

WHEREAS; investments in renewable energy and energy efficiency are critical to ensuring Wisconsinites can continue to thrive well into the future; and

WHEREAS; to support the creation of a clean energy economy, in 2019, the state established the goal for 100 percent of the electricity consumed in Wisconsin to be carbon-free by 2050; and

WHEREAS; in support of this goal, in 2022, the state released Wisconsin’s first-ever Clean Energy Plan, which provides a roadmap for the state to lower energy bills for Wisconsin families, promote energy independence by reducing reliance on out-of-state energy sources, create an estimated more than 40,000 jobs by 2030, and invest in job training and apprenticeship programs in innovative industries and technologies; and

WHEREAS; outlined in the goals of the Clean Energy Plan include expanding programming through Focus on Energy, which is Wisconsin’s statewide energy efficiency and renewable energy program that helps Wisconsin businesses and residents save energy and money; and

WHEREAS; administered by Focus on Energy, in 2024, Wisconsin became the first state in the nation to launch the Home Efficiency Rebate Programs, and since the program’s launch, over \$2 million in rebates have been paid to Wisconsin households, helping residents save energy and money with energy-efficient home upgrades; and

WHEREAS; while significant efforts have been made to advance Wisconsin’s clean energy economy, more work remains, and the state reaffirms its commitment to building upon this work to keep lowering costs for working families while working toward the more sustainable future Wisconsin needs and deserves; and

WHEREAS; today, the state of Wisconsin encourages all Wisconsinites to continue to contribute to the state’s sustainability efforts by learning about energy efficiency and adopting energy-efficient habits in their daily lives;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim October 1 2025 as

ENERGY EFFICIENCY DAY

throughout the State of Wisconsin and I commend this observance
to all our state’s residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 17th day of September 2025.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State