



Friday, July 17, 2009

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Governor Doyle Announces Nonprofit Organization to Promote Greenhouse Gas Reduction Efforts

MADISON – Governor Jim Doyle today announced the creation of a new nonprofit organization, the Wisconsin Climate Change Action Initiative, Inc. (WCCAI), to build on Wisconsin's strong efforts to reduce greenhouse gas emissions. Formation of the nonprofit organization was recommended in the report from Governor Doyle's Task Force on Global Warming as a way to build upon Wisconsin's national leadership on climate change.

"The Wisconsin Climate Change Action Initiative brings together leaders of business, government, non-governmental advocacy organizations and the research community to increase voluntary conservation practices that will save money and have positive environmental impacts," Governor Doyle said. "As we continue to move forward on the recommendations of my Global Warming Task Force will we be building our economy with clean and renewable energy, growing green jobs, and finding savings through energy conservation."

WCCAI will focus on providing education, practical advice and expertise to residents, communities and businesses on simple, effective steps to reduce our carbon footprint, without affecting comfort or productivity. This effort will complement existing programs like the Focus on Energy Schools and Government Program and the Wisconsin Energy Independent Community Partnership which are designed to achieve Governor Doyle's goal of getting 25 percent of our electricity and 25 percent of our transportation fuels from renewable sources by 2025.

"This is an exciting endeavor that will provide long term benefits to Wisconsin," said Roy Thilly, WPPI Energy CEO. "As a co-chair of the Governor's Task Force on Global Warming, I appreciate very much Governor Doyle's leadership on the issue of climate change and his commitment to this important initiative."

"Providing opportunities for environmental education informed citizens empowered with the info they need to make informed decisions about their future," said Tia Nelson, co-chair of the Governor's Task Force on Global Warming.

Initial funding will be provided through a \$5 million contribution from We Energies, Madison Gas & Electric and WPPI Energy under an agreement with Clean Wisconsin and Sierra Club to resolve outstanding permit issues related to the Elm Road power plants under construction in Oak Creek.

The initial members of the Board of Directors of the Initiative are:

- Roy Thilly, WPPI Energy
- Tia Nelson, BCPL
- Gale Klappa, We Energies

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- Mark Redsten, Clean Wisconsin
- Matt Frank, Secretary Department of Natural Resources
- Judy Ziewacz, Director Office of Energy Independence
- Paul Meier, UW Energy Institute
- Clay Nessler, Johnson Controls
- Roger Dower, The Johnson Foundation
- Mary Jo Carson, Mayor, WI Rapids
- Dave Gilles, Attorney, Godfrey & Kahn