

CLEARPATH

Accelerating conservative clean energy solutions

Talking Clean Energy

Here are the most effective ways we've found for conservatives to talk about clean energy. It's synthesized from our messaging research at clearpath.org/polling and real-life testing of what works. We'll be releasing additional research with fine-tuned messaging later this year.

The best energy solution for our economy and for our air is a real all of the above approach to make energy cleaner and cheaper.

- Our goal must be more jobs, cleaner air, and lower bills.
- Solar and wind play a part, so does nuclear, hydro, natural gas, and cleaner coal.
- Nuclear alone produces 19% of our electricity and 60% of our emission-free energy.
- Hydro is our cheapest clean energy sources, producing more than wind and solar combined.
- Natural gas is the energy source that's cut the most pollution in the last decade
- We should be making clean energy cheaper, not making traditional energy more expensive

We don't need to agree about climate change to agree on common-sense clean energy solutions.

- We can support cleaner energy that conserves the places we love and preserves cleaner air for our kids, without hurting the economy
- We can develop cleaner energy that makes America and our allies more secure, so we don't have to rely on the Middle East or Russia or China.
- Accelerating clean energy innovation will create win-wins for the economy and the environment.

We need a fresh approach to energy, an innovation approach.

- Innovation is America's secret sauce, and energy is no exception.
- What we need is more innovation, and less regulation.
- Cleaner power plants, new technologies, more efficient homes and cars, better batteries—these will be the rewards tomorrow for committing to innovation today.
- Getting red tape out of the way of engineers and entrepreneurs will speed up innovation for cleaner and cheaper energy technology.
- Under 2% of our federal R&D is spent on energy. We need to invest in innovation.

Leading Voices

Speaker Ryan: *“Why don't we invest in basic scientific research, to innovate our way into a cleaner economy”*

Majority Leader McCarthy: *“Our energy revolution, brought on by embracing technological advances in exploration, is growing our economy and reducing carbon emissions at the same time”*

Chairman Barrasso: *“Make energy as clean as we can, as fast as we can”*
