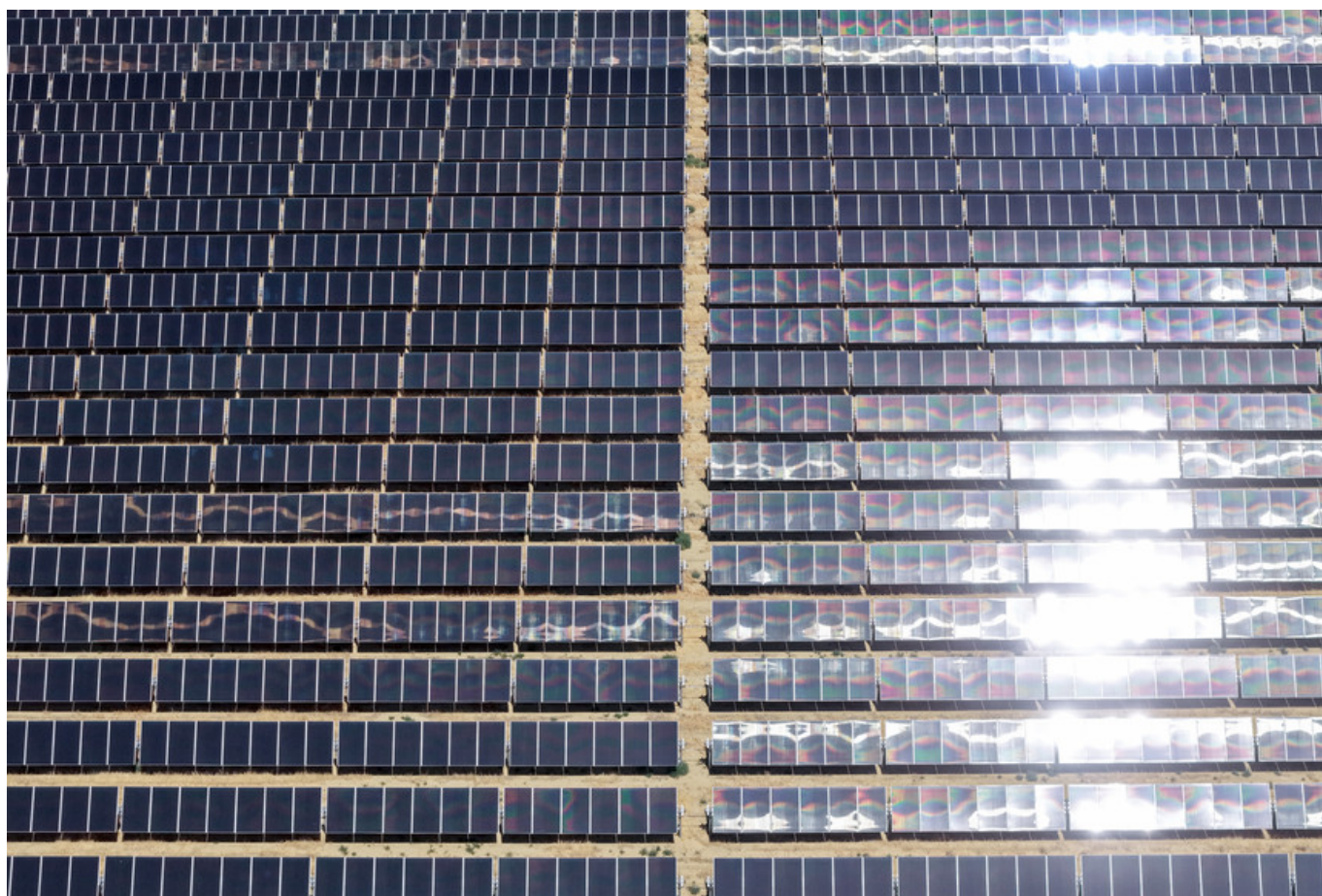


Clean energy business groups unite to boost policy clout

“It’s about standing up and speaking louder as an industry,” said E2 Executive Director Bob Keefe.



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A solar array near Rosamond, California. | Mario Tama/Getty Images

The national clean energy business group E2 will announce Wednesday it is joining forces with Cleantech Leaders Roundtable, a private network of senior clean tech and climate tech leaders.

The alliance is meant to bolster clean energy business leaders' voices in Washington at a time when demand is rising and the federal government under the Trump administration has slowed solar and wind development. Together, the two groups will seek to educate policymakers and members of Congress on the importance of clean energy from an economic perspective, said E2 Executive Director Bob Keefe.

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"If the last few years have taught us anything, it's that if we're going to pass durable climate policy in this country and keep our clean economy growing, we need a strong and powerful business voice that's going to help carry that message with lawmakers and with the public," Keefe told POLITICO.

E2 is a nonpartisan group of more than 13,000 business leaders working in various sectors. Established in 2000, E2 is [affiliated with the Natural Resources Defense Council](#).

Clean energy executives Jacob Susman and Jigar Shah founded CTRLR in 2017 to bring together CEOs, founders, investors and senior executives. It will retain its name and identity under the new agreement but will become a program of E2. Ann Davlin, CEO of CTRLR, and other staff will join the E2 team.

Members of the network will still hold "events with the candid, off-the-record dialogue that has defined the network," according to a news release.

Bringing CTRLR into the E2 fold will provide members with "an outlet to amplify our voices and have a stronger hand in policy," Davlin said. The new effort will allow CTRLR to access E2's national and state policy, advocacy and communications resources, while adding clean tech executives to E2's own network.

"It's a way to add the fourth leg to the stool to really get us moving forward," Davlin added.

The move comes as the broader industry is [grappling with how best to message its priorities](#), including [shaking up traditional clean energy advocacy](#).

"It's about standing up and speaking louder as an industry and as business people who care about the economy and the environment more forcefully and in a more united way," Keefe said. "This is just one more example of how clean energy is growing up and working closer together to keep progress going forward."

E2 [tracks monthly clean energy project announcements and cancellations](#) across the private sector. The group is planning to launch a new six-figure communications ad campaign to tell that story in October, Keefe said, with more ads likely coming after the November elections.

The campaign will use data and "real voices and real people" to show what is at "risk if we continue to go backward on clean energy policy in this country," he said. It is expected to include digital, print and radio ads in "key" markets, including in Republican-led states and communities.



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James Bambara

Associate Director, BDA Management

jbambara@politico.com