



# ARKANSAS

## Businesses Know That Economic and Job Growth Starts with Policy

In lieu of federal energy policy, states are enacting policies that create jobs and attract private investment in the clean energy economy. State-level clean energy policies are as varied as the states themselves, but all have common goals—spurring economic and job growth while improving energy security and the environment. Federal policies that build upon the proven successes at the state and regional levels will help expand Arkansas businesses and create opportunities in the clean energy economy across the United States.

**U.S.**   **Ark.**



**RENEWABLE ELECTRICITY STANDARD (RES)**

An RES requires utilities to generate a certain percentage of power (based on electricity sales or generating capacity) from renewable sources such as wind, solar and geothermal.



**ENERGY EFFICIENCY RESOURCE STANDARD (EERS)**

An EERS reduces electricity and gas consumption by requiring utilities to achieve energy savings through supply- and/or demand-side efficiency measures. An EERS specifies reductions for energy use, peak demand or both.



**DIRECT LOAN PROGRAM FOR RENEWABLE ENERGY**

Direct loan programs provide low- or zero-interest financing for renewable energy.



**TAX CREDITS FOR RENEWABLE ENERGY**

Tax credits generally apply to commercial and industrial sectors, reducing the amount of annual taxes owed to the government. Generally, taxes are reduced by a specified percentage of a renewable energy project's value, based on investment or production.

Federal tax credits are not permanent and subject to regular reapproval by Congress



“The only way that businesses like ours will survive is with a strong national policy that supports renewables.”

**Fernando Vega**  
**Manager, Project Development & Technology**  
**APPROITec Renewable Energy Engineering**  
**Siloam Springs, Ark.**





“Leadership at the federal level, with a strong policy to reduce greenhouse gases, would spur the market for clean energy businesses.”

**Mike Mills**  
Owner  
Buffalo Outdoor Center  
Ponca, Ark.

“There is no question that quickly moving our country towards clean, renewable sources of energy will contribute greatly to a stronger, more secure America.”

**John Gerrard**  
Co-Owner  
Sun City Solar Energy  
Little Rock & Springdale, Ark.



**PLEASE JOIN THESE ARKANSANS AND THEIR BUSINESSES IN ASKING THE FEDERAL GOVERNMENT TO ENACT A STRONG CLEAN ENERGY POLICY FRAMEWORK.**

[www.PewTrusts.org/CleanEnergy](http://www.PewTrusts.org/CleanEnergy)

- Enroll your business in our Clean Energy Business Network to receive updates on relevant policies and gain access to our list of resources designed to help you make the most of the growing clean energy economy.
- Join Pew’s advocates to receive occasional e-mails informing you of potential policies and how you can support them.



Repowering Jobs, Businesses  
and Investments Across America

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