

Fresh Energy Strategic Framework

(Presented for Board Approval October 21, 2020)

Vision

A just, prosperous, and resilient future powered by a shared commitment to a carbon-neutral economy.

Mission

Shape and drive bold policy solutions to achieve equitable carbon-neutral economies.

Strategic Imperatives



Decarbonize the electricity sector serving Minnesota

Speed the transition to a zero-carbon electric grid, optimizing generation, transmission, distribution through deployment and innovation. Achieve 90% carbon-free electricity serving Minnesota, securing binding commitments by utilities and other key decision makers by 2025. Concurrently drive progress toward the more difficult final 10%.



Create a carbon-neutral economy through high-impact integrated solutions

Partner to achieve a carbon-neutral economy by 2050 through multiple strategies and technologies, including but not limited to: energy efficiency, beneficial electrification, carbon management, product and process engineering, and changes to our built environment. Toward this end, actively identify and execute on the highest leverage opportunities across the economy including industry, transportation, agriculture, buildings, and other sectors.



Ensure an equitable and just energy transition

Build prosperity and health, reduce disparities, and protect consumers as we transition to carbon-neutral economies. In both process and outcome, actively engage all communities including Black, Indigenous, people of color, all genders, rural, LGBTQ+, persons with disabilities, displaced workers and others economically impacted by the transition to clean energy.



Build a shared commitment to climate action

Create strong, collaborative partnerships with decision makers and stakeholders at all levels of government, consumers, elected officials across the political spectrum, labor unions, nonprofits in all sectors, businesses large and small, and communities most vulnerable to climate change.



Strengthen public resolve for change

Catalyze support for a carbon-neutral economy—from education to action. Move the public from agreement to commitment to mobilization, using a wide range of effective strategic communications, including journalism, media, issue campaigns, public speaking, and events.

Fresh Energy's Core Values

We act with courage and determination

We recognize the urgency of the climate crisis and the need for bold change at scale.

We act with honesty and integrity

We pursue the most effective policy solutions based on holistic analysis and open-minded, transparent evaluation.

We act to advance equity and justice

We are committed to a clean energy transition that improves people's lives and confronts systemic racial and economic inequities.

We act in the spirit of cooperation and inclusion

We value collaboration and honor diverse perspectives in our programs and organization.

We act as responsible stewards

We honor the time and talents of our staff and volunteers, model environmental responsibility, and spend wisely the funds entrusted to us.



Guiding Principles

A critical part of achieving our mission is by living our core values through our guiding principles in advancing policy, working in community, and sustaining our organization.

ADVANCING POLICY

AMBITIOUS POLICY and ADVOCACY

We believe that developing and advocating for bold energy policy solutions are the key pathways toward a future with a carbon-neutral economy.

DRIVEN BY DATA

We commit to truth and transparency, advancing solutions and measuring progress based on sound analysis, holistic evaluations, science, economics, and data.

PUBLIC INTEREST

We believe that innovation must not be hampered by special interests. We pursue the most effective policy solutions, independent from any industry, energy source or political constituency.

EQUITY AS A LENS

We commit to equity and justice by addressing systemic inequities in the design and advancement of climate solutions.

FLEXIBILITY AND COURAGE

We commit to operating with agility, stretching for the highest leverage solutions and expanding the boundaries of what is possible.

WORKING IN COMMUNITY

PARTNERSHIPS AND COALITIONS

We act in the spirit of cooperation and respect by deliberately partnering with decision makers and all stakeholders. We engage, listen, lead, and bring content expertise, resources and strategy that build coalitions to accelerate progress for a healthier climate.

REGENERATIVE RELATIONSHIPS

We believe in dynamically interacting, maintaining regenerative relationships, and sharing power with those most impacted by economic disparities, environmental racism, systemic oppression, and climate change.

SUSTAINING OUR ORGANIZATION

ORGANIZATIONAL STEWARDSHIP

We value all human, natural, and financial resources entrusted to us. We carefully use the time and talents of those working or volunteering with Fresh Energy, model environmental responsibility, and spend wisely the funds invested in us.

INVESTING IN THE TEAM

We commit to investing in Fresh Energy's leadership and staff by providing learning opportunities, as well as compensation and benefits that sustain staff members and their families.

INCLUSIVE ORGANIZATION

We commit that Fresh Energy's board, leadership, and staff reflect the representation of all people including Black, Indigenous, and people of color, all genders, rural, LGBTQ+, and persons with disabilities.