The Sierra Club is in the early stages of launching a public awareness and engagement campaign to accelerate mainstream understanding, excitement, and adoption of clean energy.

Despite recent milestones in clean energy growth and competitiveness, the public does not yet understand or support clean-technology solutions at the scale and intensity needed to address climate change. By strongly countering the pervasive misinformation spread by fossil fuel industry front groups, we can motivate Americans to demand that decision-makers prioritize transitioning our energy system from fossil fuels.

We will sync mass perception with reality: Clean alternatives are cheaper than fossil fuels in many parts of the country, are growing at unprecedented rates, and have many benefits for consumers, businesses, and our economy. We will inspire a majority of Americans to demand faster, more-ambitious efforts by regulators and lawmakers to redesign our energy infrastructure around efficient, clean solutions.

Our goal is to speed the transition to 100 percent clean, renewable energy across the U.S. economy. Our public-will–building initiative will:

- Show the public and decision-makers that, contrary to false claims from our opponents, existing clean energy solutions are already practical and affordable.
- Connect climate solutions to people’s lives and closely held values, such as health, jobs, bills, and energy independence, in ways that personalize the clean energy transition and compel individual and collective action.
- Identify, engage, and activate new strategic audiences and messengers, including nontraditional allies outside the environmental base, by using traditional and social media, emerging technologies, and grassroots outreach.
- Demonstrate to policy makers that there is strong constituency demand for clean energy and that the public supports and expects policies and leadership that build the clean economy.
- Provide effective tools and opportunities for people to take action online, at home, and in their communities to accelerate a societal shift to clean energy.

In 2015 we will:

- Identify and research the values drivers of target audiences beyond the environmental base who will influence clean energy decision-makers and signal mainstream public demand for solutions.
- Research and craft a plan that moves public opinion from “clean energy is a thing of the future” to “clean energy is here now and benefits us all” by leveraging influential demographics, powerful and diverse messengers, and tested pro-solutions messaging.
- Choose two to three public-will–building pilot projects based on geography, strategic opportunity, and constituency-engagement needs.
- Integrate cutting-edge digital tools that give people ways to take action, share, and advocate for solutions.

The Sierra Club can help fill a major gap in national climate strategy and build momentum toward a tipping point for clean technology solutions by combining this unprecedented persuasion effort with existing state-by-state advocacy for aggressive policies on efficiency, renewable energy, and transportation.