

Clean energy: Former U.S. governor shares his experience with Tec



*“People were surprised that what I most wanted to do was **examine energy systems** in the United States and relate that to environmental damage and climate change,”* said **Bill Ritter**, Director of the [Center for the New Energy Economy \(CNEE\)](#) at [Colorado State University](#).

Ritter, who is also a **former governor of Colorado**, visited the [Monterrey campus](#). Besides meeting with directors from the institution, he spoke with students about his experience of **promoting sustainable energy use**.

*“It’s really about **inspiring** people to go solar, to use wind energy, buy electric vehicles, and retrofit their houses to be energy efficient,”* he stressed.

He said that he began to propose the topic in Colorado in 2006, but people thought it would be **very expensive** since **fossil fuel consumption** was high in the state.



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He recalled that in order to achieve this, they had to **work towards building a new economy** in which **low-income** citizens were **assisted**.

*“We called it the new energy economy and it was to **change the way we sourced energy**. It was to change the way we thought about the environment.*

*“But we were also going to **build an economy** and we were going to do it in a way that worked for everybody in society,” he explained.*

“It’s about inspiring people to go solar, to use wind energy, and buy electric vehicles.” - Bill Ritter

According to the university director, **public policy** is **key** to being able to achieve this change in energy consumption, and he reiterated that he has had to **work with Democrats and Republicans** to be able to **generate new reforms**.

The meeting with students was held on **October 26 in the Rector’s Building**. It was moderated by Professor **Alberto Mendoza**, from the **School of Engineering and Sciences**.



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Exploring development and innovation at the Tec

As part of his visit, **Ritter** met with **Tec de Monterrey** leaders, who **talked** to him about the **initiatives taking shape at the Tec** and the various projects generated by the institution in the field of **sustainability and energy**.

He also met with a group of researchers in the field of sustainability. During the meeting, he was presented with initiatives from Tec de Monterrey's **Sustainability and Climate Change Plan** and **Ruta Azul (Blue Route)** projects.

*"We're delighted to have Bill here at the Tec. It is, without a doubt, a time to **share** some of the technology, innovation, and social initiatives that we're working on as an institution,"* said **David Garza**, Rector and Executive President of [Tec de Monterrey](#).

Also present at the meeting were **Juan Pablo Murra**, Rector for Higher Education, **Manuel Zertuche**, Dean of the School of Engineering and Sciences, and **José Antonio Torre**, Director of Urban Planning and Sustainability.



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During his visit to Tec de Monterrey, the former United States governor of Colorado had the opportunity to tour some of the institution's emblematic spaces, such as the **Rector's Building Mural** and the **Emerging Technologies Laboratory (MOSTLA)**.

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