

Apollo Launches National Clean Energy & Green Jobs Program

October Detroit Rollout Highlights Vision *for* Michigan

By Ted Sylvester

If America can put a man on the moon, then we should be able to put millions of Americans to work in a new generation of well-paid, green collar jobs, and make the nation a global leader in clean energy products and services. That's the message The New Apollo Program delivered in October to a gathering of Michigan government, business, labor, and environmental leaders in Detroit.

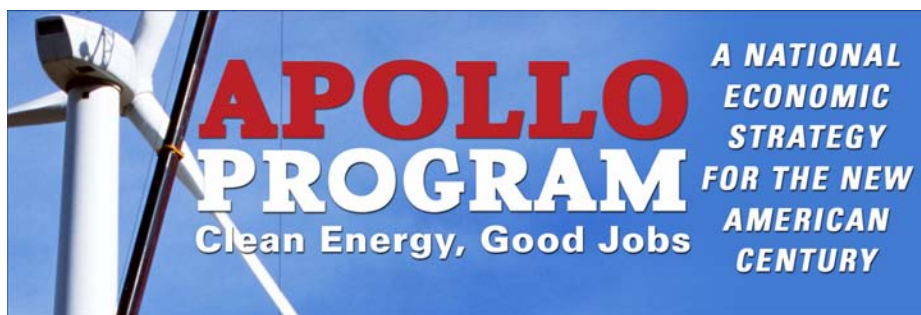
The carefully constructed plan, *The New Apollo Program: An Economic Strategy for American Prosperity*, was prepared over the last year by the Apollo Alliance, a project founded in 2004 by the Institute for America's Future and the Center on Wisconsin Strategy. The project's allies are drawn from government, businesses, environmental organizations (including the Ecology Center), community groups, and over 30 labor unions.

Like President Kennedy's original moon mission, The New Apollo Program calls for a sustained national commitment of energy and resources. The comprehensive national economic strategy, if adopted by the U.S. Congress, would entail a \$500 billion investment to create 5 million high-quality jobs in the next 10 years.

The Detroit event, part of an eight-state national rollout of The New Apollo Program, was held at the Charles H. Wright Museum of African American History near Wayne State University and attended by around 100 people, including leaders from the governor's office, the state legislature, the Detroit mayor's office, the business

community, labor, academia, and many of Michigan's prominent environmentalists.

Jerome Ringo, President of the Apollo Alliance, outlined what the ambitious economic program would mean for Michigan, the state with the highest unemployment rate in the nation. Under the plan, the state would receive a total of \$19.7 billion, or almost \$2 billion annually, which would create an estimated total of



306,970 direct, indirect, and induced jobs over 10 years.

Included in that total number would be an estimated 135,314 direct, permanent jobs: 38,919 on-site construction jobs (making homes and commercial buildings more energy efficient); 17,006 on-site manufacturing jobs (making and assembling the necessary parts and infrastructure, such as wind towers and turbines, solar panels, a modern power grid, and next-generation cars); and 3,128 transportation jobs.

"The \$50 billion a year that The New Apollo Program proposes to invest just doesn't seem like that much money," headliner Senator Debbie Stabenow told the group. "It's not a lot of money to spend on our future,

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THE NEW APOLLO PROGRAM INCLUDES FIVE PRINCIPLE INITIATIVES

Rebuild America Clean & Green: Produce 25 percent of the nation's power from renewable sources and upgrade the energy efficiency of buildings by at least 30 percent by 2025, modernize the power grid, and improve transit systems.

Make it in America: Retool American factories to build renewable energy systems and high-efficiency, alternative-fuel vehicles.

Restore America's Technological Leadership: Double national investment in clean energy research and development.

Tap the Productivity of the American People: Invest in green-collar job training initiatives—including job readiness and service programs, union apprenticeships, and community and technical college courses—to provide better jobs and the workforce needed to build the clean energy future.

Reinvest in America: Establish a "cap and invest" program to reduce carbon emissions and reinvest resources to build the new clean energy economy.

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especially when you consider the \$700 billion that we just spent to bail out our banking system."

An annual investment of about \$50 billion a year, the Alliance notes, is a smaller share of the gross domestic product than what was spent on the Apollo space program, about one-third of current spending in Iraq, and roughly half of what was just lent by the federal government to insurance giant AIG.

"The New Apollo Program sets out a really good action plan for the next economy, the next moon shot on earth," said Sen. Stabenow in concluding remarks. "We need to unleash the greatness of Michigan and the nation to pursue this vision."

As part of the Detroit event, Executive Director of the Ecology Center Mike Garfield joined Sen. Stabenow, Ringo, and others in a panel discussion, "Transitioning Together for a New Economy in Southeast Michigan," which addressed the regional aspects of planning and implementing a new green economic program. Garfield emphasized the need to build a low-carbon vehicle and fuel infrastructure that will grow jobs here at home, while also reducing oil dependency and addressing climate emissions. "The chant of 'drill, baby, drill' is the way energy policy has been debated in the presidential campaign," he said, "but what the United States really needs is a policy of 'Innovate, Invent, Invest!'

MICHIGAN APOLLO ALLIANCE

The members of the Michigan Apollo Alliance are working together to promote quality jobs and a cleaner, more secure energy future for Michigan. Together, the organizations that make up the Michigan Apollo Alliance are working to:

- Reinstatement of utility energy efficiency programs and a Michigan Public Benefits Fund
- Develop a renewable energy manufacturing sector in Michigan
- Ensure state government leadership on energy efficiency
- Promote improvements in fuel economy and use of biofuels in ways that assist the domestic industry and grow good jobs here at home.

WHAT'S IN THE WORKS

- Support Senator Stabenow's Green Collar Jobs Initiative
- Support sustainable fuels and Low Carbon Fuel legislation
- Support Michigan Green Jobs initiative



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