



The New Apollo Project

In 1961, President John F. Kennedy inspired Americans to pursue a goal that seemed beyond our reach: to land a man on the moon within the decade. Eight years later, Apollo 11 commander Neil Armstrong set foot on the lunar surface – proof we can succeed when we apply our expertise, innovation and can-do spirit to a single national endeavor.

Now America has an Apollo Project for the 21st century. **Our challenge is to achieve energy independence in one generation.** This new Apollo Project, a ten-point plan for energy independence, will bring our country together to rethink and reshape our energy future, to create a stronger economy, a safer world and a cleaner environment. The plan calls for diversifying our energy sources, making America less dependent on imported oil and making energy less polluting. It will invest in new technology and expand markets for American durable goods. And, it will increase construction of high performance energy efficient buildings and drive new spending on transportation and public infrastructure.

The new Apollo Project will pay huge dividends: Over three million high value added jobs, lower utility bills, increased productivity and competitiveness, cleaner air and water, and improved public health. It will produce substantial energy savings across the economy, and cut our current Persian Gulf oil imports nearly in half.

A new Apollo plan will stimulate the economy and create conditions for sustained long-term growth. Just as investments in the space program required the creation of new industries and new products – to smoke detectors, to satellites and cell phones – investing in energy independence will revitalize domestic production and benefit working families.

Like Kennedy's Apollo Project, this national goal is worth pursuing, not because it is easy, but because it is hard, and necessary. Inspired by a higher vision, united behind a single objective, America can reduce its dependence on oil, and dramatically cut the impacts of our energy use within a generation.

Apollo will go beyond reducing our dependence on oil. It will also put America back to work.

A New Apollo Project will create more than three million new jobs over the next decade. It will bring together business, unions, investors, environmentalists, and the government to invest in clean energy, fuel cells, a hydrogen infrastructure, conservation and efficiency.

Over the last four years, America lost 11 percent of its manufacturing jobs. During that same period we lost clean-energy market share to foreign companies. Japan increased its market share of solar manufacturing from 25 to 50 percent, and Europe controls 90 percent of the world's wind-turbine production.

Periods of economic stagnation have traditionally been when America has decided to make large, strategic investments in infrastructure and emerging industries. The precedents include:

- The government's construction of the interstate highway system at a cost of \$1.2 trillion between 1958 and 1991.
- The Department of Defense's creation of the computer network that later became the Internet.
- The Pentagon's purchase of computer microchips in the 1960s that spurred the electronics revolution.

We should begin by tackling our reliance on foreign oil, but we must go further to rebuild the way we use energy throughout the economy. We must:

- Guarantee the market for safer and cleaner technologies like wind, solar, and biomass.
- Go full throttle with hybrid cars by providing tax breaks for people who buy them and incentives for the companies that make them – if they agree to keep most of the new jobs in the U.S.
- Increase the investment in public transit and rail.
- Support hydrogen by investing not just in more research but also in an infrastructure for refueling fuel cell cars at existing gas stations.
- Elevate efficiency by offering tax breaks to families and businesses that buy efficient appliances and retrofit their facilities and factories

Now it's time for a new Apollo Project.

The Apollo Alliance is a network of citizens, businesses, labor unions, environmental groups, and civil rights organizations that needs your help. Together we can put America back to work and increase our nation's security through a new Apollo Project.

We invite you to join us.



1025 Connecticut Avenue, Suite 205
Washington, DC 20036
202-955-5665

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