

# Wisconsin Clean Energy & Transportation Jobs Are Growing

Wisconsin's clean energy and clean transportation jobs grew in 2022 and the industry is poised for continued growth thanks to federal climate investments passed last year.

**QUICK FACTS**

**71,489**

Clean energy jobs

**+6.8%**

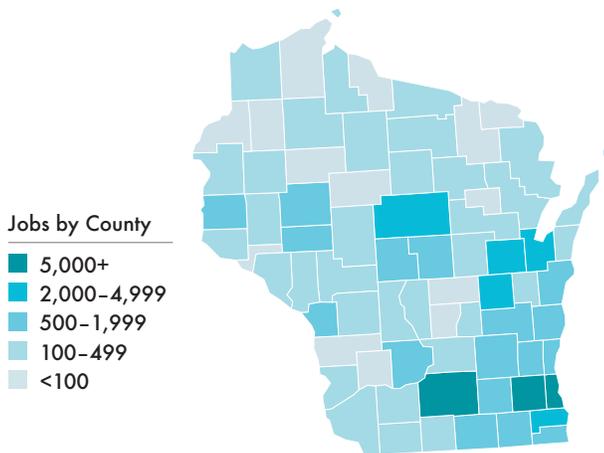
Growth of jobs in the clean transportation sector, the state's fastest-growing sector in 2022

**+0.5%**

Growth in clean energy jobs in 2022

Clean energy companies employed more than 71,000 Wisconsinites at the end of 2022, a nearly 1 percent increase from 2021. Clean energy is a significant part of Wisconsin's economy. More than 4 times as many Wisconsinites worked in clean energy than the number of lawyers, web developers, and real estate agents combined. Clean energy jobs growth is expected to continue as federal clean energy and vehicle incentives lead to new clean energy projects, a resurgence of domestic manufacturing, and lower upfront costs for homeowners to make energy efficiency improvements.

## Clean Energy Jobs\* in Wisconsin



\*Visualization based on 2021 data

The biggest sector in Wisconsin's clean energy industry is energy efficiency, comprising nearly 78 percent of the state's clean energy workforce. The 55,736 energy efficiency workers in Wisconsin manufacture ENERGY STAR-rated appliances, install efficient lighting, ventilation, and air conditioning (HVAC) systems, and install advanced building materials in homes and commercial buildings.

As more automakers and their suppliers continued to shift to electric vehicles, the clean transportation sector saw an increase in employment of nearly 7 percent in Wisconsin. The sector added over 384 new jobs for a total of 6,158 workers. Electric vehicle-related jobs accounted for most of the sector's growth.

Renewable energy jobs in solar (4% growth) and wind (3% growth) continue to see gains throughout the state while smaller, emerging subsectors like battery storage technologies (7% growth) and grid modernization (10% growth) are also continuing to expand.

Clean energy jobs are found in every corner of the state. While cities like Milwaukee (23,087) and Madison (9,698) are some of the largest hubs for clean energy jobs, almost one in five – or more than 14,000 – jobs are in rural areas.

**69%**

Small businesses drive Wisconsin's clean energy sector – in 2022, 69 percent of the state's clean energy businesses employed fewer than 20 individuals

**11.3%**

More than 11 percent of Wisconsin's clean energy workers were veterans in 2022



**POLICIES MATTER**

While recent federal policies, including investments and tax credits for energy efficiency upgrades, EV and solar purchases and new clean energy projects create strong tailwinds, there is still more to do. To meet the nation’s climate goals of reducing climate emissions by 50 percent by 2030, improve equity in the clean energy economy and grow clean energy jobs, lawmakers and policymakers should:

- **Defend against attempts to roll back federal clean energy and vehicle investments:** Just one year after the passage of the Inflation Reduction Act, companies are investing over \$86 billion in large scale clean energy projects that will lead to the creation of over 74,000 jobs, thanks to the federal investments and incentives in the new law. Of the 210 projects announced, almost a quarter are in Midwestern states. Attempts to rollback provisions of the federal clean energy incentives threaten future clean energy job growth and economic opportunity.
- **Develop and fund federal and state workforce development programs.** One of the largest barriers to clean energy job growth is the challenge to fill open positions. Workforce training will be critical to the continued growth of the industry, as nearly 88 percent of employers in Wisconsin report at least some difficulty hiring workers.
- **Expand transmission to increase access for clean energy projects.** Federal and state governments must work with the Midwest regional transmission organizations to build more transmission. Without more transmission, many wind and solar projects will not be built.
- **Advance state-level clean energy policies.** It will be important for Wisconsin to adopt state policies that support continued growth in clean energy, like the expansion of community solar in the state and policies that allow non-utilities to charge EV owners for power, as a way to incentivize the building of new charging infrastructure.

**JOBS BY SECTOR**



**2022 SUBSECTOR DETAILS**



**Energy Efficiency**

- 20,946 Energy STAR & Efficient Lighting
- 8,922 Traditional HVAC
- 6,211 High Efficiency HVAC & Renewable H&C
- 18,159 Advanced Materials
- 1,499 Other



**Grid & Storage**

- 1,324 Clean Storage
- 326 Smart Grid
- 311 Micro Grid
- 374 Other Grid Modernization



**Clean Fuels**

- 102 Other Ethanol/Non-Woody Biomass
- 293 Other Biofuels



**Clean Transportation**

- 2,784 Hybrid Electric Vehicles
- 1,291 Plug-In Hybrid Vehicles
- 1,758 Electric Vehicles
- 325 Hydrogen and Fuel-Cell Vehicles



**Renewable Energy Generation**

- 4,174 Solar
- 1,885 Wind
- 116 Geothermal
- 529 Bioenergy/CHP
- 161 Low-Impact Hydroelectric

Unless otherwise stated, the data and analyses presented in this report by Evergreen Climate Innovations and Environmental Entrepreneurs (E2) are based on data collected for the 2023 U.S. Energy Employment Report (2023 USEER), produced by the United States Department of Energy (DOE) and collected and analyzed by BW Research Partnership (BWRP).