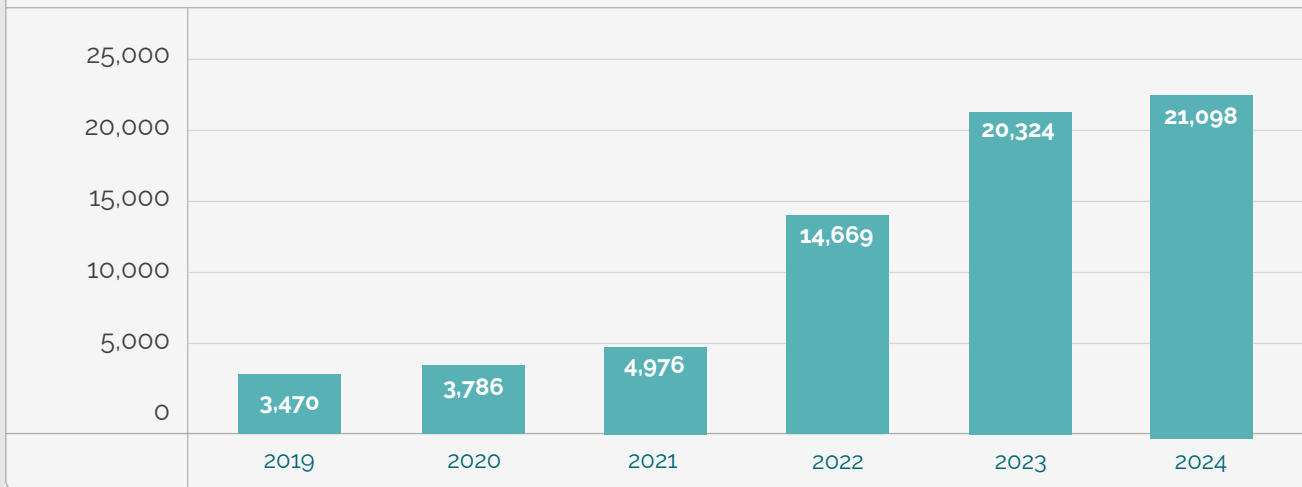
This program provides meaningful connections and opportunities for ASES members in renewable energy and sustainability. ASES facilitates six-month mentor and mentee relationships to enhance personal and professional development. Others include:

- Share research through an article in Solar Today.
- Present or listen to the ASES monthly webinars.
- Apply for scholarships dedicated to empowering students and young professionals in renewable energy.

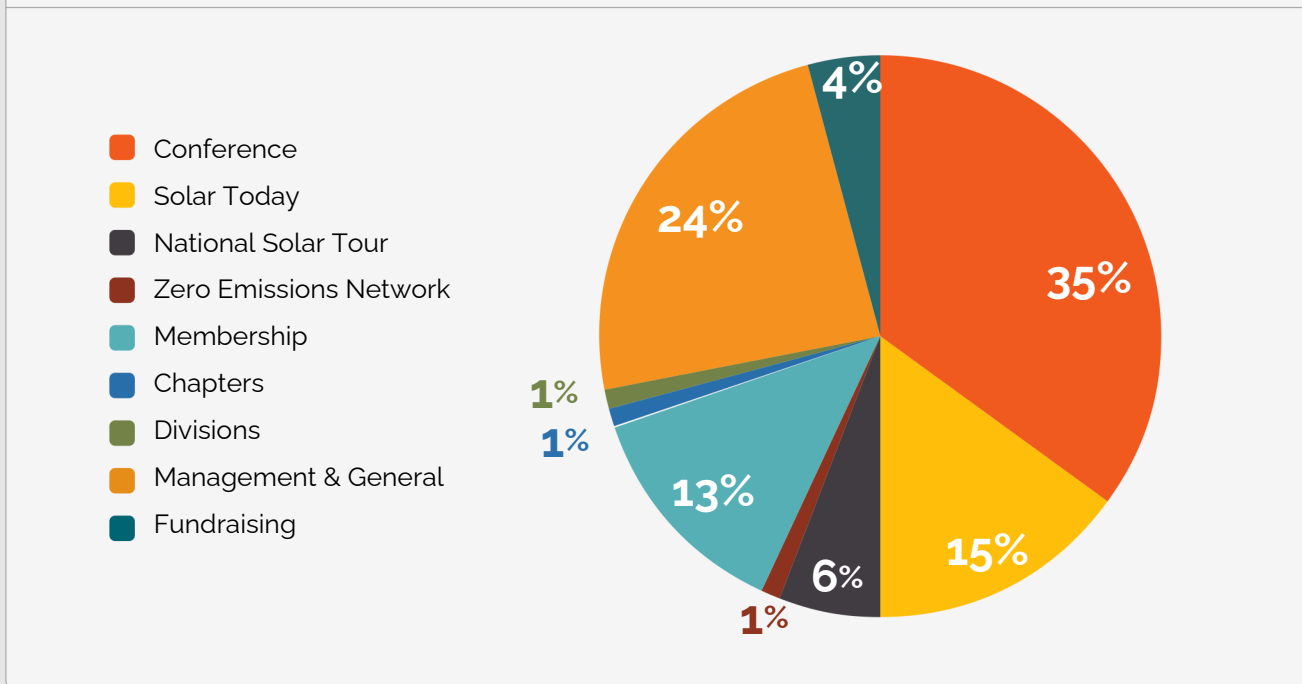
# FINANCES & GROWTH

Our solar community is stronger than ever, with an all-time high in membership of over 20,000 solar advocates and professionals. Our **affordable magazine, discounted conferences, free online platform, and complimentary tours** are gaining attention as we advance renewable energy adoption. We could not do this important work without supporters like you.

## ASES Membership Growth



## Current ASES Program Expenses



# CHAPTERS

ASES chapters are independent organizations with their own memberships and dues structures, boards of directors, and visions, missions, and programs. Collectively, they work with ASES to achieve the broader vision of stronger solar and renewable energy communities while being responsive to local and regional challenges and opportunities.

Each chapter provides opportunities for individuals to engage with the renewable energy landscape in their local community. They offer incredible opportunities to get to know and engage with the renewable energy landscape in your community.

**39**

**TOTAL  
CHAPTERS**

**38**

**STATES  
REPRESENTED**

**14**

**STUDENT  
CHAPTERS**



# TECHNICAL DIVISIONS

 [ases.org/divisions](https://ases.org/divisions)

ASES Technical Divisions bring together diverse members with similar interests to **engage, educate, and grow the community** through an exchange of information and ideas. Divisions conduct outreach and ensure that ASES programs and publications are technically accurate. Membership in any Division is open to ASES Business, Professional, Student, and Life members.

**“Connect with like-minded members to share knowledge.”**

– ASES Technical Division Member

Photovoltaics

Solar Buildings

Solar  
Thermal

Grid Modernization  
and Storage

Energy  
Economics

Sustainability

Policy

Resource  
Applications

Each Division decides its own activities based on members and leadership preferences. Activities include **webinars, papers, articles in Solar Today** and **Solar@Work**, and the **National Solar Conference**. For the National Solar Conference, the Divisions develop tracks and forums and conduct the paper submission review as part of the Technical Review Committee.

Join the discussion on the ASES Online Community: [community.ases.org](https://community.ases.org)

# PROGRAMS

## ASES SOLAR 2025

For over 54 years we have hosted the annual **National Solar Conference**, a unique blend of science, business, policy, and industry.

## SOLAR TODAY

Members receive the **Solar Today magazine** that communicates the solar industry's fierce enthusiasm about advancing constructive policies, technologies, and deployment.

## ASES NATIONAL SOLAR TOUR

**The National Solar Tour** shows off solar homes, businesses, and schools to educate and empower neighbors about clean energy choices.

## ASES ONLINE COMMUNITY

The **ASES Online Community** gives members the opportunity to explore, connect, and engage with other members, chapters, divisions, and staff in an interactive community space.



**Zero Emissions Network (ZEN)** provides resources and community grants to help you reduce your carbon footprint.

## TINY WATTS

**Tiny Watts** gives members access to a web-based platform to create a nationwide community of "tiny watts," small applications of solar PV and solar thermal.

## MEMBERSHIP BENEFITS

### ASES Chapters

ASES has 39 chapters, including student chapters, doing regional clean energy work. ASES chapters work together to build a better tomorrow.

### ASES Technical Divisions

Access to any division is open to ASES business, professional, student, and life members to exchange information and support ASES media and events.

### Monthly Webinar Series

ASES members receive free priority access to our webinars, featuring technology, policy, economics, and other solar and renewable energy information.

### Credit Unions

Members get access to several credit unions and financial institutions focused solely on providing loans and investment opportunities in renewable energy and sustainability.



**Join:** [ases.org/join](https://ases.org/join)

**Renew:** [ases.org/renew](https://ases.org/renew)



Information is **power.**

# Annual National Solar Conference



# ANNUAL NATIONAL SOLAR CONFERENCE

 [ases.org/conference](https://ases.org/conference)

For over 53 years, the ASES Annual National Solar Conference is America's leading conference on the **emerging trends, technology, and opportunities shaping the new energy economy**. The ASES cutting-edge conference series introduces attendees to the leaders, innovators, and entrepreneurs moving the industry forward. With the solar energy and energy efficiency sectors changing at an unprecedented pace, this conference helps participants understand the ongoing changes and uncover the billion-dollar opportunities. **ASES supports the global initiative that a world equitably transformed to 100% renewable energy is an urgent necessity.**

## WHO ATTENDS?

Educators	Students
Contractors	Homeowners
Developers	Policy Makers
Architects	Researchers
Engineers	Manufacturers
Installers	Solar
Consultants	Enthusiasts



**ASES  
SOLAR  
2025**  
Innovation for  
Universal Renewable  
Energy Access

August 4-6, 2025  
University of Colorado, Boulder



## Call for Abstracts

On average, over 150 people present at the conference. Submit a proposal to participate in the next ASES National Solar Conference: [ases.org/conference](https://ases.org/conference)

## Support the Conference

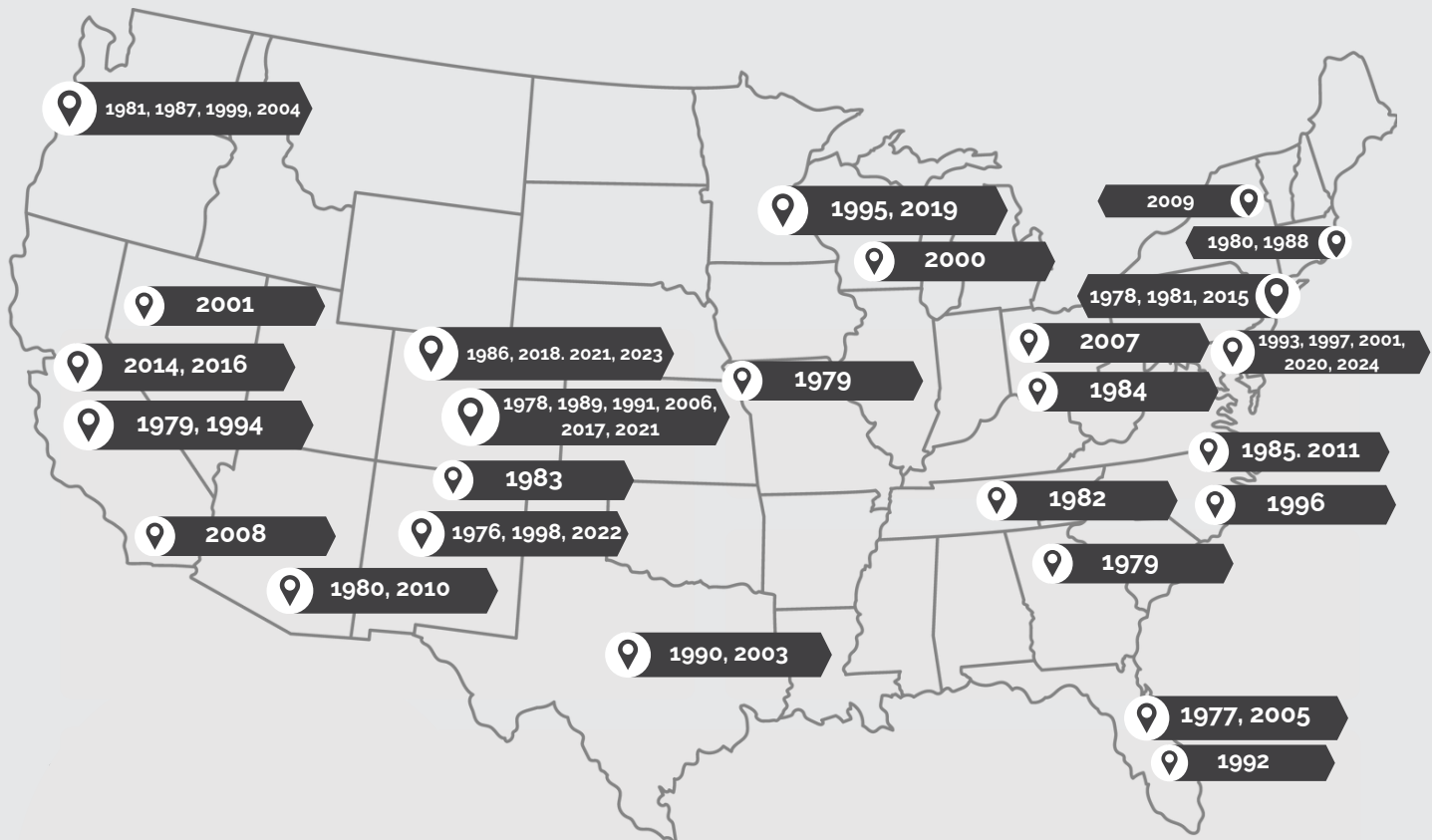
ASES sponsorship and advertisement opportunities can be found at [ases.org/conference/sponsor](https://ases.org/conference/sponsor). Email [sales@ases.org](mailto:sales@ases.org) if you have any questions. Sponsorships are tax-deductible and an excellent way to support the equitable transition to 100% renewable energy.

**The sessions were informative and educational, I really appreciated the focus on student engagement and early career advice.**

– Conference Attendee

# CONFERENCE LOCATION HISTORY

This map spans over five decades of the longest-running solar energy conference in the United States. Each pin represents a city that has hosted an ASES conference, marked with the year to showcase our journey and commitment to advancing solar energy and renewable technologies nationwide. ASES has continued to connect communities, drive innovation, and bring together experts, advocates, and enthusiasts from coast to coast.



The National Solar Conference is America's leading conference on the emerging trends, technology, and opportunities shaping the new energy economy. The American Solar Energy Society's cutting-edge conference series introduces attendees to the leaders, innovators, and entrepreneurs moving the industry forward. With the solar energy and energy efficiency sectors changing at an unprecedented pace, this conference helps participants understand the changes and uncover the billion-dollar opportunities. ASES supports the global energy transformation and believes a world equitably transformed to 100% renewable energy is an urgent necessity.

# NET ZERO EMISSIONS EVENT

ASES is thrilled to announce that our recent conferences, SOLAR 2023 and SOLAR 2024, achieved net zero emissions! We minimized greenhouse gas (GHG) emissions from electricity, food, and other resources by using renewable energy wherever possible. For unavoidable emissions, we purchased Renewable Energy Credits (RECs) and carbon offsets, supporting local mitigation projects. In addition to achieving net zero emissions, we responsibly conserved resources like water, paper, land, and materials. Our commitment to making future ASES conferences net zero events remains strong.

## EPA Baseline Emissions Methodology

The Environmental Protection Agency's (EPA) Simplified Guide to Greenhouse Gas Management for Organizations offers a basic GHG inventory tool compared to the formal EPA Greenhouse Gas Reporting Program. The method follows these steps:

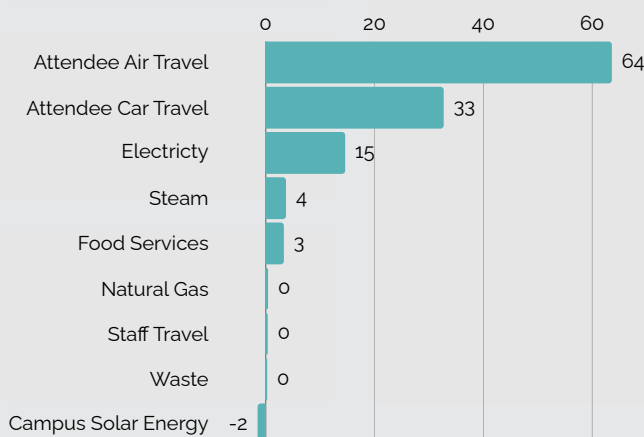
- Define Operational Boundary Questions - Emissions Sources to Include
  - Energy consumption at the conference event location
  - Emissions from attendee & ASES employee travel
  - Attendee hotel & lodging energy consumption
  - Emissions associated with catering services
  - Simplified GHG Emissions Calculator: [epa.gov/climateleadership/simplified-ghg-emissions-calculator](https://epa.gov/climateleadership/simplified-ghg-emissions-calculator)

**Scope 1:** Emissions from sources that the organization owns or controls, like natural gas-fired boilers or vehicle fleets. Scope 1 is defined as direct emissions.

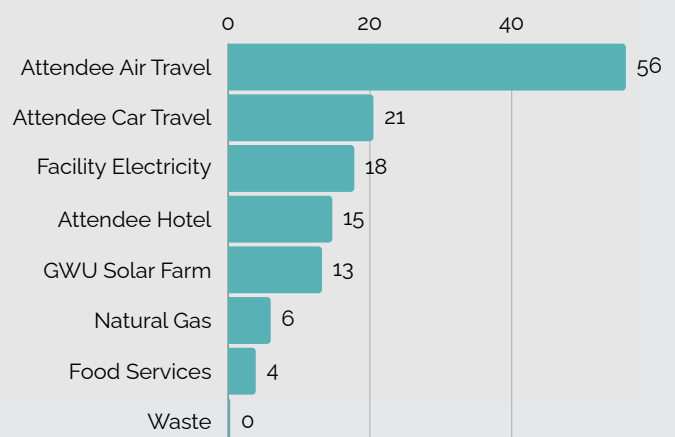
**Scope 2:** Emissions that are a consequence of the operations of the organization but occur at sources owned or controlled by another organization, most typically electricity, heat, or steam. The EPA methodology calls these indirect emissions.

**Scope 3:** Indirect emissions that are not incorporated in scope 1 or 2, include business travel, employee commuting, and product transport.

**ASES SOLAR 2023 Emissions  
by Scope CO<sub>2</sub>-e Metric Tons**

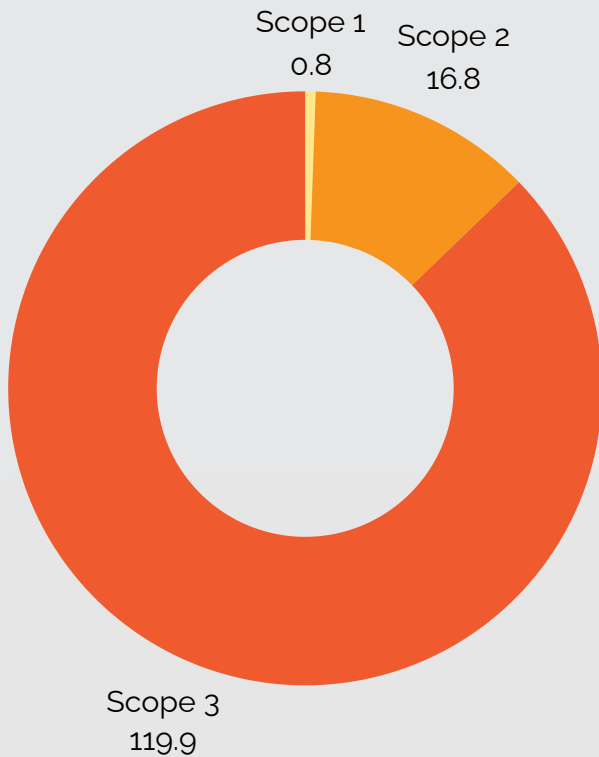


**ASES SOLAR 2024 Emissions  
by Scope CO<sub>2</sub>-e Metric Tons**



# NET ZERO EMISSIONS EVENT (cont'd)

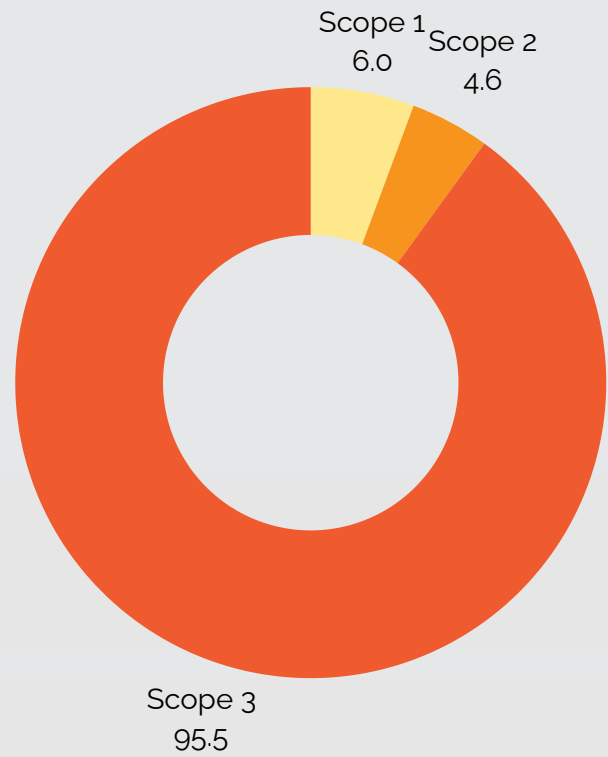
**ASES SOLAR 2023 Emissions by Scope CO2-e Metric Tons**



## **SOLAR 2023 Carbon Offset & Renewable Energy Certificate**

ASES proceeded to purchase carbon offsets and RECs from Native Energy to offset their scope 1 and scope 2 emissions prior to the event. Once ASES confirmed a number of attendees post-conference, ASES offset the remaining scope 3 emissions post-conference.

**ASES SOLAR 2024 Emissions by Scope CO2-e Metric Tons**



## **SOLAR 2024 Carbon Offset & Renewable Energy Certificate**

ASES proceeded with purchasing Carbon Offsets and REC's from TripZero to offset their scope 3 travel emissions as attendees registered for the event. Scope 1, scope 2, and the remaining scope 3 emissions were offset through the organization Sterling Planet.



AMERICAN  
**SOLAR**  
ENERGY SOCIETY

Information is **power.**

A Retargeted Magazine with  
36 Years of Experience

# **SOLAR** TODAY *Magazine*



# SOLAR TODAY

*Solar Today* is a print and digital magazine founded in 1987 that communicates the data-driven, fierce enthusiasm of the solar power industry to transform our energy use and combat climate change.

It is written by experts in the American Solar Energy Society's extended professional community. We cover the energy transition that is taking place worldwide, with a central focus on solar power in the United States.



Industry and government need to draw on the latest research, technologies, and practices to create an equitable and fast energy transformation. ***Solar Today* provides insightful perspectives and data** to help solve the problems of that transition. We provide pragmatic, realistic, unfiltered intelligence. Our magazine helps troubleshoot and catalyze the innovation process. We follow best practices from the American Society of Magazine Editors and other journalism organizations. Fairness and accuracy are key to our success. We seek diverse perspectives.

**Our readers are also interested in international and global viewpoints.** They include around 20,000 solar enthusiasts and/or professionals. Our surveys show they are often at the senior and/or management level. They value debate and provide us with many story ideas.

Quarterly, we invite contributors to pitch **op-ed explainers**. An op-ed explainer is an opinion piece that is grounded in solid data and/or experience. Like most other opinion pieces, these articles are unpaid. We also accept pitches for our **Solar Living** column for homeowners, our **Student Perspective** column, and our **View from Washington** column. We are seeking more articles about **solar R&D** and other **technical subjects**. Each issue has a theme that relates to high-priority discussions.

## Solar Today's Editorial Process Has Resulted In:

- Targets for coverage of hard-hitting subjects
- A theme for every issue
- Accountability to our readers
- Expanded audience interaction
- Creation of a pitch process with consistent expectations and fair evaluation
- Development of editorial checklists and rubrics
- Participation by the editorial board in pitch selection
- Ethics guidelines from the mainstream media

# SOLAR TODAY CONTENT

Seeking out hard-hitting subjects has been a primary focus of Solar Today. We evaluate potential themes based on their impact as well as their relevance to current events. The magazine now contains much more content about international and U.S. social justice issues than it did before, including articles about solar innovations in Africa, stories on Native American communities in the United States, and articles on mining issues around the world. We will be focusing exclusively on U.S. news starting in January 2025.

## Other impactful topics Solar Today has emphasized include:

- Electrification
- Peace through solar power
- Minerals challenges and solutions
- The implementation of the Inflation Reduction Act
- Electric vehicles
- New Mexico's solar industry
- The Solar Decathlon
- Higher education
- Powering working-class communities
- Solar marketing and environmental behavior
- Decarbonization
- Colorado's solar industry

## Updates to Solar Today content based on feedback from our readership:

- We introduced the Solar Living section, which covers technologies for home-based solar power and provides case studies of individual houses.
- We introduced the Student Perspective section, which was later expanded into the Education Perspective section.
- We created the research summary section, which covers peer-reviewed research.
- We replaced the View from Washington column with a Policy Watch column written by multiple authors.

## We consider ASES's equity-related mission to be integral to our work.

We are publishing more articles on sophisticated, high-tech subjects, such as overhead solar transit and advanced concentrated solar power technologies. Our readers request more articles on technically advanced topics.

In response to other reader requests, we've introduced much more content about ASES, including articles about conferences and tours, member spotlights and intern spotlights, testimonials about various ASES programs, and short case studies on the National Solar Tour.

In March 2024, we partnered with Jay Warmke of Blue Rock Station to co-brand the Solar News Weekly video and podcast series, which is ongoing. It provides a weekly snapshot of current events in the United States. The podcast is distributed by Pacifica and Blue Rock Station.

# ETHICS AND JOURNALISM

We follow best practices from the American Society of Magazine Editors and other journalism organizations. Fairness and accuracy are key to our success. We filter out greenwashing claims and science errors. Our revenue derives from memberships, advertisements, and donations. We separate our editorial and advertising processes to ensure that we have an ethical magazine.

Solar Today participates in the journalism community. We are aligned with the ethics standards of the American Society of Magazine Editors and the Society of Professional Journalists. Our editor in chief, Kat Friedrich, has completed management training with The Open Notebook. She also graduated from the Emerging Leaders Institute at the News Leaders Association. She is also in communication with Trusting News, LION Publishers, the Online News Association, the American Society of Business Publication Editors, the National Association of Science Writers, and other media organizations.



Photo from "Closing the Communications Gap in Renewable Energy Adoption."  
(Credit: pidjoe)



Photo from "Amping up Solar Adoption: Insights into Human Behavior."  
(Credit: Roslynn McCann)



Photo from "Decentralized Solar Can Help End Water and Food Insecurity."  
(Credit: Solar Electric Light Fund)



Photo from "How Solar Energy Can Help Tackle Industrial Emission."  
(Credit: Aziz Shamuratov)



Information is **power.**

# Experience Solar & Sustainable Living in Your Community

## ASES NATIONAL SOLAR TOUR



# NATIONAL SOLAR TOUR

The National Solar Tour (NST) is an annual event organized by the American Solar Energy Society (ASES) that empowers thousands of people and organizations around the country to showcase the benefits of the renewable energy and sustainability features on their properties by hosting local open houses for the public. Participants visit solar-powered homes, schools, commercial buildings, and community solar projects in their local areas.

Homeowners and commercial solar owners open their properties to the public, sharing their experiences and knowledge about solar energy knowledge about solar energy in their local area. This event helps educate communities about the benefits of solar energy, including **cost savings**, **environmental sustainability**, and **energy independence**.

The NST takes place during the first weekend of October; however, many events happen all year round. The NST attracts people interested in **renewable energy, sustainability**, and **reducing their carbon footprint**. It provides a valuable platform for networking, learning, and fostering community engagement in the clean energy transition.

## Support the Tour

ASES sponsorship and advertisement opportunities can be found at [nationalsolartour.org/sponsor](https://nationalsolartour.org/sponsor). Please contact [sales@ases.org](mailto:sales@ases.org) if you have any questions. Sponsorships are tax-deductible and an excellent way to support the equitable transition to 100% renewable energy.

## Attend a Tour

 [nationalsolartour.org/map](https://nationalsolartour.org/map)

## Host an In-Person or Virtual Tour

 [nationalsolartour.org/signup](https://nationalsolartour.org/signup)

Electric  
Vehicles

Battery  
Backups

Heat  
Pumps



ASES NATIONAL  
**SOLAR TOUR**

In-Person & Virtual Solar & Sustainable Tours Across the U.S.

Learn more at [nationalsolartour.org](https://nationalsolartour.org)



# PARTICIPATION & IMPACT

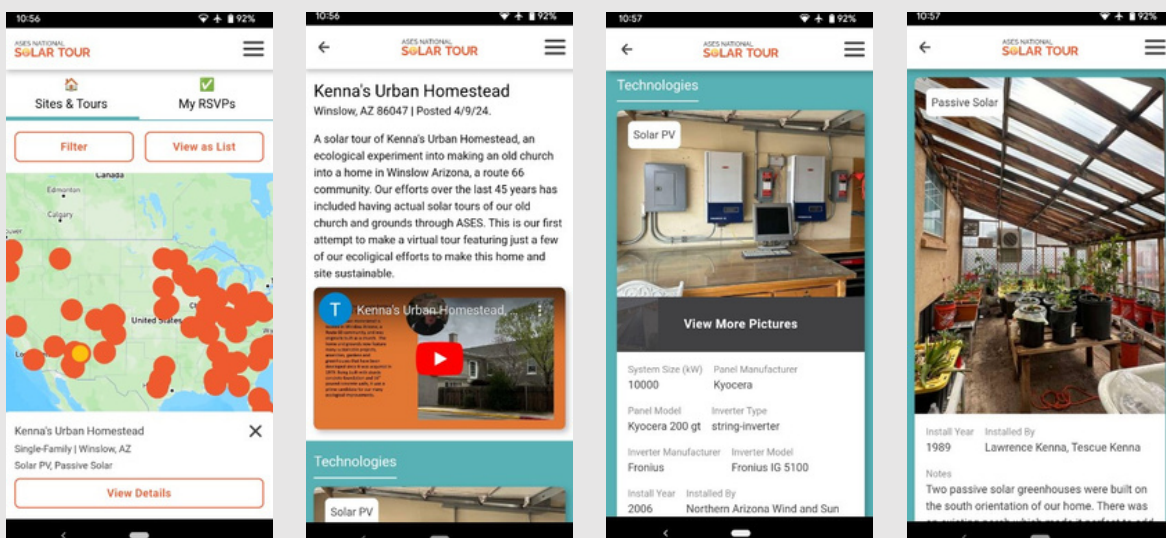
**Diversity in Education:** In an effort to reach broader audiences, ASES collaborated with youth organizations, schools, and nonprofits to host free tours in underserved communities, expanding awareness of solar energy's benefits to those who may otherwise have limited access to such resources.

**Inspiration for Clean Energy Adoptions:** 76% of tour attendees surveyed confirmed they are definitely or very likely to purchase and install solar or energy-efficient systems after attending the National Solar Tour. Also, 33% of tour attendees report that they plan to invest in these technologies within the next year and 51% report the same within two years.

**Total Tours and Locations:** This year, there were over 600 in-person and virtual tours in all 50 states, reaching communities coast to coast.

**Audience Engagement:** The tour attracted 12,500 in-person attendees and 3,200 virtual participants. Our website saw 30,000 visitors during the tour period, indicating widespread interest in clean energy.

**National Solar Tour App:** ASES is thrilled to announce the official release of the National Solar Tour App—available for download on both the Apple App Store and Google Play Store! In the app, participants can discover local and individual tours with just a tap, virtually tour solar-powered homes and hear stories from owners and installers, access content, videos, and tips on going solar, RSVP to an in-person tour, and lastly connect with others in the solar community and share your solar journey.



Launch in Fall 2024, the National Solar Tour App is available on the Apple App Store and Google Play Store



Information is **power.**

# Zero Emissions Network

Empowering You to Lead the  
Path to Zero Emissions



The Zero Emissions Network (ZEN) empowers individuals to take bold steps toward a sustainable future for all life on Earth. At ZEN, we harness the power of collective action and informed choices to make a meaningful impact on reducing carbon footprints. We understand that while many are passionate about cutting emissions, challenges like cost, time, and lack of information can make it hard to know where to begin. That's where ZEN comes in — bridging the gap with accessible resources, expert guidance, and a supportive community to help everyone take impactful, practical steps toward a cleaner, greener world.

## Our Approach: The Four Essential Questions

At ZEN, we provide guidance through a four-question framework, addressing:

1. What are carbon-emitting activities? Understanding which everyday actions contribute to CO<sub>2</sub> emissions.
2. What are carbon-reducing activities? Learning about steps that lower your emissions, from lifestyle changes to energy choices.
3. What programs and options are available to help reduce your footprint? Discovering resources, incentives, and programs tailored to emission reduction.
4. How does taking action benefit your life? Exploring the positive impacts of reducing emissions on your health, finances, and community.

## The ZEN Experience

"Working with ZEN has allowed me to use my creativity and analytic skills to develop innovative environmental solutions that benefit specifically lower-income, BIPOC communities in the front range." – Joel Cerny

"Working on ZEN projects has challenged me to get out of my comfort zone and do things I never would have thought I would do, such as establishing a student chapter. I've been able to grow and learn throughout my journey here and it has been amazing!" – Sarah Gillerlain

"The opportunities I have gotten to become more integrated into my community from working with ZEN have been fantastic. Forming a student chapter has allowed me to connect with the community in a different way than I have up to this point and is building a community of students passionate about the same issues as me. Most importantly, ZEN has strengthened who I am as a person and student with the opportunities I have been given!" – Franky Jones

# TRIBAL WORK

ZEN's latest effort is Project Tiošpáye, a collaboration between ASES and Red Cloud Renewable at the Oglala Lakota Reservation in Pine Ridge, South Dakota, funded by the Environmental Protection Agency. Tiošpáye in Lakota means home and security in the biggest sense, intergenerational compound living, sharing of resources, caring for all members and for the land. This project will be putting solar on beautiful new dome homes for community members, bringing greater sustainability, resiliency, and energy sovereignty to Lakota people. In this five-year project, we plan to provide solar systems for electricity, solar stills for water purification, solar pumps for gardening, and even a few solar refrigerators.

We will include young people in our project through our partnership with Red Cloud High School. Students will participate in various trainings and installs, bringing them much-needed hands-on experience, economic opportunity, and inspiration for a positive future.

Providing youth with knowledge and experience in clean, green energy is key to success in these climate-critical years. We hope that this project will serve as a pilot to show what's possible for affordable net zero living on the reservation. We also hope that future funding opportunities will be drawn in to deploy these models at scale. Project Tiošpáye will provide a professional experience for Native installers and business owners to prepare them for future opportunities.



# The power of community.



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