MAKING YOUR VOICE HEARD
OUR MISSION

Policy Support

Market & Technology Education

Business Development Assistance
OUR REACH

4,200+ business leaders across 50 states
60+ premium members

Diverse technologies

- SOLAR: 395
- EFFICIENCY: 364
- COMBINED HEAT AND POWER: 215
- STORAGE AND BATTERIES: 151
- WIND: 148
- GRID TECHNOLOGIES: 122
- ALTERNATIVE FUELS: 100
- VEHICLES: 112
- NATURAL GAS: 107
- WASTE HEAT TO POWER: 98
- BIOMASS: 94
- GEOTHERMAL: 88
- WASTE TO ENERGY: 88
- OTHER: 59
- FUEL CELLS: 56
- CARBON SEQUESTRATION: 53
- BIOMASS: 48
- HYDROPOWER: 47
- TIDAL/WAVE/OCEAN: 33

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MY PERSPECTIVE

Lynn Abramson
President
Clean Energy Business Network

PhD, Marine and Atmospheric Sciences (2007)


Clean Energy Business Network (2017-present)

Science should drive policy

A lot of important factors drive policy

Stakeholders need to be strategic to help drive policy
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
1. 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 Berlin, 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.
It’s time to put your business on the map.
Visit www.cebn.org to get started.

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