Achieving the 25x’25 Goal
2009 Action Plan

President Obama has said one of his leading priorities is to create a new alternative-energy economy that will stimulate economic opportunities, create jobs, improve national security, and produce a cleaner, healthier environment. Renewable energy solutions from our nation’s working lands will be a major component of America’s new energy future, and the 25x’25 Alliance is well prepared and positioned to support and accelerate its development.

Over the course of the past four years, the 25x’25 Alliance has been working nationwide to build grassroots support for clean, renewable energy. Backed by a diverse array of endorsing partners including most of the nation’s mainline agricultural and forestry organizations, 25x’25 has evolved into a powerful coalition united behind the goal of securing 25 percent of the nation’s energy needs from renewable sources by the year 2025.

To date nearly 900 organizations and businesses, 34 current and former governors and 15 state legislatures have joined in endorsing a 25x’25 energy future. In addition, the U.S. Congress formally adopted 25x’25 as a national goal, affirming that it is the objective of the United States to derive 25 percent of its energy use from agricultural, forestry and renewable resources by 2025.

The 25x’25 Alliance has succeeded in building consensus on a vision for the development and deployment of clean renewable energy solutions from America’s working lands. The next major priority on the journey to 25x’25 is to broaden and strengthen public support for clean energy solutions and to mount a fresh campaign through which endorsing grassroots partners will work proactively to bring their vision for expanded development of renewable energy to life.

2009 Objectives

1. Mobilize the 25x’25 base to deepen and expand grassroots support for enabling policies needed to create a clean and green U.S. energy future.

2. Document and report national and state level progress towards meeting the 25x’25 goal.

3. Facilitate agriculture and forestry sector dialogue on climate change and help them identify and advocate for solutions sets they can provide.

4. Facilitate the development of consensus-based action plans to address critical transition issues affecting a 25x’25 energy future.

Primary Areas of Focus

In 2009, 25x’25 activities will be focused to support three major initiatives:

Initiative One- Bringing the Vision to Life Campaign

At its core, the 25x’25 Alliance is a place where renewable energy stakeholders and advocates collaborate to advance a new energy future for the nation. With the adoption of 25x’25 as a
national goal, we now have a clear target to strive towards and measure progress against. In the next phase of the campaign, 25x’25 will recruit high-profile national spokespersons to advocate for the successful attainment of the 25x’25 goal. In the face of criticism that greater reliance on renewable energy will compromise food and national security, weaken the economy and degrade the environment, 25x’25 Alliance leaders, partners and champions will affirm the fact that America’s working lands can sustainably provide 25 percent of the nation’s energy needs from renewable sources. 25x’25 will assemble and disseminate national and state-level data to document progress towards meeting the 25x’25 goal. Information will be posted and tracked on a retooled web site which will feature a renewable energy “meter” along with information highlighting renewable energy contributions in the areas of job creation, gains in GDP and reductions in greenhouse gas emissions. 25x’25 will also equip its national leaders, grassroots state alliances and endorsing partners with information and tools they can use to engage information multipliers, opinion leaders and policy makers on the benefits of a 25x’25 energy future and the need for enabling policies to facilitate the development of clean energy technologies and a green economy.

**Initiative Two- Ag and Forestry Solutions to Climate Change**

In producing clean, renewable forms of energy, the agricultural and forestry sectors displace fossil fuel and reduce greenhouse gas emissions. In addition, production practices associated with renewable energy production sequester carbon dioxide and other greenhouse gases that otherwise might escape into the atmosphere. For these reasons, 25x’25 is both a climate change initiative and a renewable energy initiative. In 2009 25x’25 will publish a white paper discussing the role of agriculture in a reduced carbon economy. Working through a task force composed of 50 highly respected national agricultural, forestry and conservation leaders drawn from production, academic and scientific communities, 25x’25 will bring the agriculture and forest sectors into a dialogue about climate change and how each sector can help support a reduced carbon economy. A primary area of focus will be emerging carbon markets and how properly constructed public policy can provide financial incentives for the agriculture and forestry sectors to provide environmental services and advance land stewardship objectives.

**Initiative Three- Addressing Challenges and Barriers**

25x’25 will facilitate national partner dialogue and action to address the critical transition issues, opportunities and challenges affecting a 25x’25 energy future. Work groups will be formed and white papers outlining findings and recommendations will be shared with partners and policy makers and spotlighted at national, regional and state technical and policy forums. Key areas of focus will include:

**Sustainability**- In 2008 25x’25 produced a set of principles to guide the development of renewable energy and recommended their adoption by renewable energy producers and policy makers. 25x’25 will next provide input into initiatives that are under way to establish global sustainability guidelines, standards and criteria.

**Woody biomass**- 25x’25 forest sector partners have divergent views on how woody biomass can contribute to a new energy future. In an effort to find common ground in this important arena, 25x’25 will create a formal wood working group and will organize roundtable forums to help the affected stakeholders resolve issues as related to existing wood industries and emerging wood energy markets.

**Community wind development**- 25x’25 will provide state alliances with information and resources to conduct outreach work with the agricultural community on community-scale wind projects. An effort will be made to establish wind working groups within state alliances and help them partner with other wind advocates in the states and region.
Biofuel and electricity infrastructure challenges- The 25x’25 Action Plan identified major infrastructure barriers which must be overcome to realize the 25x’25 goal. In a next phase of work 25x’25 partners will prioritize these obstacles and develop strategies to address each.

Governance and Leadership
25x’25 is a special project of the Energy Future Coalition, a broad-based non-partisan public policy initiative that seeks to bring about change in U.S. energy policy to address overarching challenges related to the production and use of energy. The Energy Future Coalition is organized as a project of the Better World Fund, which acts as its fiscal agent. The Better World Fund is a tax-exempt organization under section 501(c) (3) of the Internal Revenue Code and shares a common Board of Directors with the United Nations Foundation. The Better World fund will continue act as the fiscal agent for 25x’25.

25x’25 is led by a National Steering Committee composed of seasoned agricultural, forestry and renewable energy leaders. An Executive Committee ensures that the initiative is operating consistent with the direction set by the Steering Committee.

A Corporate Leadership Council composed of representatives of endorsing corporate partners will be established in 2009 to provide guidance and support and to facilitate communication, cooperation and coordination with business partners.