

JAMES MADISON UNIVERSITY

*Madison*

# 25x'25 Initiative Overview

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- “25x'25”: Acquire 25 percent of our energy from renewable resources like wind, solar, and biofuels by the year 2025.
- Increasing America's renewable energy use will:
  - Bring new technologies to market.
  - Reduce our dependence on foreign oil
  - Create high paying new jobs in rural America
  - Reduce air pollution (including) urban smog and greenhouse gas emissions
  - Save consumers money in the long term



Formed through a grant from the Energy Future Coalition

Organized to explore agriculture and forestry's role in  
America's energy future

Evolved to include conservation, environment, business,  
defense and rural development organizations and leaders

- Over 850 endorsing entities
  - 31 current and former governors
  - 15 state legislatures
- State Alliances
  - 18 Active State Alliances
  - 9 currently forming, including Virginia
  - 11 in the planning stage

- Organizational meeting hosted at JMU on June 10
- Presentations provided by representatives from 25x'25 National, JMU, and SRI
- Workshop for discussion and compilation of ideas

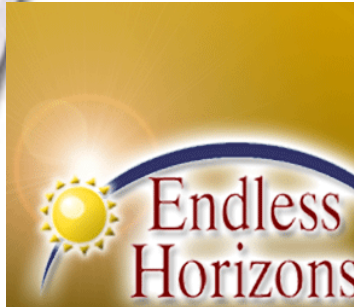
- Ensure grass roots participation and ownership
- Facilitate communication and cooperation between entities working in renewable energy fields
- Channel support to national and state initiatives that:
  - Increase renewable energy production
  - Expand the renewable energy market

- Collaborate to advance policies supporting renewable energy
- Make energy efficiency and renewable energy development a top national priority
- Lead education and outreach efforts



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## Virginia 25x'25 Partners



VIRGINIA MILITARY INSTITUTE  
*Building leaders in all walks of life*





## Benefits for Virginia

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- Enhanced rural economies and higher farm incomes
- Alternative energy enterprises
- More productive uses of marginal lands
- Improvement of air, water and soil quality



## Shenandoah Valley Demonstration Project

- Help the public identify ways to reduce energy expenditures at home and in the workplace
- Conduct energy audits to determine the most cost effective means of increasing energy efficiency
- Encourage citizens and businesses to utilize local resources to meet their energy needs
- JMU will serve as a model community by achieving 25% renewable energy 10 years ahead of schedule



## JMU Alternative Energy Research

- Center for Energy and Environmental Sustainability (CEES)

- Alternative Fuel Vehicle Program (AFV)
  - Biodiesel
  - Electric vehicles
- Virginia Wind Energy Collaborative (VWEC)
  - Virginia Coastal Energy Research Consortium (VCERC)

- Institute for Stewardship of the Natural World

- Institute for Infrastructure and Information Assurance (IIA)

- Academic Programs

- Integrated Science and Technology
- School of Engineering

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