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**Pew Report:**  
**Arkansas Clean Energy Economy**  
**Jobs Grew Two Times Faster than Overall Jobs**  
*Emerging Sector Poised for Explosive Growth*

LITTLE ROCK – Jobs in Arkansas’s clean energy economy grew more than twice as fast than overall jobs between 1998 and 2007, according to The Pew Charitable Trusts in the most detailed look yet at this sector. In *The Clean Energy Economy: Repowering Jobs, Businesses and Investments Across America*, Pew developed a clear, data-driven definition of the clean energy economy and conducted the first-ever hard count across all 50 states of the actual jobs, companies and venture capital investments that supply the growing market demand for environmentally friendly products and services.

Pew’s analysis found that between 1998 and 2007, jobs in Arkansas’s clean energy economy grew at a rate of 7.8 percent, while overall Arkansas jobs grew by 3.5 percent. Arkansas was part of a national trend that saw job growth in the clean energy economy outperforming overall job growth in 38 states and the District of Columbia over the same period. Nationally, jobs in the clean energy economy grew at a rate of 9.1 percent while total jobs grew by only 3.7 percent, between 1998 and 2007.

“Arkansas’s clean energy economy is just getting started,” said Donald Richardson, Arkansas representative for the Pew Environment Group. “But between 1998 and 2007, jobs in the state’s clean energy economy saw grew twice as fast as in the economy overall. The Arkansas Alternative Fuels Development Program has offered millions to businesses to spur investment.”

Arkansas clean energy economy business leaders hailed the study.

“It allows our clients to realize that sustainable buildings just make sense,” said Chris Ladner, Founding Partner of Viridian. “The environment, employee health, and financial performance are not mutually exclusive. Seeing the transition of our clients from being skeptically curious to being wholly invested in green buildings has been a great success. We are also proud that our employees dedicate a significant amount of their time on sustainable initiatives that support non-profit organizations and the community.”

In 2007, there were nearly 4,600 jobs in Arkansas’ clean energy economy. Unlike previous studies of the so-called “green economy,” Pew’s numbers are a hard count of actual jobs, businesses and investments and do not rely on estimates, multipliers or projections. The report finds that the emerging clean energy economy is creating well-paying jobs in every state for people of all skill levels and educational backgrounds. Included in Pew’s definition are jobs as diverse as engineers, plumbers, administrative assistants, construction workers, machine setters, marketing consultants, teachers and many others with annual incomes ranging from \$21,000 to \$111,000.

The private sector views the clean energy economy as a significant and expanding market opportunity. Venture capital investment in clean technology in Arkansas totaled nearly \$23 million over the past three years.

Federal and state lawmakers, too, see the sector as helping to spur America's economic recovery and protect the environment. Arkansas' clean energy economy will receive a boost from the recently enacted American Recovery and Reinvestment Act, which allocates nearly \$85 billion nationwide in direct spending and tax incentives for energy- and transportation-related programs. Arkansas provides financial incentives for clean energy—offering low-interest loans to small businesses to institute pollution prevention and waste reduction measures.

Pew's definition of the clean energy economy is based on previous research and input from nationally recognized environmental scientists and economists, including an advisory panel convened to help guide the study. According to Pew, "*a clean energy economy generates jobs, businesses and investments while expanding clean energy production, increasing energy efficiency, reducing greenhouse gas emissions, waste and pollution, and conserving water and other natural resources.*" It comprises five categories: (1) Clean Energy, (2) Energy Efficiency, (3) Environmentally Friendly Production, (4) Conservation and Pollution Mitigation, and (5) Training and Support. The definition provides a groundbreaking framework for tracking jobs, investments and economic growth over time and allowing the public and private sector to evaluate the effectiveness of policy choices and investments.

"There is bipartisan support and a growing market demand for transitioning to the clean energy economy," said Phyllis Cuttino, director, U.S. Global Warming Campaign, at the Pew Environment Group. "Americans understand the transition is good for the overall economy, is creating new opportunities for jobs and business growth, and helps protect our national security by reducing our dependence on foreign oil. Congress and the Obama Administration can and must produce energy and global warming legislation that creates jobs, enhances energy independence and sustains our environment."

The complete study is available online at [www.pewtrusts.org/cleanenergyeconomy](http://www.pewtrusts.org/cleanenergyeconomy).

#### **ABOUT VIRIDIAN**

Viridian, founded in 2007 by Chris Ladner and later adding Matt Bell as a Partner, is a sustainability consulting firm specializing in LEED consulting, building commissioning, energy efficiency, and energy modeling services. The company offers sustainable solutions for building owners, architects and engineers to assist in developing high performance facilities that are more energy efficient, have a reduced environmental impact, all while realizing significant financial savings in both upfront and life cycle cost.

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