



MAKE IT
PERSONAL



Top Actions I Can Take for a Healthy Planet:

CONTRACT FOR GREEN ENERGY

Renewable energy is the future. In fact, renewable energy sources now dominate new U.S. electrical generating capacity additions.¹

Supporting clean, renewable energy is an important way to support American jobs while curbing carbon pollution in our atmosphere.

Just about anyone can start buying clean energy, whether you rent or own your home. A company like, [Arcadia](#) can help you handle the process of installing clean energy sources without interrupting your electricity service.

More homeowners than ever are investing in rooftop solar projects. The cost of solar panels has dropped by more than 70% since 2010.² And while upfront costs are still a factor to consider, numerous financing options are now available.

Contracting for green energy builds momentum for more clean energy projects at competitive prices and brings about more American jobs—all while reducing atmospheric carbon. By our estimates, if just 10% of American households switch to solar energy, that will lead to an annual emissions savings of 82 million metric tons of CO₂ equivalents.³ That's about the same as retiring more than 21 coal plants.⁴



For over 40 years and in 60+ countries, Rare has led over 450 behavior change campaigns to inspire and empower millions of people to adopt new behaviors and better protect the natural resources that sustain us. As part of our "Make It Personal" campaign, we identified 7 key behaviors that offer the most potential for climate impact if adopted by individual Americans. The goal of Rare's Make it Personal campaign is to encourage 10% of Americans to adopt at least 1 of these 7 actions. **If we all do our part, we can reduce the greenhouse gas emissions responsible for climate change.**

KEY BENEFITS



Financial Savings

The average American family spends about \$1,450 on electricity annually. Even after the upfront costs, solar panels can save you anywhere from \$10K to \$30K over 20 years, according to [EnergySage](#).⁵



Energy Independence

Going solar reduces your dependence on the electrical grid. It also supports America's shift to cleaner domestic energy sources.



Growing Job Sector

The clean energy sector in the U.S. already supports more jobs than the fossil fuel industry.⁶ And, clean energy jobs offer [higher wages](#) than the national average and are widely available to workers without college degrees.⁷

TIPS & IDEAS

Learn your state tax benefits

Find out what state tax benefits you would get for going solar. [DSIRE](#): Database of State Incentives for Renewables & Efficiency® is a one-stop-shop for seeking out state-level incentives for renewable energy.

Compare and contrast solar energy options

Easily compare solar energy installation quotes in your area with [Energy Sage](#).

Find your local green power suppliers

Search which providers in your state offer [certified green power](#) options. Or, use [Arcadia](#) to make it really easy.

Make It Personal CHALLENGE

Find someone in your network or neighborhood who has already gone solar! Ask if they can show you first-hand how it works and tell you what they've learned in the process.

Share the results of your challenges with us on social media:

  @Rare_org | #SupportGreenEnergy

Visit rare.org/MakItPersonal for more information.

1. <https://cms.ferc.gov/media/energy-infrastructure-update-august-2020> (accessed November 6, 2020)
2. <https://www.seia.org/solar-industry-research-data> (accessed November 6, 2020)
3. Rare and California Environmental Associates, 2019. Changing Behaviors to Reduce U.S. Emissions: Seven Pathways to Achieve Climate Impact. Arlington, VA: Rare.
4. <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator> (accessed November 6, 2020)
5. <https://news.energysage.com/much-solar-panels-save/> (accessed November 6, 2020)
6. Environmental Defense Fund, 2018. In Demand: Clean Energy, Sustainability and the New American Workforce.
7. Muro, M., Tomer, A., Shivaram, S. and Kane, J., 2019. Advancing inclusion through clean energy jobs. Metropolitan Policy Program. Brookings.