

National Academies Workshop:

Regional Approaches to Urban Sustainability

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

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Clean Economy Solutions

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Our History



- 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



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



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

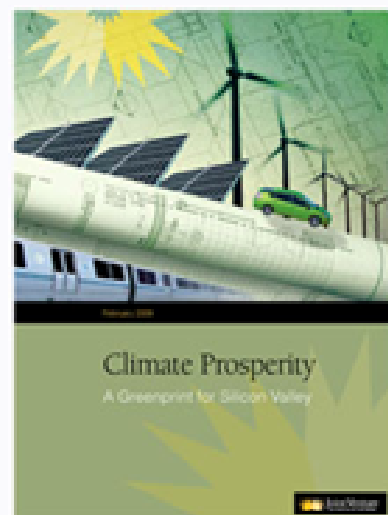
Regional Results Metro Denver



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 Silicon Valley



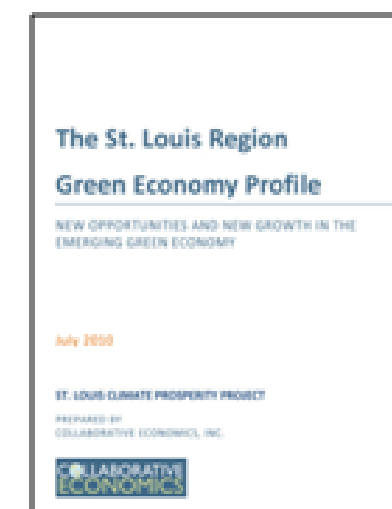
- **Silicon Valley Climate Prosperity Council**
- **40 local governments** are working together on joint procurement strategies
- **Moffett Park Smart Grid** demonstration project
- **Energy storage** symposium

Regional Results St Louis Region

Green Savings



Green Opportunities



Green Talent



Reframing Urban Sustainability: Tools, Methods and Approach

- 2008 Stimulus Bill for the 1st 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**



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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



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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.



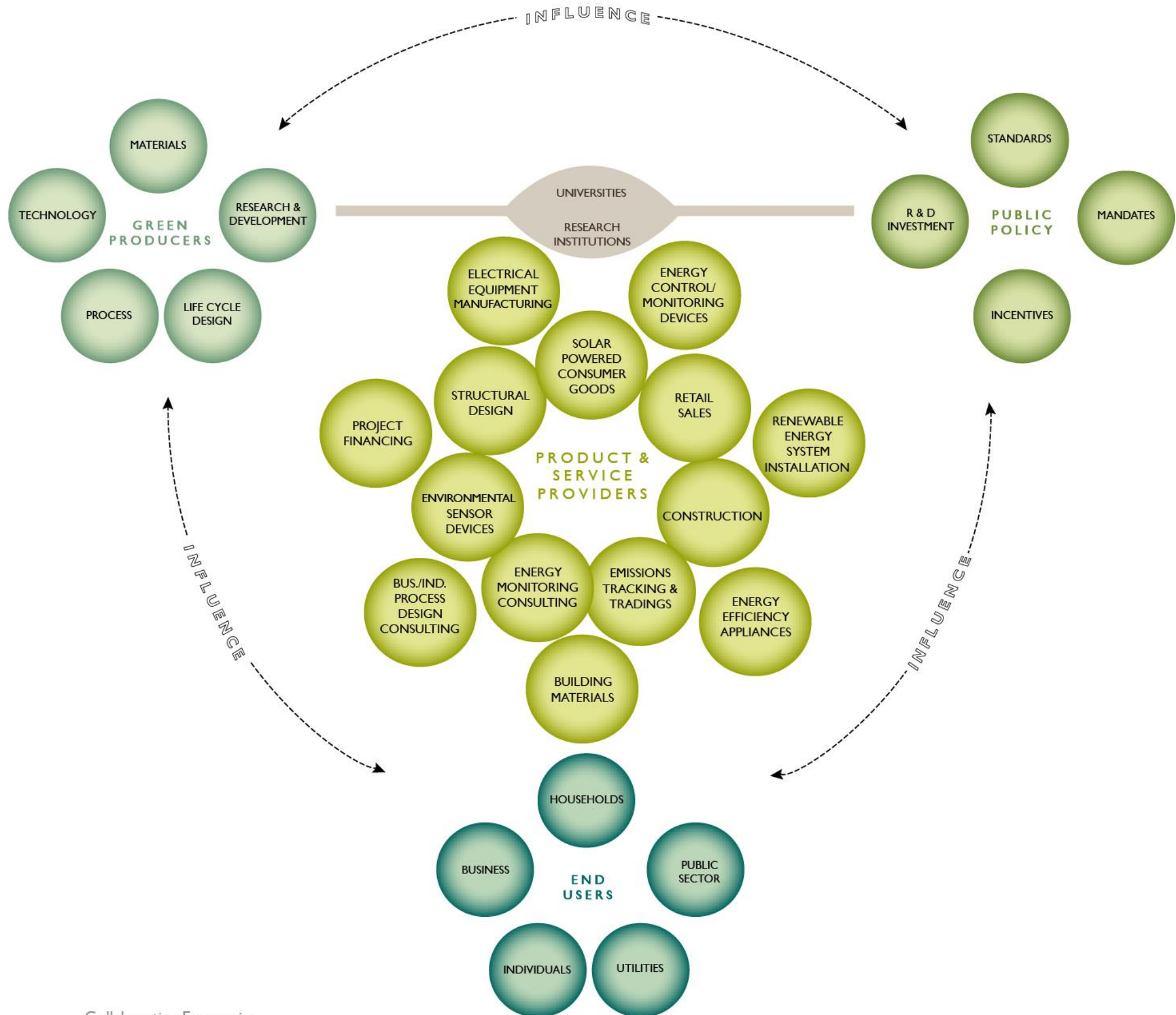
Dynamic Business Landscape

- 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



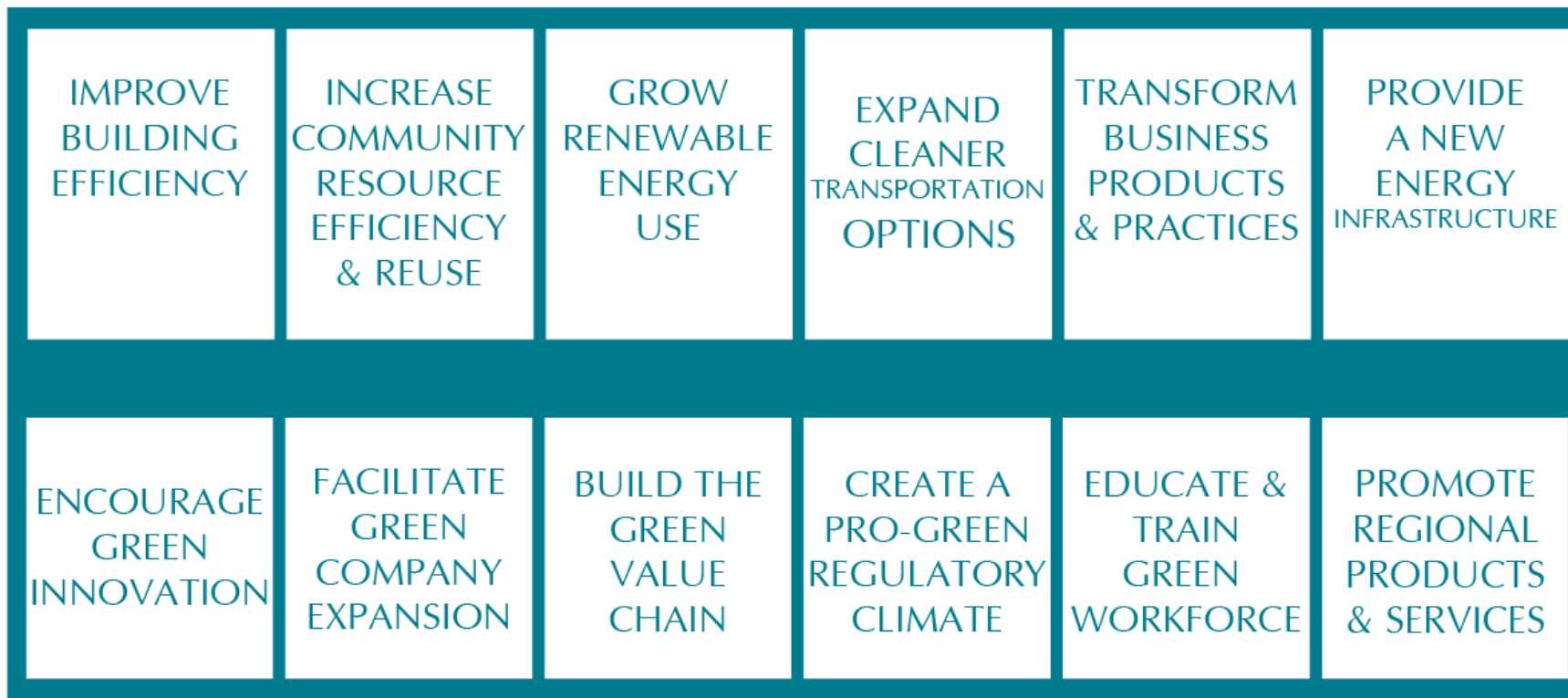
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GREEN ECONOMY VALUE NETWORK



CLEAN ECONOMY SOLUTIONS FRAMEWORK

BUILD MARKET FOR CLEAN AND GREEN PRODUCTS AND 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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