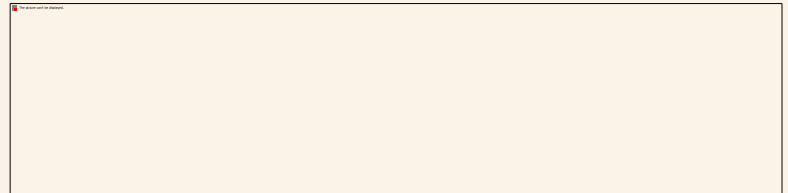




# COMMUNITY ENERGY AMBASSADORS PROGRAM

# WHAT IS CERTS?

- **Clean Energy Resource Teams (CERTs)**
  - Public-private partnership of four organizations (Minnesota Department of Commerce, Great Plains Institute, Southwest Regional Development Commission, University of Minnesota Extension Regional Sustainable Development Partnerships)
- **Mission:** Connect individuals and communities in Minnesota to the resources they need to identify and implement community-based clean energy projects.
  - Hands-on support
  - Practical steps to clean energy
  - Learning opportunities
  - Seed Grants



# WHY BECOME AN AMBASSADOR?

- The **Community Energy Ambassadors** program is designed to support local efforts to advance clean energy projects.
- Gain access to the knowledge and skills needed to help others meaningfully participate in the clean energy transition
- Become well-versed in all areas of energy efficiency and renewable energy, as well as access to resources and connections.
- Provides you with the information you need to be more comfortable and confident as you engage your community on clean energy



# EXAMPLE: ROCHESTER'S SUSTAINABILITY AND RESILIENCY COMMISSION

- Commissioners chose to complete the program as a group
- Used the experience to build shared understanding across key energy topics such as home energy efficiency, renewables, and electric vehicles in Greater Minnesota.
- Training prepared participants to support community-led energy efforts and to connect residents to available resources.
- Tabled at community events: Rochester Public Utilities Arbor Day Celebration and EarthFest
  - Shared information about upcoming Electrify Everything workshops, educating Rochester school students, and highlighting the work of the Sustainability and Resiliency Commission.



# HOW TO BECOME CERTIFIED

1. Set goals (personal and/or group)
2. Complete training videos and surveys
3. Brainstorm ideas for a project
4. Submit a brief project proposal
5. Put your project into action
6. Share the highlights and learnings in a brief project report
7. Become CERTified and receive your CERTification award



#1 Community Engagement



#2 Paying for Your Project



#3 Home Energy Efficiency



#4 Heat Pumps for Homes



#5 How to Speak Solar



#6 EV 101 & EVs in Greater Minnesota



# POSSIBLE PROJECTS

- Share your experience taking on an energy-savings project in a written story or short video.
- Share information about different clean energy rebates and programs at a community event.
- Schedule an energy audit of your home and invite others to watch and learn about the process.
- Present basic information about a clean energy topic to a community group
- Host a discussion about clean energy incentives at a community center or public space.
- Create a handout about clean energy funding opportunities and distribute it in your community.



# COMMUNITY ENERGY AMBASSADOR COHORT PLAN

Suggested Meeting Topics	Date
<b>Watch Introduction Video and Take Pre-Training Survey</b>	
<input type="checkbox"/> Video: Introduction to Community Energy Ambassadors <input type="checkbox"/> Online survey: Pre-Training Survey <input type="checkbox"/> Discussion: What's your why?	
<b>Watch First Set of Training Videos</b>	
<input type="checkbox"/> Video: Community Engagement <input type="checkbox"/> Video: Paying for Your Project <input type="checkbox"/> Video: Home Energy Efficiency <input type="checkbox"/> Post-Training Survey #1 <input type="checkbox"/> Discussion: Takeaways from the videos	
<b>Watch Second Set of Training Videos</b>	
<input type="checkbox"/> Video: Heat Pumps for Homes <input type="checkbox"/> Video: How to Speak Solar <input type="checkbox"/> Video: EV 101 & EVs in Greater Minnesota <input type="checkbox"/> Online survey: Post-Training Survey #2 <input type="checkbox"/> Discussion: Takeaways from the videos	
<b>Plan Project and Submit Proposal</b>	
<input type="checkbox"/> Project Planning Worksheet <input type="checkbox"/> Discussion: Project plan <input type="checkbox"/> Online survey: Project Proposal	
<b>Project Progress Check-In</b>	
<input type="checkbox"/> Discussion: Project progress	
<b>Get CERTified!</b>	
<input type="checkbox"/> Discussion: How'd it go? <input type="checkbox"/> Online survey: Project Report <input type="checkbox"/> Celebrate! <input type="checkbox"/> Plan next steps	

