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%*

By Party:
- Base GOP (21%): +48%
- Soft GOP (18%): +68%
- Ind (16%): +65%
- Soft Dem (18%): +94%
- Base Dem (26%): +94%

Source: Public Opinion Strategies’ 2016 Post-Election Clean Energy Survey
Consumers are using more clean energy

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


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

Source: Inside EVs (2020)
But not everyone can afford it

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?

Proven Model (Credit Union) + Innovative Approach = A New Model benefitting members, the environment & the economy → Encourage Replication
What is a Credit Union (CU)?

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

We envision a world where everyone can participate in the clean energy movement.
What does Clean Energy CU do?

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?

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
How is Clean Energy CU unique?

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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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   b) Market expertise, specialization, ability to adapt, etc.

3) Online/Mobile only (i.e. no branches)
Who can join Clean Energy CU?

- 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

Phase One (2018-2019):
- Savings accounts
- Clean Energy CDs
- IRA accounts

Phase Two (2020+):
- Checking accounts
- Debit cards
- HSA accounts
Loan Products

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:

Cumulative Clean Energy Loan Originations
(April 2018 to May 2020)
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

Website:  http://cleanenergycu.org/join
Applying for a Loan

Website:  www.cleanenergycu.org/apply
Financing the clean energy movement.

Blake Jones, Volunteer Board Chair

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