

Brian Keane of SmartPower, Renewable Energy Marketer: "We've Never Been Asked to Value Our Energy" (Part 2)

by Alex Pasternack, New York, NY on 04.30.09



Brian Keane is leading America's biggest clean energy marketing campaign, SmartPower. Amidst the din of promises over clean coal and fears about job losses, he and his team in Washington, DC, are working to make renewable energy and energy efficiency appealing to everyday Americans. "Amidst all the talk Obama is doing about clean jobs and improving our infrastructure, what's missing is public awareness. This needs to be out in mainstream

America. People need to be able to walk into [Home Depot](#) and buy solar panels."

Here's part two of our interview ([part one is here](#)).

What do you make of the [anti-clean coal campaign](#) being run by Al Gore's Alliance for Climate Protection?

Brian Keane: The anti-clean coal ads are brilliant ads. Beautiful. An effective [use of humor](#). They show the problem up for what it is. But the nuclear industry is marketing itself as "clean air" energy; they're trying to take this base and saying *they're* the clean energy. The clean coal industry is saying they are too. Smart people are saying we have these things. As an industry -- wind, solar, hydro -- we need a marketing campaign of that robustness.

The financial stimulus measure allocates \$80 billion for renewable energy research as well as 3.5 billion for research on clean coal technologies; where does SmartPower come down on carbon sequestration (if it does)?

BK: Truthfully, SmartPower stays out of the policy realm. Our focus is on creating a vibrant voluntary market for clean energy and energy efficiency. So technically we'd be for any policy that does that — but we don't get into the details.

How does SmartPower's ad content fit in? Why are with your reported ad?

