

# National Academies Workshop:

## Regional Approaches to Urban Sustainability

### Federal “Reframing” of Sustainability: Tools, Methods and Approach

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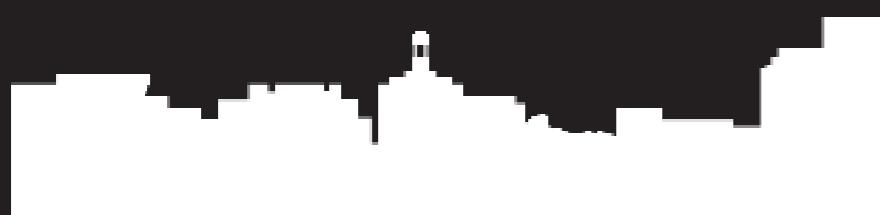
May 29, 2013



# Our History

clean  
economy  
solutions

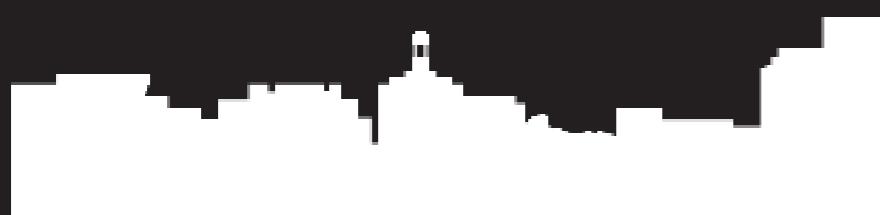
- National 501 (c) 3, founded 2007
- Collaboration of Rockefeller Brothers Fund, business, labor, environmentalists, chambers and economic developers
- Deliver an “Economic Prosperity Message” within Climate Change
- “Our Environmental Imperative is also our Greatest Economic Opportunity”



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# Our Theory of Change

- **An economic development strategy** with economic and environmental benefits – not the reverse
- **A regionally-driven phenomenon** – not a federal program or mandate
- **A practical response** to new economic, energy and environmental challenges



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# Making the Prosperity Business Case

- Energy efficiency saves money
- Mass Transit connects regions and resources
- Alternative energy creates new business opportunities
- Increasing energy productivity enhances competitiveness
- Innovation is the solution to our energy, environmental and economic challenges

## TOWARDS A NEW PROSPERITY:

How Business & Regions are Creating a Prosperous Low-Carbon Economy through Energy Savings, Economic Opportunities and Job Creation



Climate Prosperity Project  
2011

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## Regional Results Portland Metro

The  
Portland Metro  
Climate Prosperity  
Project

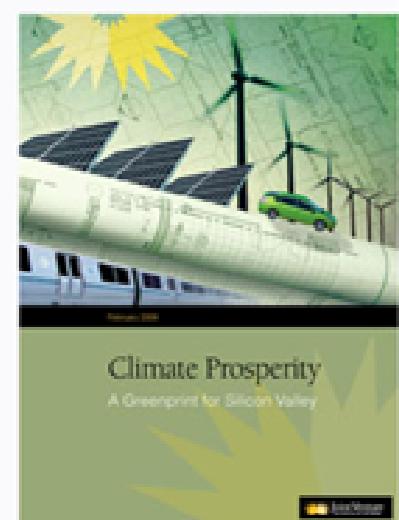
A GREENPRINT  
FOR THE METRO REGION



**Strategic Action Priorities:**

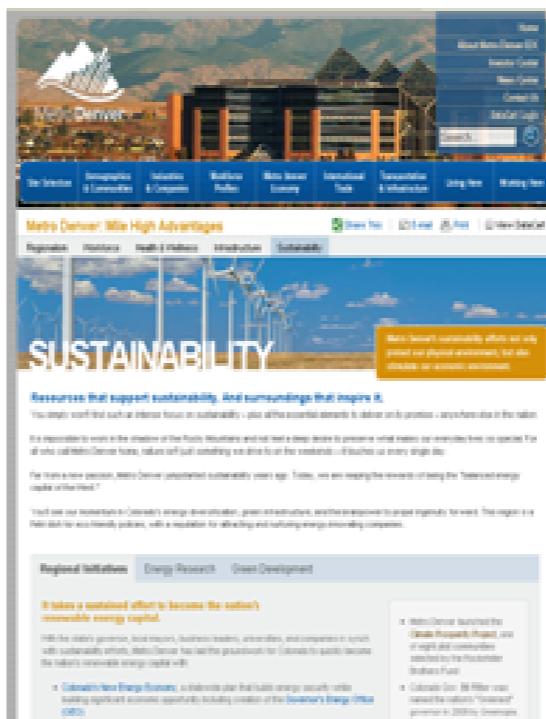
- Establish finance mechanisms for Green Innovation
- Accelerate clean energy and energy efficiency
- Commercialize green technologies
- Cultivate the regional clean tech Cluster
- Cultivate sustainable forestry and agriculture
- Develop a pipeline of green talent
- Build support and communicate results

## Regional Results Silicon Valley



- **Silicon Valley Climate Prosperity Council**
- **40 local governments** are working together on joint procurement strategies
- **Moffett Park Smart Grid** demonstration project
- **Energy storage** symposium

## Regional Results Metro Denver



**Strategic Regional Priorities**

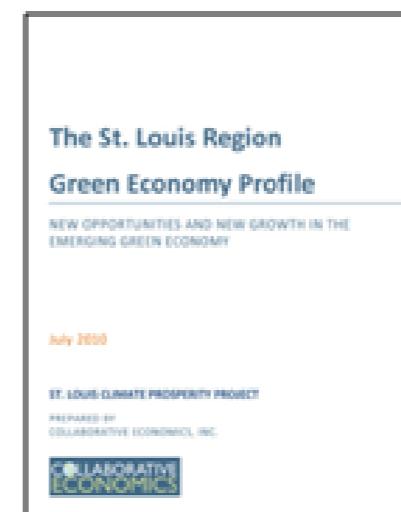
- **Market:** Expand user education and demonstrations
- **Innovation:** Leverage and commercialize R&D assets
- **Value Chain:** Build out Clean Economy value chain
- **Brand:** Launch external regional Clean Economy branding campaign

## Regional Results St Louis Region

### Green Savings



### Green Opportunities



### Green Talent



# Reframing Urban Sustainability: Tools, Methods and Approach

- 2008 Stimulus Bill for the 1<sup>st</sup> time **Linked Economic Recovery, Climate Change and Clean Energy**
- ARRA Funding **“Seed Capital”** for Cities and States to Experiment
- 2010 Sustainable Communities ushered in a **collaborative, integrated and comprehensive** approach (Transportation, Housing and Environment)
- **Regional Planning, Learning Networks, and Laboratories of Innovation**
- National Labs, University Research funding in Clean Energy with emphasis on **innovation, entrepreneurship and advanced manufacturing**



# Much Work Remains to Be Done

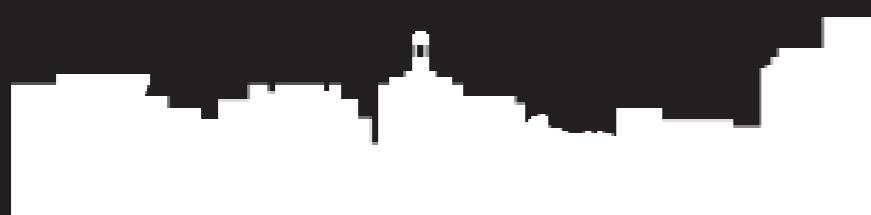
## Urban Development Challenges

- **Connect** regional sustainability planning efforts to low income communities,
- Community **capacity building** that empowers residents to be more active participants in sustainability,
- Effectively **align and leverage** traditional community economic development resources (CRA, TIF, NMTC, etc) to **catalyze** private sector investment,
- **Generate business opportunities** for small, women and minority-owned businesses,
- **Connect job seekers and employers** through effective Workforce Development strategies,
- Develop **affordable housing and transit options** connected to jobs in the region



# Market Context

- The clean economy in the United States is diverse, dynamic, and a growing source of profits and prosperity for investors, companies, and geographic regions. A recent study prepared for the Advanced Energy Economy Institute showed that the U.S. advanced energy market in 2011 was \$132 billion and is expected to grow to \$157 billion in 2012.
- States and regions are increasingly recognizing the benefits and opportunities in developing the clean economy, and have made it integral to their economic development strategies.
- In this new environment, there are growing opportunities for mutually beneficial partnerships among regions and investors. The challenge is that information about suitable partners is uneven at best.

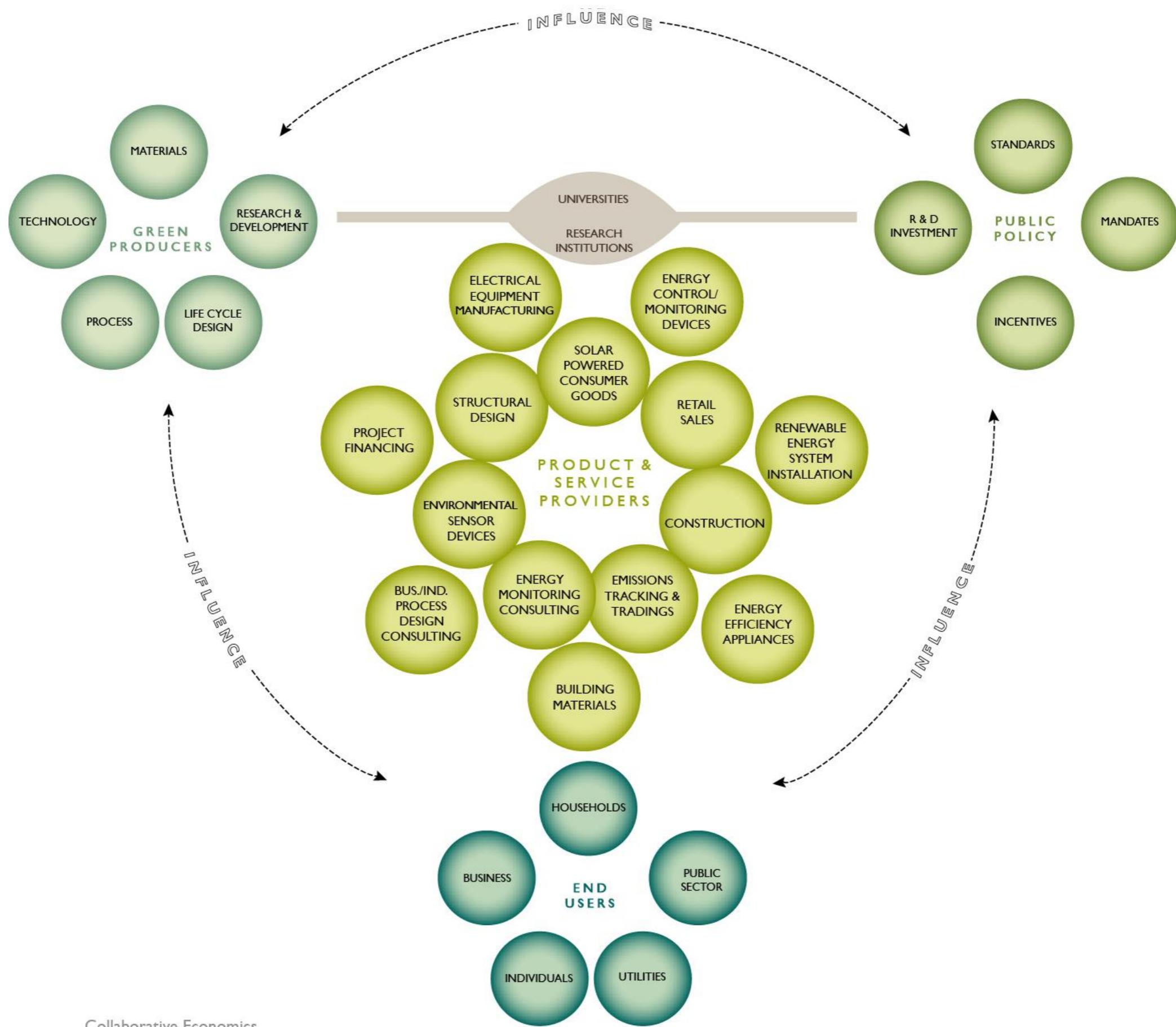


# Dynamic Business Landscape

- **New sectors are emerging and focus is shifting from one sector to another.**
  - **There are a growing number of companies directly and indirectly involved in the clean economy.** The changing landscape offers many opportunities across the country for market growth in activities ranging from manufacturing to retail.
  - **The types of investors and funding driving the clean economy are changing.**
    - **“Strategic investors” emerging as new major investors in the clean economy.**
    - In 2008, corporations were involved in 38 percent of the total clean economy funding and 20 percent of the total deals, and then jumped to 54 percent of total funding and 28 percent of total deals in 2012.
  - **The public sector role is still important, but changing.**
  - **Foundation and community investments more important than ever**



# GREEN ECONOMY VALUE NETWORK



# CLEAN ECONOMY SOLUTIONS FRAMEWORK

## BUILD MARKET FOR CLEAN AND GREEN PRODUCTS AND SERVICES

IMPROVE BUILDING EFFICIENCY    INCREASE COMMUNITY RESOURCE EFFICIENCY & REUSE    GROW RENEWABLE ENERGY USE    EXPAND CLEANER TRANSPORTATION OPTIONS    TRANSFORM BUSINESS PRODUCTS & PRACTICES    PROVIDE A NEW ENERGY INFRASTRUCTURE

ENCOURAGE GREEN INNOVATION    FACILITATE GREEN COMPANY EXPANSION    BUILD THE GREEN VALUE CHAIN    CREATE A PRO-GREEN REGULATORY CLIMATE    EDUCATE & TRAIN GREEN WORKFORCE    PROMOTE REGIONAL PRODUCTS & SERVICES

## CREATE & CAPTURE THE BENEFITS OF CLIMATE PROSPERITY



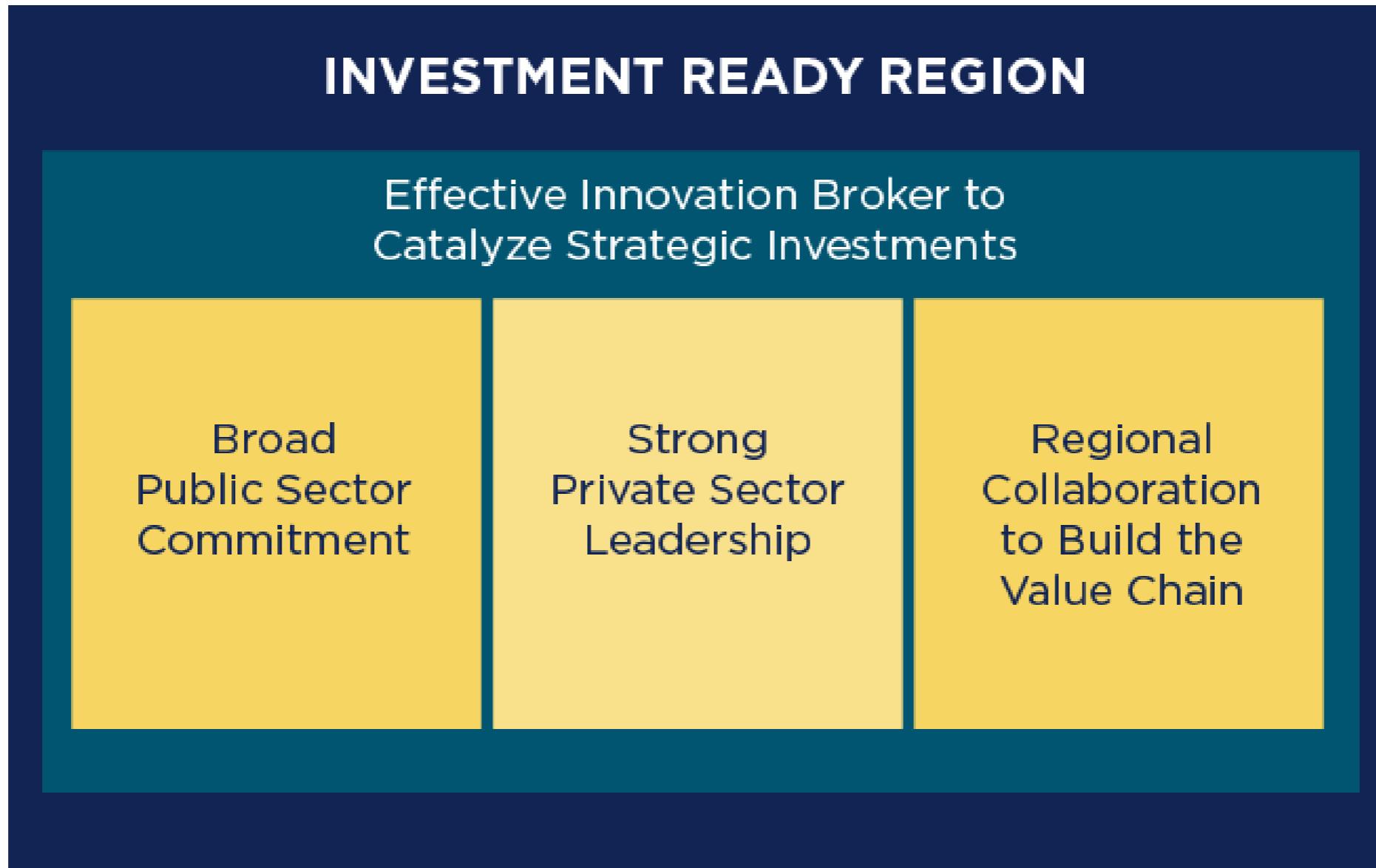
Reduce Greenhouse Gas Emissions  
Increase Energy & Financial Savings  
Expand Business Opportunities  
Grow Green Talent & Jobs

## GROW BASE OF CLEAN AND GREEN INDUSTRIES



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# “Investment Ready Regions” Are a Key to Succeeding in the New Clean Economy Landscape



# Promising Practices To Build On

- An **active engagement** in state, regional and local sustainability activities
- A **collaborative, network approach** that connects neighborhood to regional & national clean economy initiatives
- **Rigorous documentation** of metrics, outcomes and results
- **Connecting and sharing resources** Innovate New Models
- **Serving as local spokespersons** on behalf of the Clean Economy



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