



Training Guide: Growing Clean Energy at Eco Experience

Thanks for working a shift at the fair! This is a great opportunity to engage Minnesotans about the important and growing role of renewable energy—especially wind and solar—in our state. Watch the short training video, check out the talking points below, and let Dan know if you have any questions!

OVERVIEW

This year we partnered up with Commerce and The Power of Minnesota to produce this new and exciting exhibit. You can see the [display files](#) and [photos](#) if you want a sneak peek. I have also put together a short training video with an overview of the display, what we're talking about, and a sample conversation with an average fairgoer: https://youtu.be/N_KtJy7gr6k.

1. **Solar Survey:** As you saw in the video, there is a solar survey that we're encouraging people to take. It should last 2 minutes, and people who take it get a DVD copy of The Power of Minnesota, handily available between the solar photo and barn wall. We're just trying to get their feedback about what they prefer when it comes to solar installations. If you don't see the iPad stand when you arrive, please roll the iPad stand out from behind the wall and set it in front of the solar photo. Everything should be on and ready to go. If at any time you need to restart the survey, just hit the refresh button in the top left corner. [Here's the survey](#) if you want to check it out in advance.
2. **Handouts:** There are CERTs factsheets, Simple Steps to Solar, PACE sheets, Right Light Guides, Job Board cards, Seed Grant cards, a Power of Minnesota sheet, and Home Energy Guides on the wall next to the display. If they ever run out there are more in the staff room behind the communities display.
3. **The Power of Minnesota:** More background on the facts in the display are available on The Power of Minnesota factsheet on the wall, where they can also get the link to watch the documentary. The full doc can also be viewed in the Clean Energy Communities Theater next to the Climate in Jeopardy display. If you have nice people who want the video but don't want to view online or don't want to take the survey, you can still give them a copy of the DVD.
4. **Solar DIY Car Kit Giveaway:** We're doing a little dog and pony show Friday for Fox9 and KARE11 TV spots, and one of the messages is that we will give away a cool solar car kit to the first person that asks for one each day. The kits, pictured below, are all in the staff room behind the communities display. At the beginning of your shift, just grab one labeled for the day you're working and be ready to give it away to the first person that asks for one. If more people ask later in the day you can say you already gave one away today but they can have a Power of Minnesota DVD.
5. **Final Notes:** Have fun, stay positive, and don't be afraid to say that you don't know the answer to someone's question! If they seem like they have a really good question you can't answer or a good lead for one of our programs, give them a CERTs factsheet and tell them to look up a certain staffer on the website. Curious about other displays near ours? Feel free to check out the other videos on our website for State Fair training here: <https://www.cleanenergyresourceteams.org/statefairtraining>

KEY MESSAGES

More details can be found on The Power of Minnesota sheet available as a handout at exhibit.

- In 2018, 25% of MN's electricity generation came from renewables, up from 8% in 2008.
- Minnesota now has 61,047 total clean energy jobs, from energy efficiency to wind & solar. The fastest growing jobs in the country are solar installer and wind technician, and they pay well.
- In 2019, Minnesota counties & townships earned \$14 million in clean energy tax revenue. On top of that, wind and solar leases are a significant new source of income for farmers and landowners.
- The Power of Minnesota documentary tells the stories of Minnesotans who are witnessing the growth of wind & solar and the benefits they provide.

MEDIA SPOTS

On Friday, August 23 CERTs has secured live spots on Fox9 at 9am and on KARE11 at 5pm. Here are the details behind those placements so you know that's happening.

Kids & Power of Minnesota - New Exhibit at EcoExperience Building:

This year — for the first time — in the State Fair Eco Experience Building CERTs (Clean Energy Resource Teams) will be showcasing The Power of Minnesota, a documentary telling homegrown stories of Minnesotans who are growing clean energy in the state. One of the most impactful stories of The Power of Minnesota is the commitment of Pat Collins, science teacher at Chisago Lakes Middle School — and his 7th graders — who played an instrumental role in advancing clean energy in the Chisago Lakes School District. To talk about how solar powers their school and their STEM curriculum — and to have some fun with solar model cars — Pat and his students will be building solar-powered model car kits, one of which will be given away each day at the Eco Experience Building's "Growing Clean Energy" exhibit. We'll even have an extra solar-powered model car kit for one lucky viewer in your studio audience!

Talking Points: The Power of Minnesota:

- The Power of Minnesota documentary tells the stories of Minnesotans who are witnessing the growth of wind & solar and the benefits they provide.
- In 2018, 25% of MN's electricity generation came from renewables, up from 8% in 2008.
- Minnesota now has 61,047 total clean energy jobs, from energy efficiency to wind & solar. The fastest growing jobs in the country are solar installer and wind technician, and they pay well.
- In 2019, Minnesota counties & townships earned \$14 million in clean energy tax revenue. On top of that, wind and solar leases are a significant new source of income for farmers and landowners.

Talking Points: Chisago Middle School Solar:

- Solar is a fantastic educational and cost-saving opportunity for Minnesota schools, which has been experienced first-hand by the Chisago Lakes School District.
- Installing solar was the students' idea.
- Now the students are learning about their future and where their power comes from...they walk under it every day.
- And in addition to learning and education, solar is saving the school district \$3-\$6 million in energy costs.