



Green Ribbon Commission for Wisconsin
Working Session Handout

08.04.2023

Framing the Commission's Role

Describe the commission's primary objective	Aid the transition to green	Frame-work for investment	Capture federal dollars	Produce a more equitable WI	Stand up a green bank	Guard rails	Footprint for sustainable future	Renewable and sustainable energy	Lay the foundation	Move the needle
Why are you excited to join this commission?	Represent community	WI back into leadership on climate change	Build clean energy economy	Building on Pres goal on infrastructure	Focus on low to moderate income WI	Add realism	Community of color and small enterprises need a seat at the table	Future focused, it is the right thing	Key piece of climate action	Can add value
If you could use just one word to describe the commission, what would it be?	Equity	Diverse perspective	Diverse people from different places	Exciting	Energized and curious	Diversity in all forms	Siloed	Different points of view	Empowered	Disparate

Describe the commission's primary objective	Create a public private partnership	Create the frame and brand	Hear from a variety of voices	Leverage fed dollars to meet climate goals	Framework and recommendations	Keep WI competitive	Accelerate progress with financing mechanism	Ensure underserved get access to resources
Why are you excited to join this commission?	This is a pivotal moment	Move the needle, take action, jumpstart this issue	Learn from others	Shape program that builds the future	Help everyone have access to de carbonization dollars	All voices matter – not just one segment	Ripe moment to make real progress – chance to make concrete change	Equity
If you could use just one word to describe the commission, what would it be?	Outcome	Energetic and accelerated	Diverse thinking and experience	Diverse	Energetic	Focused	Forward thinking	Disjointed

Identifying Focus Areas

Focus #1	Inclusive (invite everyone to use)	Creating access	Internal controls, process and structure	Sustainable beyond initial injection	Right partners	Federal dollars	Opportunity for all communities	Leverage federal money	Get federal dollars
Focus #2	Easy (make it easy)	Removing barriers	Product to market – make it easy	Non-profit and non-political	Wholistic thinking	Framework and guide-lines	Make sustainable	Be inclusive of low and moderate income	Protect workers esp. displaced ones
Focus #3	Transformative, not just loans	Educating	Ensure these are guarantees and not direct loans	Define equitable	Right deliverables	Get utilities on board – especially coops	Put worker first to build green careers	Make Wi a leader	Make sure everyone can access

Focus #1	Ensure equity and justice	Fair distro and wide coalition	Engage under served voices	Understand the land scape	Distribute \$ across sectors and state	Define our goals	Diversify funding	Ensure ease of use and equitable access	Prioritize implementation funding
Focus #2	Be aggressive and visionary	Clear success metrics and ROI	Act fast	Work to address needs	Create win-win-win, not winners and losers	Partner with industry	Deploy efficiently	Develop a framework that can be sustained	Ensure equal access
Focus #3	Frame in a way to bring others along	Leverage private funds and make market ready	Build relationships	Champion solving for the gaps	Execute efficiently	Execute on that partnership	Ensure it is easy	Execute efficiently	Remove barriers to applying – make it easy

Surfacing What Success | Failure Looks Like

What is the most important thing for this commission to accomplish?	Make long term and ensure it can be sustained	The art of the possible, change the conversation the Wisconsin way	Building capacity for longevity	Set up guidelines and guard rails for long term	Broad reach – both urban and rural	Put the structure in place	Narrow the gap	Help the planet and help the workforce	Make sustainable and not just this injection
What does success look like to you?	Executing, not just planning	Be a model – a state that leads and gets ready	Broad – not just for those at the top	Move the needle	Be bipartisan or no- partisan	Addressed policy bias	Help communities of color be sustainable	Projects going	Build jobs and trades
What does failure look like to you?	No consensus or lack of alignment	Give away dollars, squander investment, play to interest groups and not larger good	Status quo	Just a program, that is under utilized	Just a report without movement Don't get federal money	Fail to do loans for those of low or moderate incomes	Too much talk, not enough action; too many siloes	Talk, no action, infighting	One and done, dollars did not create jobs

What is the most important thing for this commission to accomplish?	Be open and get results	Spread \$ equitably	Make it actionable	Longevity and make this sustainable	Broad and bipartisan	Make this work look like the state – and make it last	Focus on the workforce and a public / private partnership	Equity	Get resources to where they were intended
What does success look like to you?	Get money, stand up fund, have many winners	Under served are a part of this (rural, tribal, POC)	Action, progress, all over the state	Have nots got to participate	Partners across the state, fair distribution	Longevity and not just public sector	Bipartisan look and feel	Every corner of the state and every resident sees themselves in this program	Things are happening as planned
What does failure look like to you?	Normal winners keep winning	Gov't imposed this on us	Meetings, words and a report that sits on a shelf	Big corps and big biz and big players get help	Hyper partisan, all buzz words and no action	Lack of consensus	Too partisan	Don't get funding out the door	Same people are getting benefits

Ranking our Confidence | Compromise Appetite

	TOTAL	AVERAGE
I'm confident this commission will be productive	65.25	3.625
I'm confident we will get federal funding for our efforts	78.5	4.3611
I'm committed to making our vision a reality, even if that requires compromise	86.5	4.805

Sharing Additional Thoughts

- There is always politics, always the haves and have nots
- Make sure all voices get heard
- No voice on this commission has more impact than others
- We all must compromise, and the only right answers are shaped by all of us
- Focus on economic impacts
- Climate impacts poor communities more than others
- Make this about more than a loan program
- Bring in others, make this about jobs and the trades
- This is about the future – helping farmers, businesses and communities get ready for it
- Make it transformation, change mindsets and change how “programs” are run, make it sustainable and not bureaucratic
- Help people see this as help, support to shift to a new economy; don’t let language turn off people. This is about economic advancement
- Train at colleges, tech colleges and involve the trades
- Make sure we get the federal dollars; make sure we focus on low and moderate incomes, focus on small projects in communities
- Leverage every community, build generational wealth, make Wisconsin the place to live, work and visit
- Make sure small businesses fair well, not just large ones
- Focus on bringing people together, frame as economic or jobs narrative, benefiting climate goals and Justice 40
- Be strategic in how we tell our story and frame our narrative – include others, make this about Wisconsin Leading Again
- Ensure there are no losers – make winners from industries that are changing; in communities across the state, esp. underserved
- Create the right frame and brand; focus on Wisconsin jobs, lower costs of energy for Wisconsin, Wisconsin lead the way (not China or CA)
- Commissions are difficult by nature, and this is a large one representing many stakeholders and we will all have to compromise
- Wisconsin can get back on track; be a leader helping diverse stakeholders think about the future
- Must quit digging ourselves a deeper hole
- Watch out for silos
- Frame this for the big tent – create a big umbrella
- Think big picture – this isn’t about “access” to the loans or dollars, it is actually getting them
- Make this work look like Wisconsin – create winners across the state and across sectors
- Frame a building a future Wisconsin – better jobs, better energy, lower costs
- Involve industry and ensure that this is a public/private partnership
- Focus more on economic benefits and workforce upsides than solving climate crisis
- Have this not be another governmental program
- Wisconsin has water and will be a climate crisis oasis – let’s get future ready
- Let data drive our decisions