

WHEREAS; the goal of energy efficiency is to achieve the same or better performance using less energy, all while reducing utility bills for residential, business, and industrial customers and making homes and workspaces healthier, safer, and more comfortable; and

WHEREAS; smarter energy use lowers the amount of electricity needed to power lives while helping to reduce energy costs, meet energy needs, and avoid emissions that can harm health, pollute the air, and damage the climate; and

WHEREAS; people across Wisconsin can contribute to energy efficiency efforts by learning about and participating in Focus on Energy, Wisconsin’s statewide energy efficiency and renewable energy program; and

WHEREAS; in addition to protecting the health and climate, investments in energy efficiency and renewable energy—such as those through Focus on Energy—stimulate job creation and provide other economic benefits; and

WHEREAS; in 2022, the state of Wisconsin released its first-ever Clean Energy Plan, which identifies strategies aimed at maximizing energy efficiency by setting energy efficiency resource standards, increasing Focus on Energy program funding, increasing voluntary utility investments in energy efficiency, reducing agriculture energy use, promoting creative financing options and additional energy efficiency measures for low-income Wisconsinites, empowering schools to fund or implement energy efficiency programs, and supporting commercial and industrial energy efficiency, among many other recommendations; and

WHEREAS; today, the state of Wisconsin encourages all Wisconsinites to continue to contribute to the state’s sustainability efforts by learning more 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 4 2023 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 22nd day of September 2023.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State