

E4TheFuture’s Faces of EE Initiative

Energy efficiency (EE) provides an array of proven benefits, including massive-scale job creation. Nonprofit E4TheFuture launched Faces of EE in 2017 to educate decision makers about:

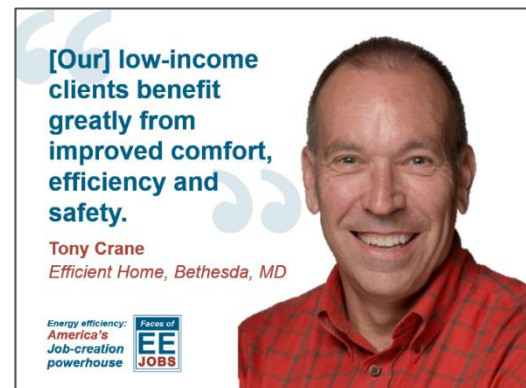
- 1) the U.S. EE industry comprising 2.2+ million jobs; and
- 2) smart policy approaches that mean lasting benefits for all Americans.

Faces of EE sounds a drumbeat to break through the noise: A strong, consistent, well-documented message that **effective policies supporting EE investments result in good jobs**. Such policies contribute to economic development, and better health for families and local economies.

Faces of EE “humanizes” the statistics, making our industry more visible and tangible.

Making energy pros visible

You can see 1-page summaries for each state, showing jobs data and workers’ faces by congressional district. These are based on a [2016 EE Jobs Report](#) (2015 data). An updated version will soon be available.



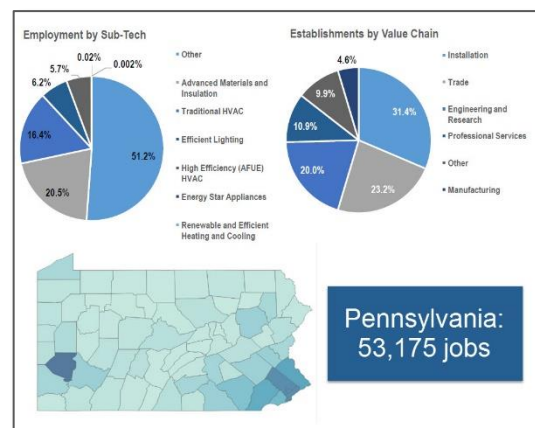
With 1200+ EE professionals in 48 states, Faces of EE continues to grow. These materials have been used to educate lawmakers in various states and regions.

Why this initiative?

By visiting 60+ congressional offices, E4TheFuture learned that people can easily visualize solar and wind industry jobs. But EE jobs? Not so much.

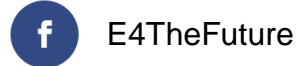
Faces of EE:

- Tells a compelling story of EE jobs
- Answers questions legislative staff typically ask, e.g., “What is an EE job? Where do people with EE jobs work? Are there EE small businesses located in my district? Are these good full-time jobs?”
- Offers materials that portray *real people, real jobs*

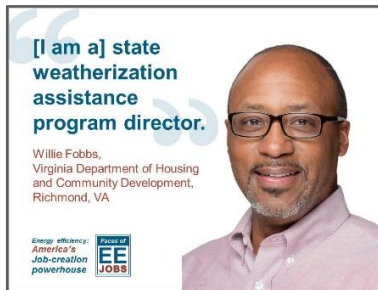


Get involved!

Meet the “faces” -- share & boost their enthusiasm!



Visit us at E4TheFuture.org/Faces-of-EE to learn more.



To all our participants: Thank you! Your dedication inspires us daily.

Questions? Contact policy@e4thefuture.org.

**Energy efficiency:
America's
Job-creation
powerhouse**



NOTE: Editorial control of all foundational Faces of EE materials is by E4TheFuture. If you are interested in co-branding any materials, please contact us.