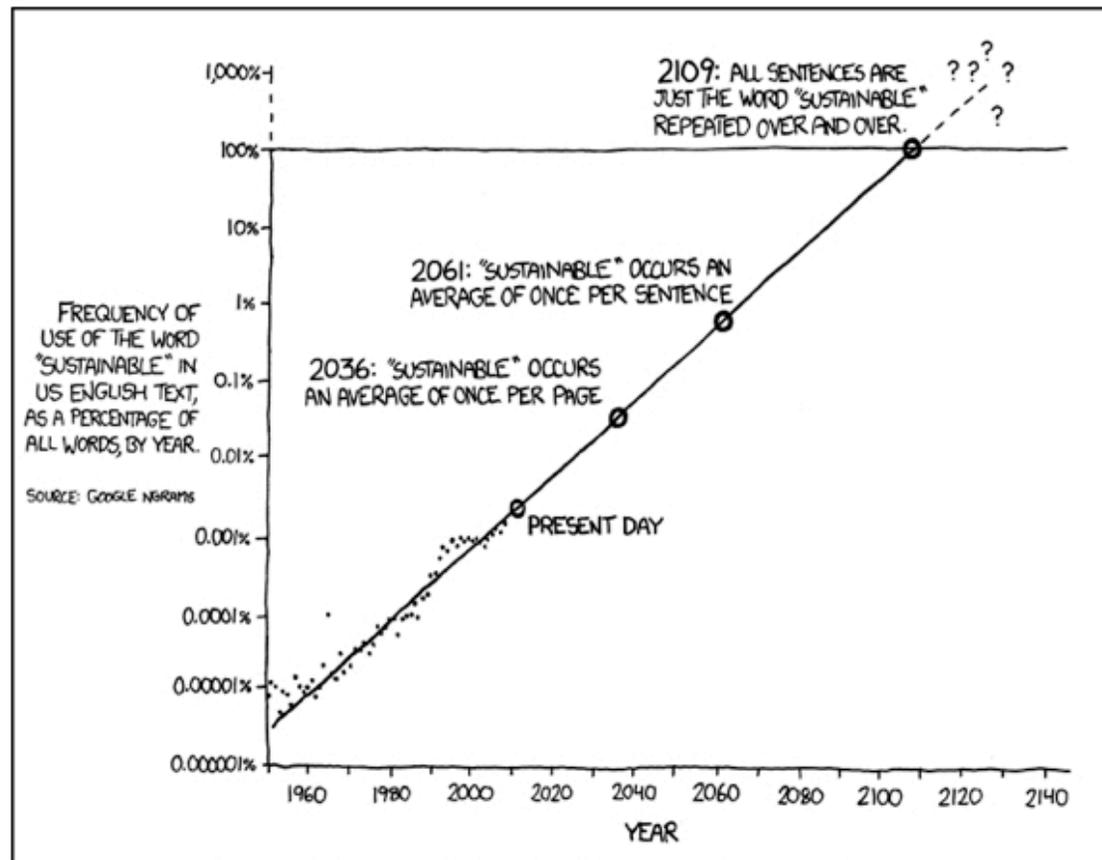


Federal Reserve Bank of St Louis Exploring Innovations Jobs and Livability

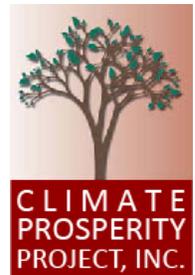


Andre Pettigrew, Executive Director
Climate Prosperity Project
March 20, 2012

How Sustainable is the Word Sustainable?

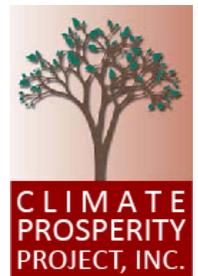


THE WORD "SUSTAINABLE" IS UNSUSTAINABLE.

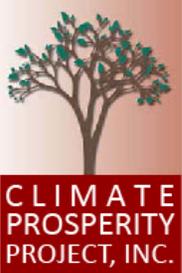


WHAT IS CLIMATE PROSPERITY?

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

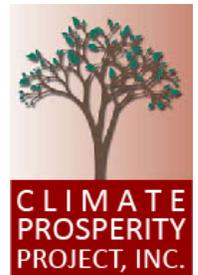


Regional Partner Locations

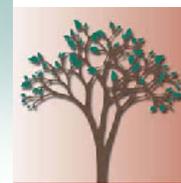
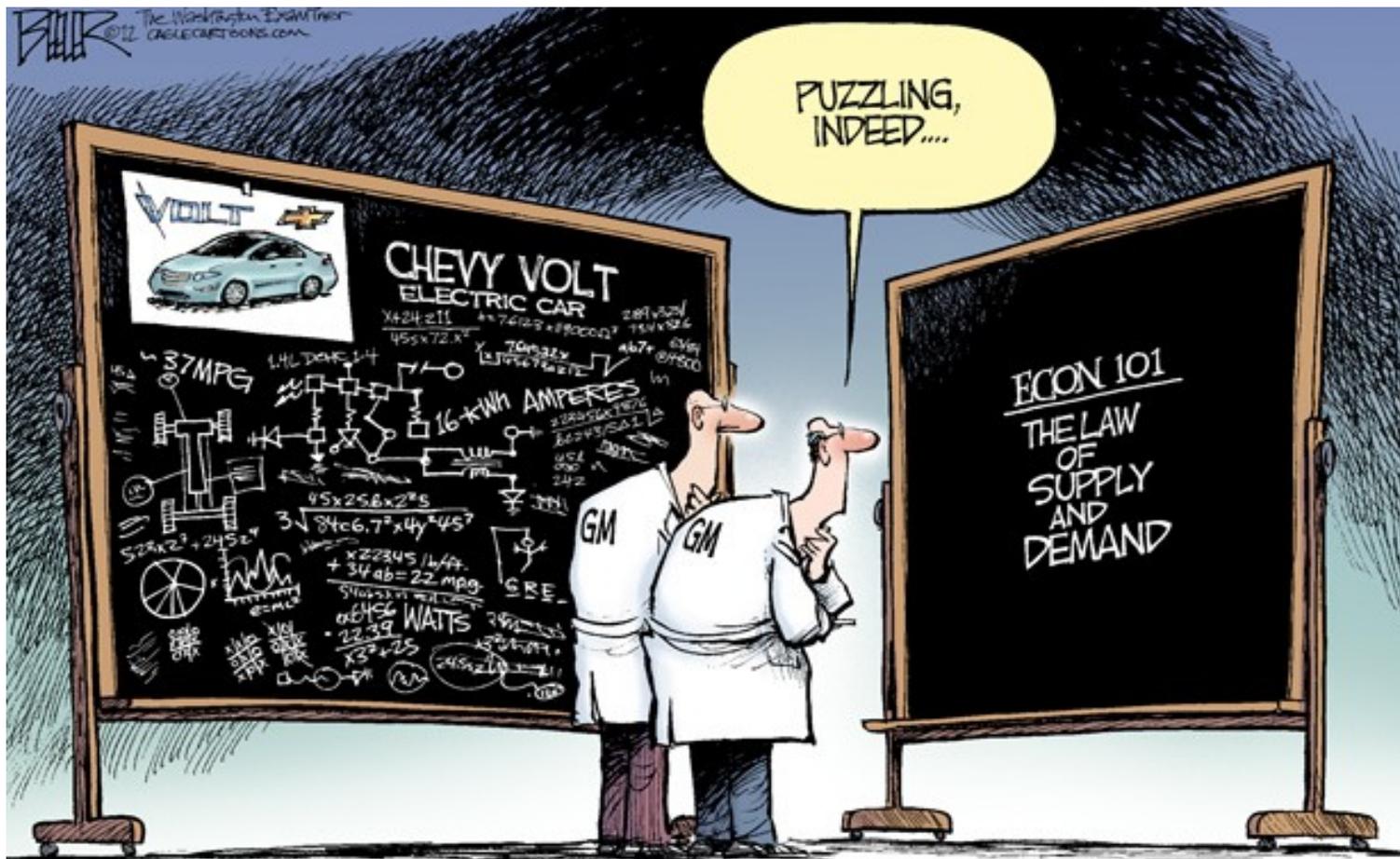


What's "Trending"

- Economic message is resonating more than environmental message,
- Markets and Market Efficiency are critical now,
- "Equity" Agenda is still aspirational,
- Public Sector resources are diminishing . . . Private Sector and Philanthropy must play a greater role,
- "Place" Matters: Regional, Local and Neighborhood.

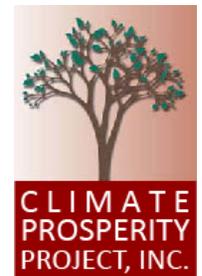


GM'S DILEMMA



CLIMATE
PROSPERITY
PROJECT, INC.

Sustainable Business Opportunity



Federal Reserve Bank of St. Louis



PROJECT HIGHLIGHTS

ACCOMPLISHMENTS

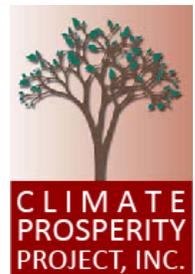
- ✓ Sustainability has been added to the Bank's strategic objectives and several key departments have sustainability-related budgets.
- ✓ As part of the GBC, participating organizations were invited to tour the Bank's new high-efficiency data center and GRA-certified café.
- ✓ All copiers have been set to 15-minute stand by to reduce power consumption.
- ✓ The Bank went Smoke Free on April 16, 2010.
- ✓ Lighted and secure indoor bicycle parking is available for the Bank's greenest commuters.
- ✓ The Bank met an energy reduction goal of 8% and is \$130,000 under budget for energy

ST. LOUIS

GREEN BUSINESS CHALLENGE
2010

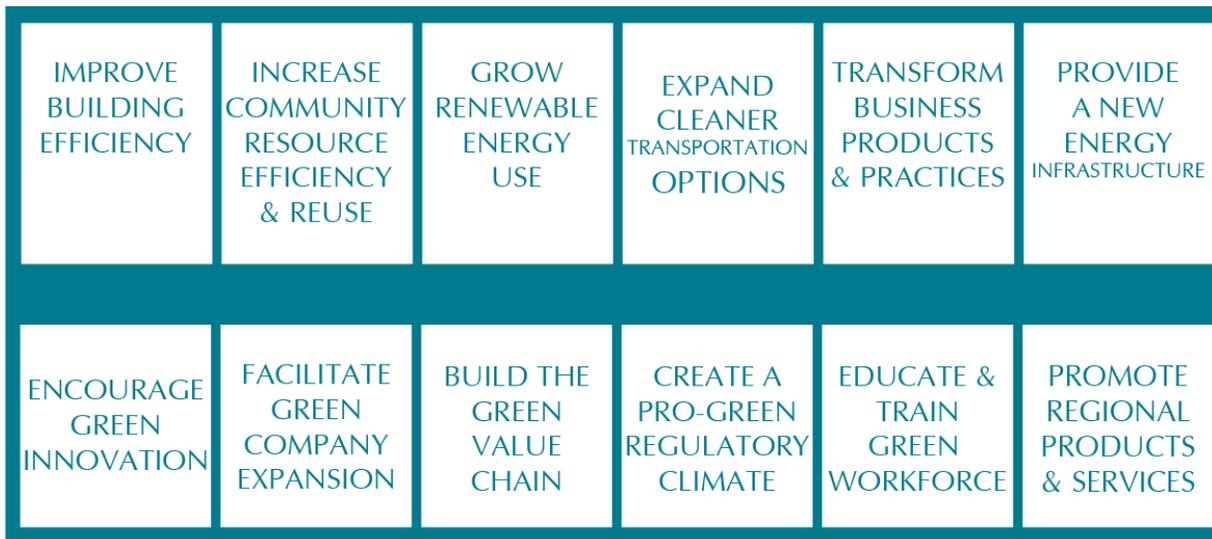
2011 ST. LOUIS

GREEN BUSINESS CHALLENGE



CLIMATE PROSPERITY FRAMEWORK

BUILD MARKET FOR CLEAN AND GREEN PRODUCTS AND SERVICES

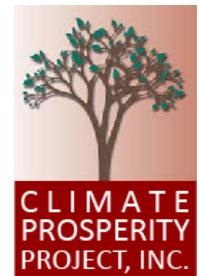


GROW BASE OF CLEAN AND GREEN INDUSTRIES

CREATE & CAPTURE THE BENEFITS OF CLIMATE PROSPERITY

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

Tailored to each region



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

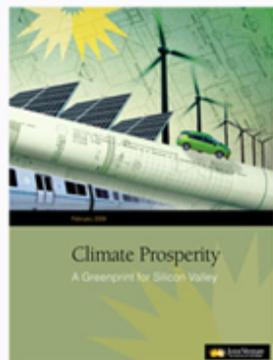
Regional Results Metro Denver



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



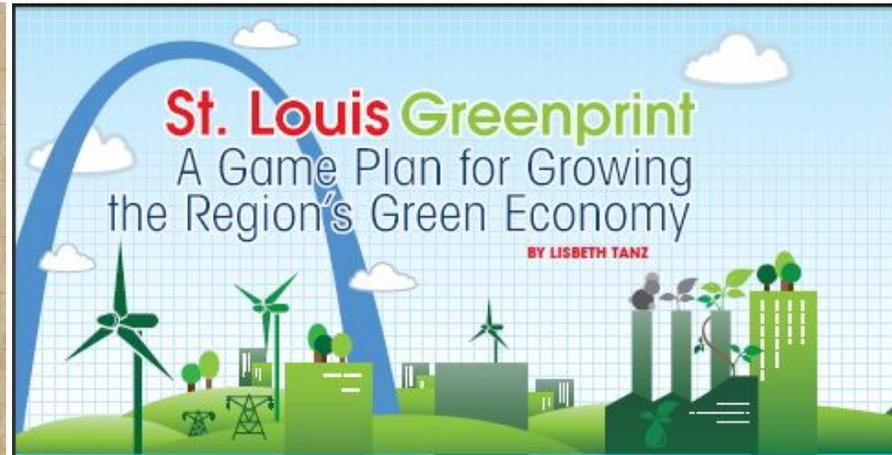
ST LOUIS REGIONAL STRATEGY



The St. Louis Greenprint 2012

An Action Plan for Growing
our Region's Green Economy

December 2011



St. Louis Greenprint

A Game Plan for Growing the Region's Green Economy

BY LISBETH TANZ

As a region, St. Louis is poised to position itself as a hub for the growing green economy and area business, education, government and civic leaders have come together to pursue creation of the St. Louis Greenprint 2012.

The Greenprint, released to the community by the RCGA on Dec. 15, is based on the concept of "climate prosperity": that a region can simultaneously expand economic opportunities and become more sustainable through purposeful strategies and actions that pursue both missions.

The St. Louis region is already established as an emerging green economic region. The region had nearly 4,000 "core green economy" jobs with a 54 percent growth rate from 1995-2008, a rate that far exceeded the overall St. Louis economy and is comparable to Silicon Valley's growth during the same period, according to the St. Louis Green Economy Profile published by the RCGA in 2010. This growth, combined with its central location, logistical capacity, strong advanced manufacturing base and world-class biotech research facilities, position St. Louis as a hub of sustainable economic activity well into the future.

The St. Louis Greenprint 2012 presents initiatives that will assist in the achievement of RCGA's recently-completed regional eco-

nomics development strategy and vision of St. Louis becoming consistently ranked among the top 10 of the 20 largest U.S. metropolitan areas on indicators of regional vitality, economic health and the creation of community wealth. The document lists several objectives to advance the region's green economy:

- ▶ **STRENGTHENING** the Sustainable Technologies Cluster with an emphasis on advanced energy technologies and sustainable building design and materials.
- ▶ **INCREASING** the depth and breadth of regional companies and organizations adopting more sustainable business practices.
- ▶ **INCREASING** the regional supply and demand for green products and services, and increase green exports.
- ▶ **SPURRING** entrepreneurial growth and innovation in green products and services within the region.
- ▶ **STRENGTHENING** the regional workforce for green businesses and services.
- ▶ **RE-TRAINING** the regional "green orana" and
- ▶ **ENHANCING** quality of life through regional sustainability attributes.

Three working teams, with representatives from more than 50 area businesses, education, government and civic institutions helped develop the action steps and the initiatives in the Greenprint:

- ▶ **The Green Marketplace Team** focused on best practices for increasing the supply and demand of green products and services in and from the St. Louis region. This includes greater adoption of sustainable business practices and an emphasis on increased green building.

- ▶ **The Green Innovation Team** was responsible for plans to develop and foster an entrepreneurial culture and network for green businesses in the region.

- ▶ **The Green Talent Team** was charged with strengthening the region's green talent and workforce.

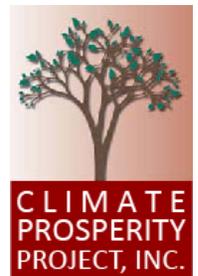
"Helping people understand the benefits of developing a Greenprint is one of the biggest challenges for developing a plan such as this," says Doug Hermon, CEO of Cooperative Economics, a consulting firm in Silicon Valley, Calif., that assists regional leaders in developing plans for their regional green economies.

"Once you activate that, then it's a matter of bringing together industry, universities, chambers of commerce and the private sector to work together to identify the opportunities that make sense for the region."

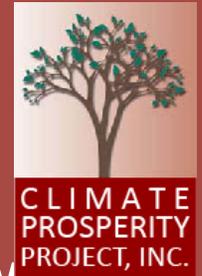
Hermon's team has been directly involved in Greenprint initiatives in Silicon Valley, Denver, Portland, Ore., and now St. Louis.

Challenges to Consider for St Louis

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



CLIMATE PROSPERITY PROJECT, INC.



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

Andre Pettigrew

Executive Director

Climate Prosperity Project, Inc

1429 21st Street NW

Washington DC 20036

(202) 296 1421 ext 122

www.climateprosperityinc.org

www.cleaneconomywire.org