

Clean Economy Grew Faster than Wisconsin Economy in 2024

QUICK FACTS

75,034

Clean energy jobs

1.8%

Growth in clean energy jobs

4X

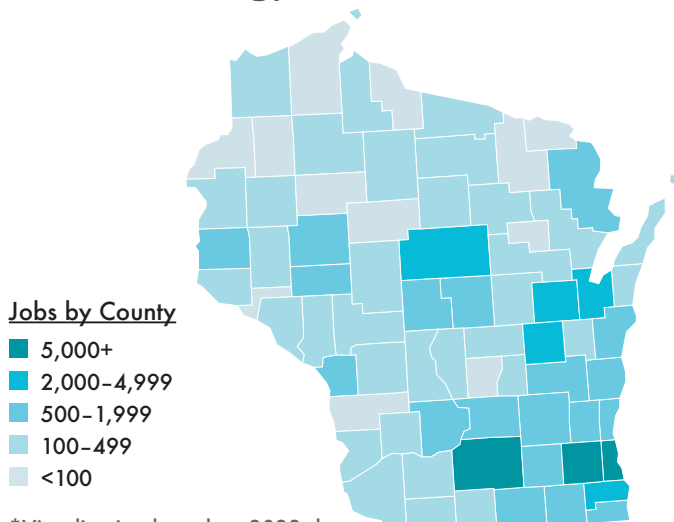
Faster growth than rest of economy

The clean energy industry continues to drive job creation in Wisconsin, adding nearly 1,400 jobs across the state last year. 75,000 Wisconsinites now work in renewable energy, energy efficiency, electric vehicle manufacturing and other clean energy-related fields, an increase of almost 2 percent from a year earlier. By comparison, the state's overall workforce grew by less than half a percent last year.

The data in this report predates the July 2025 passage of the One Big Beautiful Bill Act, which is expected to slow clean energy job growth nationwide. Still, the numbers highlight a workforce that is becoming an increasingly vital part of Wisconsin's economy.

As the demand for energy continues to rise and the financial toll of climate change becomes more visible, Wisconsin's clean energy workers are poised to play an even more critical role in shaping the state's economic future.

Clean Energy Jobs* in Wisconsin



*Visualization based on 2023 data

Bright spots for the industry include energy efficiency. Energy efficiency comprises about three-quarters of all the region's clean energy jobs, and it grew by more than 1,200 jobs — top among all sectors. Over 58,000 Wisconsinites manufacture energy-efficient appliances, install efficient lighting, connect heat pumps and other highly efficient HVAC systems, construct buildings using materials like low-carbon concrete, or work in other energy efficiency-related jobs.

Renewable energy is the state's second-largest clean energy employer, with 7,000 jobs — driven in part by a 1.3 percent increase in solar jobs. Clean grid and energy storage roles also saw gains, climbing to over more than 2,600 jobs, up 4.1 percent from the previous year.

The clean vehicle sector — covering electric vehicles, hybrids, plug-in hybrids, and hydrogen or fuel-cell technologies — was the only segment of Wisconsin's clean energy economy not to grow last year. Employment held relatively steady at just over more than 6,500 jobs, dipping by 175 positions amid automation, softer-than-expected consumer demand, policy uncertainty, and supply chain shifts.

74.1%

In 2024, across all clean energy sectors, 74.1 percent of Wisconsin clean energy jobs were in **construction and manufacturing**.

11.2%

11.2 percent of Wisconsin clean energy workers were **veterans** in 2024.



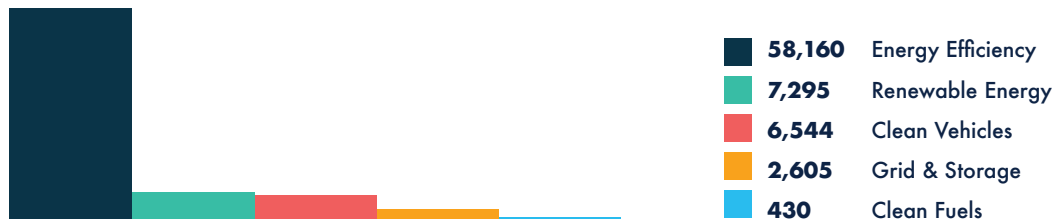
POLICIES MATTER

The One Big Beautiful Bill aggressively winds down long-standing wind, solar, vehicle, and energy efficiency tax credits, threatening to kill clean energy projects, increase energy costs, and slow the rapid onshoring of domestic clean energy manufacturing. Already, businesses have canceled, closed, and scaled back more than \$22 billion* worth of new projects and factories nationwide.

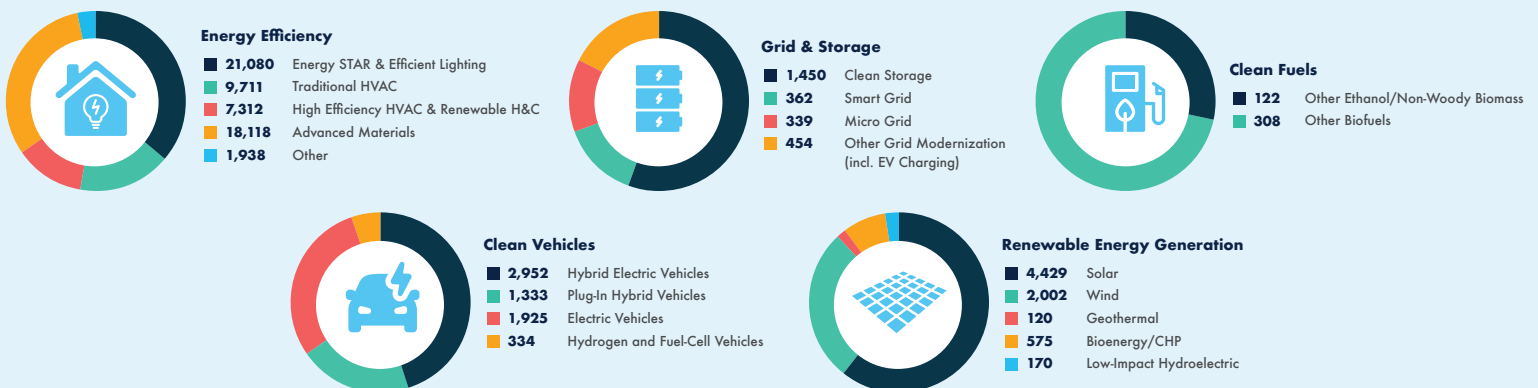
To retain some of the clean energy projects that are fueling the economy by creating jobs, keeping energy costs down, and helping meet rising energy demand, policymakers should:

- **Oppose federal policies that undermine the region's clean energy jobs and investments:** Additional federal hurdles and taxes, including new red tape for building wind and solar on public lands and changes to Treasury Department rules, will drive away investments in Wisconsin, increase market uncertainty and kill local jobs.
- **Power data centers with clean energy:** The rapid rise in data centers is contributing to unprecedented energy demand. As states grapple with how to power these centers, they must prioritize the commonsense, low-cost, clean options. Utility-scale solar and onshore wind are the cheapest and fastest forms of new energy to deploy.
- **Prioritize new transmission:** State and federal government must work with regional transmission organizations (RTOs) to ensure important new transmission lines are built, creating capacity for the new clean energy projects we need.
- **Advance state-level clean energy policies:** Wisconsin lawmakers should work to fast-track renewable energy deployment before the solar and wind tax credits expire and enact state tax incentives that help fill some of the void left by federal action.

JOBS BY SECTOR



2024 SUBSECTOR DETAILS



Unless otherwise stated, data and analyses presented in this report by Evergreen Climate Innovations and E2 (Environmental Entrepreneurs) are based on data collected for the 2025 U.S. Energy Employment Report, produced by the U.S. Dept. of Energy and collected and analyzed by BW Research Partnership.

*Clean Economy Works, E2, September 2025,
<https://e2.org/announcements/>