

State/Provincial, Regional, and Local Climate Prosperity Framework

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The climate prosperity framework includes demand and supply components that together produce multiple economic and environmental benefits.

- The “demand” component involves building the market for clean and green products and services. Activities that create demand—from standards to incentives to regulatory policies—are the most common climate prosperity strategies to date.
- The “supply” component involves growing the base of clean and green industries. While a place can increase its market for clean and green products and services, this demand can be met by local firms or firms based outside the area. The more that demand is met by local firms, the more economic benefits accrue.
- When a place actively encourages both clean and green demand and supply, it can maximize its environmental and economic benefits: reducing greenhouse gas emissions, improving energy savings, expanding business opportunities, and growing green talent and jobs.
- To complete the framework, an organizational component provides the “glue” to connect and align both demand and supply strategies, and track economic and environmental benefits. A “climate prosperity council” can take many forms—but should reflect the unique characteristics of each place.



BUILD THE MARKET FOR CLEAN AND GREEN PRODUCTS AND SERVICES

- **Improve Building Efficiency**—For example, green building standards and programs for residential, commercial, industrial, and governmental structures; energy audits and energy efficiency efforts for buildings.
- **Increase Community Resource Efficiency and Reuse**—For example, efficient water use and reuse efforts; waste recycling and energy generation; improving the efficiency of community features, such as street lights; efficient land use strategies.
- **Grow Renewable Energy Use**—For example, financial incentives, regulatory streamlining, and related efforts to promote rooftop solar systems; utility-scale shifts to renewable energy sources.
- **Expand Cleaner Transportation Options**—For example, efforts to shift to alternative fuel vehicles and build alternative fuel infrastructure; expand and promote public transportation and other lower-emission options.
- **Transform Business Products and Practices**—For example, private sector efforts to move to new green product lines in established industries, shift to new materials and more efficient machinery (e.g., computers), and redesign production and other business processes.
- **Provide a New Energy Infrastructure**—For example, pioneering efforts to build a “smart grid,” a combination of transmission lines and information network that allows for seamless integration of distributed, renewable sources of electricity, as well as better information about usage and pricing (via “smart metering”) that can inform efforts to improve energy efficiency.

GROW THE BASE OF CLEAN AND GREEN INDUSTRIES

- **Encourage Green Innovation**—For example, increasing R&D investment, securing patents, providing access to testing facilities, facilitating commercialization, seeding start-ups, making global linkages to help spur innovation.
- **Facilitate Green Company Expansions**—For example, helping individual firms with site location requirements (including land and facilities), expansion financing, and related growth needs.

- **Build the Green Value Chain**—For example, brokering linkages among green industry segments, and buyers and suppliers, and between local firms and global partners.
- **Create a Pro-Green Regulatory Climate**—For example, alignment of local standards, policies, and processes (like permitting and inspection), removal of barriers, and advocacy of state-level changes to encourage and expedite green economic development.
- **Educate and Train the Green Workforce**—For example, preparation of new workers and retooling of existing workers at all levels for new green jobs (e.g., solar installers, green product manufacturing technicians, sales, scientists) and existing jobs that now require green skills (e.g., electricians, construction workers, facility operations managers).
- **Promote Local Products and Services**—For example, marketing products and services locally and globally; promoting a unique local identity/niche in the global green economy.

CREATE AND CAPTURE BENEFITS OF CLIMATE PROSPERITY

- **Reduce Greenhouse Gas Emissions**—Examples of measures include total and per capita greenhouse gas emissions, share of lower-emission, renewable energy sources; energy productivity (energy use per GDP).
- **Increase Energy and Financial Savings**—Examples of measures include total and per capita energy consumption, total and per capita financial savings from energy efficiency improvements.
- **Expand Business Opportunities**—Examples of measures include increases in new companies, emergence of new industry sectors, growth of revenues and value-added or productivity of existing firms, growth in venture capital and other investment in green and clean companies, increase in green patents.
- **Grow Green Talent and Jobs**—Examples of measures include number of new green jobs in emerging and established industry sectors, number of workers in education and training for green occupations.