

# Cost-effective, clean energy solutions are available NOW



Nest Learning Thermostat  
by Nest Labs

We need to look at energy differently—how we get it, transport it, charge for it and use it. Technology isn't the key to everything, but when it comes to rethinking our energy future, it will certainly play a significant role. And so too, then, will innovation.

## The buzz surrounding energy innovation

Can you name a company that has invented or completely changed a global industry in the last 10 years? Was it an energy company? Probably not.

You don't have to surf the web too long to find a lot of people talking about "Energy Innovation." Business leaders. Politicians. Environmentalists. And you don't have to watch TV too long to see oil, gas and coal companies selling the idea that they're hard at work in search of tomorrow's miracle fuel.

The fact that so many companies are talking about energy innovation is a good thing. It shows they understand the business case for clean energy and realize that carbon reduction is necessary. But too many of these conversations end without action or result in little change.

## We need paradigm shifts

We need energy innovation on par with the light bulb, assembly line, personal computer and iPhone. These breakthroughs didn't slightly improve existing technologies, they revolutionized them.

Certainly, Apple has a unique history of introducing new products that displace current ones. Steve Jobs said that if anyone was going to make Apple's products obsolete, he wanted it to be Apple. But that approach is generally absent among the "energy elites."

Tomorrow's smart energy technology is being developed in small, innovative and entrepreneurial businesses around the world. These businesses are raising and risking capital to push our country into the next century. As in all industries, these businesses realize that many will fail for each one that succeeds. They have chosen to take that risk not to build a

**"We must innovate our way to zero CO<sub>2</sub> emissions."**

—Bill Gates

better widget or launch a new website, but to help us innovate our way to less dependence on fossil fuels.

## EDF's Energy Innovation Series

It's time our country celebrated, encouraged and rewarded...even demanded...innovation in the energy industry the way it is in nearly every other industry from telephones to computers. Those of us on the environmental side of things know there's a benefit bigger than profit, but in a trillion dollar (and growing) energy market, there's room for more than a few Apples or Googles.

The EDF Energy Innovation Series will focus on the need for new energy solutions, promote the role innovation has played in past and current industries and highlight the companies, entrepreneurs and everyday citizens that are searching for tomorrow's energy innovations.

Visit [edf.org/energyinnovation](http://edf.org/energyinnovation) to see interviews from renewable energy entrepreneurs, smart grid engineers, executives of public utility companies and others that are changing the way they provide energy to consumers. Attend webinars that open the discussion for our clean energy future and find stories about how cost-effective, clean energy solutions are available now.



Elena Eliseeva / istockphoto

For more information, please visit [edf.org/energyinnovation](http://edf.org/energyinnovation) or contact Mica Odom, Energy Media Director at [modom@edf.org](mailto:modom@edf.org) or (512) 691-3451